

# Video Alfie is King

Trusted Surgeons



TRUSTED  
SURGEONS

# Alfie Lombardi

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- 25 yrs of industry experience
- RN
- Operational management
- 3 kids



In the next 5 years

80% of all content on social will be VIDEO

# EQUIPMENT

Can be SIMPLE or COMPLEX





TGS  
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SOLUTIONS

## Shoot video...

(use what is around you)



- **Phone**
- **Ipad**
- **Camera**

Holding your  
device?



Person

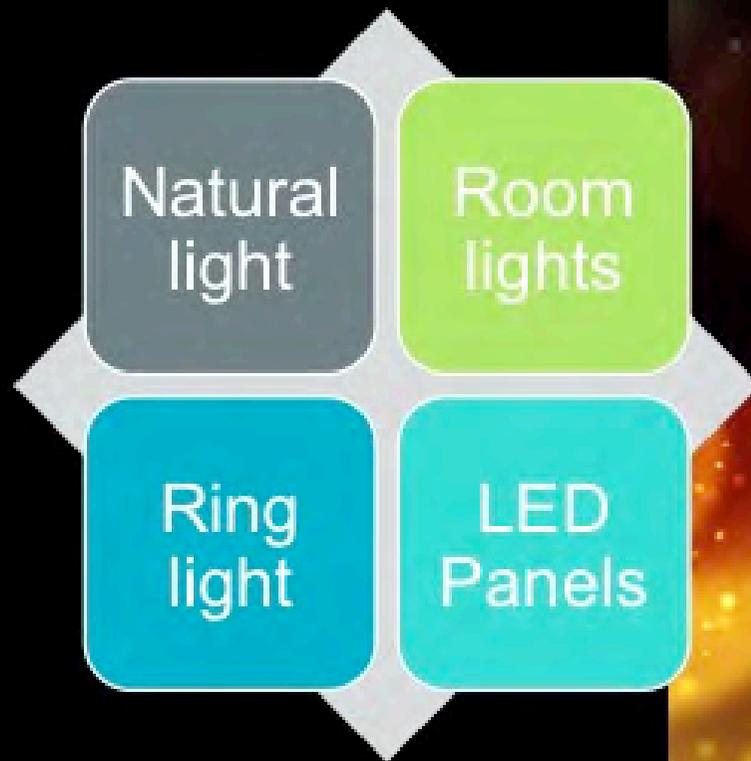
Leaning

Selfie stick

Frame

Tripod

Let there be light...



TGS  
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TS  
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External sounds  
Copyright



# SOUND

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## BUILT IN

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## EXTERNAL

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## SHOTGUN MIC

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## WIRELESS MIC



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SET YOUR SCENE



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Where do you look?



# To script or not to script

That is the question...





# Editing

As with everything else,  
this can be simple or hard

Don't forget to  
add a beginning  
and end slide



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# Where to add your video



Instagram



Facebook



Youtube

Thank you!

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