

VIDEOASK INSTRUCTION SHEET

OBJECTIVE

The purpose of submitting these videos is to enhance your awards submission by providing additional context and background information to support your PowerPoint submission. This added element allows you to highlight your innovative thinking with additional personality and flair. Your videos may also be featured in promotional materials prior to and during Transitions® Academy, where they will be showcased for a People's Choice vote to help determine the Innovation Award winners.

Below are some tips and links to VideoAsk to help you on your way.

DECIDE HOW YOU WILL RECORD YOUR VIDEO

When you submit your answers through VideoAsk you'll be prompted to select how you want to create your video. You have three options when submitting a video response:

1. Record a video *within* VideoAsk
2. Upload a *pre-recorded* video, or
3. Share your screen.

Built-in laptop cameras are generally inferior to other options, as are the front cameras of a phone as opposed to the back camera. **Use the highest quality camera at your disposal.**

DECIDE WHERE YOU WILL RECORD YOUR VIDEO

Make sure you are in a quiet environment and consider your background. Think about recording in a space that is not too cluttered and consider including your branding or office setting, so you are not just in a blank room.

[Learn more recording tips here](#)

USE NOTES AND SCRIPTS

We understand not everyone is an on-camera expert, and sometimes as soon as you hit 'Record' it's hard to remember what you want to say! To keep your thoughts on track, **write down notes or create an outline/script to use while you record**, just like a teleprompter.

QUESTIONS TO EXPECT

These videos will be asked of you during the VideoAsk submission process. Please review them ahead of time to help prepare your answers or pre-record your videos for submission.

1. **INTRODUCTIONS** | Introduce and tell us about yourself! (Please provide a brief company or Individual background.)
2. **INNOVATION** | What does innovation mean to you, and what innovative idea(s) did you incorporate this year?
 - a. What problem does this innovation aim to solve, and why is it significant?
 - b. How has this innovation improved the experience or outcomes for patients, fellow eyecare professionals, or the optical industry as a whole?
3. **SUSTAINABILITY** | What does sustainability mean to you, and what efforts have you taken?
 - a. What innovative approaches did you use to help you succeed?
4. **DIVERSITY, EQUITY & INCLUSION** | What does diversity, equity and inclusion mean to you, and what efforts have you implemented this year?
 - a. Who were you trying to reach and how did their needs, preferences, opinions play a role?
 - b. Have you supported or been involved with any public service programs?
5. **ADVOCACY** | What distinguishes you from others in your category for the Transitions® Innovation Awards? Please share the reasons why you believe you deserve this recognition as a finalist or winner.