

IMC Video Package FAQ

Preparing for Your Session

NOTE: it is *extremely* important that you familiarize yourself with your script *before* you arrive to film your video! We want to make sure you get an impactful video, so we will bring our A-game. But you are the star of the show. You can dramatically increase the quality of your video by running through your script a few times before you perform it. If you want to go all-out, start today! Practice it for 15 minutes a day so you have it down pat on the day of filming.

What do I need to bring with me?

Feel free to bring a hairbrush or touch-up make-up with you, but that's all.

Do I need to bring proof of purchase?

If you bought and scheduled your session before the start of the conference, you do not need to bring proof of purchase. The Maxwell Leadership video team member checking you in for filming will have a record of your purchase and can find you by your name.

Can I bring a change of clothes?

Your filming session will take only 10-12 minutes – perfect for running through your script 3 times, but not enough time to change, unfortunately. Anyway, for the sake of continuity throughout your video, it is best to stay in the same outfit the whole time.

How will I know when I'm scheduled to film?

After purchasing your video package, you will receive an email containing a Calendly link to schedule your filming session. If you have any questions, please contact a member of the Maxwell Leadership admin team at videos@maxwellleadership.com. Please sign up for a text message reminder within Calendly.

What if I want to change a sentence in my script?

You are allowed to change a sentence or a word; just keep in mind that we will not be able to load your changes into the teleprompter. You will need to memorize the changes you make and prepare to deliver your modified script despite reading the original from the teleprompter. In this case, it is all the more important that you practice delivering your script ahead of time. Please also make sure the changes do not modify the length of your script.

What if I want to upgrade my package?

Please email admin@maxwellleadership.com to upgrade your video package.

What if I have questions?

Please contact us via videos@maxwellleadership.com if you have questions about your video package.



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Before Filming

What should I wear for filming?

Wear clothes that you look good in while sitting down. Generally, dark pants and other bottoms look better on camera, although they may not appear in the final shot. You can wear brighter tones on top if that is your preference.

Some other guidelines...

- Avoid tight patterns (tight stripes or checked patterns); they mess with the camera.
- Avoid shiny make-up or moisturizers; they can make you look sweaty. Go matte that day.
- Avoid noisy jewelry (jangly bracelets, necklaces, or earrings); anything that makes much noise when you move will be distracting.

Where do I go for my session?

Filming sessions will be held in the New York and New Orleans rooms in the conference center area of the hotel. These rooms are located directly below Starbucks - take the main lobby stairs down one flight and you will see our registration table immediately to the right, and there will be signs indicating they are the video package filming rooms. Please be quiet when you are near these rooms, as filming will be taking place at all times.

What time should I arrive for my session?

Plan to arrive 10 minutes before your scheduled session time. You need this 10-minute window to check in with the Maxwell Leadership video team member stationed outside the filming rooms and select which music you would like to play in your video. If you would like to select this ahead of time, please visit www.imcvideos.com. If you do not arrive in time to make a selection, a selection will be made on your behalf.

Where can I find you at IMC if I have questions?

Members of the Maxwell Leadership video team member will have a table located in the main conference area hallway near all the other vendor tables. There will also be a member of our team stationed outside the filming rooms.

During Filming

How long will filming last?

For the **Presenter, Product/Product Bundle, Personal Intro packages**, your filming will take 10-12 minutes, during which you will deliver your script 3 times.

For the **On Set with John Package**, you will be on set with John for approximately 1 minute, during which John will introduce you and outro your video. You will be assigned an arrival time with a 30-minute filming window for which you must be present until your filming is complete. You will then be assigned another slot to return to film your script, your filming here will take 10-12 minutes, during which you will deliver your script 3 times.

For the **On Set with Chris or Roddy Package**, you will be on set with Chris or Roddy for

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approximately three minutes, during which Chris or Roddy will introduce you, interview you, and outro your video. You will be assigned an arrival time with a 30-minute filming window for which you must be present until your filming is complete.

Will there be a teleprompter to help me perform the script?

Yes, there will be teleprompters in the filming room to assist you with your performance. This means that you do not need to memorize your script, but **the quality of the final product hinges on how well you prepare**. Familiarize yourself with your script before the day of filming. Don't just read it through – film yourself delivering it, and practice with free teleprompter apps like Parrot Teleprompter that you can download on your phone.

What if I cannot use a teleprompter?

If you are unable to use a teleprompter, please memorize your script before filming.

After Filming

When will the videos be completed?

For Presenter and Product packages, our intention is to have your video delivered to you within 4-6 weeks after IMC. While this is also our intention for the Personal Introduction package, the final product will depend upon John Maxwell's studio availability. If you would like to check on the status after 4 weeks post IMC, you can always reach out to videos@maxwellleadership.com. Please be sure to check your spam/promotion/junk folders.

How will the videos be delivered when they are ready?

You will receive an email with a link to download your video. Please be sure to check your spam/promotion/junk folders.

How and when will I get my free at-home video course?

If you purchased Personal Introduction or the Live2Lead package, instructions to access your at-home video course will be in your completed video package delivery email. If you purchased Presenter or Product packages, your coupon will be included in your completed video package delivery email. Please be sure to check your spam/promotion/junk folders.

In short...

1. Prepare your script performance ahead of time.
2. Arrive 10 minutes early.
3. Email videos@maxwellleadership.com with questions.

Thank you, and we look forward to seeing you at IMC!

