



RECORDING BEST PRACTICES

WEBCAM

- Can be internal computer webcam or external webcam plugged in. Please make sure the camera is placed at eye level.

AUDIO

- Computer speaker audio should be fine; however, using a plug-in microphone/headset or earbuds with a mic will result in clearer audio with less background noise.

INTERNET CONNECTION

- Direct ethernet connection is preferred. If on WiFi, please ensure your connection is strong and secure.

SETTING

- Please make sure to be in a private, quiet space when recording, where minimal interruptions/background noise may occur.

VISUALS

- Please ensure you are in a bright lit room with even lighting (i.e., no windows with bright sunlight directly behind you). Tip: Facing towards a window will provide even light across your face.

SURROUNDINGS

- Please be aware that the audience will be able to hear and see everything you do and everything behind/around you in your setting. Please make adjustments to your comfort level for what you would like to be seen on screen.

INTERVIEW FORMAT

OPTION A: Sponsor Partner only

OPTION B: Sponsor Partner + Retailer Client (Recommended!)

VIDEO INTERVIEW EXAMPLES:

Sponsor Partner only: <https://vimeo.com/480090180>

Sponsor Partner + Retailer Client: <https://vimeo.com/480054779>

EXAMPLES OF ADDITIONAL CONTENT OPPORTUNITIES FOR YOUR VIDEO:

Landing Page - <https://events.bluecore.com/totalretail>

Article - <https://www.podium.com/article/multi-channel-retailing/>

SAMPLE INTERVIEW QUESTIONS

*Please choose 3 to 5 questions from the below list, depending on length of answer.
Total interview run time is 10 minutes.*

- How have your retail clients' technology needs changed in the last year-plus, considering the increased shift to online shopping and other shifts in consumer behavior?
- How can your product/solution help retailers to evolve their businesses to account for some of the consumer behavior changes we've seen during the pandemic?
- How can your product/solution help retailers to prepare their businesses for a post-pandemic environment?
- What are the quantifiable metrics that retailers will be able to point to improvement in through the adoption of your company's product/platform/service, etc.?
- What are the retail technology trends that you're forecasting for the remainder of 2021?
- How do you see retailers' technology buying needs changing as a result of consumer behavior shifts?
- How does the growing numbers of consumers returning to in-store shopping, aided by the rollout of a COVID vaccine, impact your company's strategy?
- Can you share an example of a retail client that has successfully partnered with your company, including the business benefits that the client has realized?
- What do you believe are the key elements to a successful retailer-vendor relationship? How can your company help contribute to those mutually beneficial relationships?
- How has your leadership style had to change with all that has transpired in the world over the last year-plus?
- What do you believe the qualities of a good leader are?
- What factors have led to your career success? What advice can you offer to others that are looking to become leaders themselves?
- As a leader, what are the qualities/skills you look for when hiring?
- As a leader, what does building the right company culture mean to you?
- What are you doing to develop the next generation of leaders within your organization?
- Can you discuss a time you took a risk in your career? What did you learn from the experience?
- Who is your favorite leader? Why?
- Why is mentoring women so important to you?

Please email [Kristina Stidham](mailto:Kristina.Stidham) to customize your questions.