



**AGCAS**

The Association of Graduate  
Careers Advisory Services



**INTERNATIONAL  
CENTRE FOR  
GUIDANCE  
STUDIES**

**NICEC**

National Institute for  
Career Education  
and Counselling



# Creating a research poster video

**National Practitioner Research Conference**

# Offering a video is optional ...

**This was a new initiative introduced in 2023, and is a choice not a requirement. You can submit a poster without an accompanying video**

**We hope you will enjoy the opportunity to create a video, so we are offering support on**

- ▶ **Style of recording**
- ▶ **Organising the content and message**

# Offering a video is optional ...

## Benefits of a video

- ✓ Engagement with the audience
- ✓ The chance to tell your story
- ✓ Highlight particular points of interest
- ✓ Point out particular sections of your poster
- ✓ Generate interest, and indicate 'what next'

## Pitfalls of videos

- X Don't be monotone – it's fine to fake confidence!
- X Don't recite the content of the poster

# Video recording - systems

You need to make your recording using the Zoom software

- A free Zoom account offers all the facilities that you need
- Open a 'new meeting' with no other attendees
- Choose 'share screen' and open your poster
- Check the position of the video thumbnail showing your face
- Click the record button and make a few seconds test recording
- Save the recording as 'local' i.e. to your computer; it will automatically use the required MP4 format which permits easy transfer
  - Next .... Check your test recording ...

# Video recording – self-presentation

Review your short practice recording to check:

- Sound quality is adequate with no noise distractions
- No distracting visual elements behind you

Then you are ready for the real recording:

- Don't rush. Your audience needs time to absorb what you are saying
- Keep the video recording to 3 minutes or less
- Be serious but positive!

# So what do you want to say?

- ▶ Your aim is to enrich people's experience of your research poster
- ▶ But keep thinking about what you want others to learn about your research, i.e. keep in mind their **learning objectives** such as, after viewing my poster people will be able to:
  - Describe my methodology
  - Relate my findings to their own practice
  - Suggest how I can extend the research
  - Understand the research journey on which I'm travelling

# Video recording – planning your content

Inspiration comes from Three Minute Thesis. The following links give examples of how people have structured the content of short talks about their research. Remember that the 3MT national winners were the very best chosen from thousands of entrants, and the Bill Law Award entrants were at a live event – both inspiring, but both a bit different from the recording you will make.

- Read about 3MT and view previous national winners  
<https://www.vitae.ac.uk/events/three-minute-thesis-competition>
- Watch the presentations from short-listed entrants to NICEC's Bill Law Award in 2022. The presentations start at around 36minutes in the event recording  
<https://www.nicec.org/events/the-bill-law-annual-award-event-and-celebration>





# Video recording – additional resources

Zoom support: <https://support.zoom.us/hc/en-us/articles/360059781332-Getting-started-with-recording>

Teacher Training Videos:

[https://www.youtube.com/watch?v=LfQYZ\\_3gCb4](https://www.youtube.com/watch?v=LfQYZ_3gCb4)

[This one is helpful for explaining the whole Zoom recording process, including how the recording system works, how to include (or not) a video thumbnail of yourself, starting/stopping with keys rather than on screen]



# Video recording – a helping hand

The conference team are happy to offer support and feedback. This conference is all about encouraging your engagement and developing your confidence.

If you would like someone to give feedback on your video, or you need any other support on creating a recording, the first point of contact is Claire Toogood: [Claire.Toogood@agcas.org.uk](mailto:Claire.Toogood@agcas.org.uk)

## Summary

Think about the audience and how to engage them

Decide what you want to say and what you don't need to

Check your setting and background with a test recording

Ask for support if needed

