**PSC2020 Awards: Short guide to submitting your video nomination**

Submissions that include a video to show the impact of their campaign should follow the below guidelines.

1. **VIDEO FORMAT**

* The video must be 3 minutes or less in duration
* Please provide in MP4 format (film in landscape mode)
* Save your video using the same name you have noted as being the name of your entry on the nomination form.
* Attach your video to the nomination form when you submit; email it to: [GCSawards@cabinetoffice.gov.uk](mailto:GCSawards@cabinetoffice.gov.uk), or send it via a Dropbox or WeTransfer link or contact the team if you aren’t able to share your video by any of these methods.
* Please ensure that we receive your video and nomination form by midnight on Sunday 25 October 2020.
* Please ensure you have the relevant permissions in place to enable us to use this video at the awards if you’re successfully shortlisted.

**2. STRUCTURE / OASIS**

We suggest you use the OASIS framework to structure the order of your video celebrating

the achievements of your campaign. In this format you would include a brief introduction;

overview of main objectives and audiences; what was done and how was it delivered; and

how you managed success. For more information on OASIS visit the [GCS website](https://gcs.civilservice.gov.uk/guidance/marketing/delivering-government-campaigns/guide-to-campaign-planning-oasis/).

**3. TIPS FOR SHOWCASING YOUR CAMPAIGN**

* You only have 3 minutes to show the power of your campaign! Take time to plan what you want to say before you start filming.
* Write a list of key points you want to include in your video to create a short script or storyboard.  Don’t forget to cover GCS’s model of Insight, Ideas, Implementation and Impact, and provide evidence of the significant positive outcomes in your video.
* Don’t worry if you don’t have a digital team to hand, the video can be simple and easy to create – all you need is a smartphone and free editing tools. It’s most important to use the video to clearly communicate the impact of your campaign.
* You can feature one person or the whole team to explain how you or the team

delivered the campaign.

You will decide whether to use only images or footage with text and/or voiceovers to demonstrate the strength of the campaign. However, remember that people talking about work they are passionate about can be really engaging.

* Make sure the audio on your video is clear and audible. You want to be confident that the judging panel can hear how fantastic your campaign results were.
* Check that the area you select for filming has good lighting. Film a first or ‘test’ take to check for dull lighting, as shadows or bright lights will distract from the footage.
* If using text or subtitles on your video please ensure wording can be read clearly for all uses – from social media to digital screens.
* Your video may be selected to use at future public sector events. We

recommend you avoid adding confidential information to your video (or contact

[wesley.norton@cabinetoffice.gov.uk](mailto:wesley.norton@cabinetoffice.gov.uk) to discuss if needed).

**4. CONTACT US**

Please contact us if you have any questions about your video submission or need help uploading the MP4 file.

Good luck with your nominations.