

Un-Missed Connections

Remote Interview Details and Best Practices

Thank you for joining the Un-Missed Connections crew for a thought leadership interview. The details below will help you understand the interview and publishing process.

How to conduct the interview:

Remote interviews are typically recorded using Skype. A free Microsoft text, voice, and video chatting tool. You can easily download and create a free account by visiting www.skype.com. The recording is done by the Un-Missed Connections Crew. As the interviewee, all you need to prepare is the download of the software and to create an account. You will also need at minimum a webcam and a microphone.

Questions for the interview will be shared ahead of time. Additional questions may come up during the interview to expand on a comment.

Publishing the interview:

Once the interview is completed it will be edited into a shorter format for release. The first draft will be shared with you for feedback and approval. We will typically execute two revision rounds before we create the final video assets.

Once approved, the video will be shared from TimeTrade's social media platforms where we will tag your marketing channels accordingly. TimeTrade will provide some templated information to share with the social media posts you can use as well.

Best practices for a great interview:

Here are some recommendations to achieve the best quality interview.

1. Windows are a great light source and should be behind the camera facing you. This will add great natural light. Windows should never be behind you
2. If windows are not available. Using a desk light or floor lamp is a great light source. Be sure the lamp is behind the camera and in front of you.
3. Raise your camera to be eye level. This will produce the best and most flattering image on the recording.
4. Using a headset helps capture the clearest audio and helps you hear us as clearly as possible.
5. Grab your favorite mug and keep yourself hydrated.

