



**2019 CGCC Chinese Lunar New Year of the Pig Gala
New Years Celebration Video Guidelines**

1) Recording Overview:

Record a video (**up to 30 secs**) of your chairman/CEO/team members wishing everyone a Happy Chinese New Year. We will combine each company's video into a larger new year greeting video that will be played during our Gala and promoted through all CGCC channels.

**Please see video examples and recording instructions here: [ctrl+click to follow link](#)*

2) Speech Content:

There is no specific requirement on the content. It can be New Year greetings, congratulatory messages to awardees, sharing your excitement of partnership with CGCC, etc. The content can be in **either Chinese or English**.

We suggest your Chairman/CEO/team members wish everyone a happy Chinese new year and at some point in the video say:

“XXX (company name) 祝大家 新春快乐、恭喜发财、身体健康、万事如意! Happy Chinese New Year!”

“XXX (company name) Jew da jya Shin chwun kwai luh , gong she fa tsai , shen-tee Gee en kang , wan shir roo ee Happy Chinese New Year!”

For individual greetings, please provide us with the **speaker's name and title** in both **Chinese and English** to make subtitles.

The whole video for your company **cannot be longer than 30 seconds**.

3) Technical Guidelines:

- Record in a **quiet** and **well-lit** colorful background that gives a sense of the company culture.
- Presence of **company's logo** is encouraged. Sitting at one's office is **strongly preferred for high-level company executives & chairman**.
- **DO NOT** film your subject in front of a bright window. Bright windows often make the subject's background all white and make the recording too bright.
- **Speak loudly and clearly**, no background noise. If possible, use a LAV microphone or similar device to guarantee clear sound.
- Use a professional quality **video and/or DSLR camera**. You are strongly *discouraged* from using smart tablets (iPads, etc.) computers, cellphones to film the videos.
- Make sure the videos are **shot horizontally**.
- **Use a tripod** to guarantee video stability.
- For group greetings, please make sure everyone says the slogan and/or greeting **all together in unison** and everyone is included in the frame.
- **NO “selfie”** videos will be accepted.
- Please **DO NOT** include background music.
- If you are unable to film this video, you can submit a photo montage sequence of your company. Otherwise, we will include your company in the final video in the following way:

2019



4) Submission:

Please send the video file as **1080P, MP4** and appropriate subtitles to hallie.carmen@cgccusa.org by **Friday, December 7, 2018, 5:00 PM EST.**