

Indiana Apartment Association 2020 Awards of Excellence



2020 AWARDS OF EXCELLENCE NOMINEE FINALISTS VIDEO GUIDELINES

Congratulations on your Awards of Excellence nomination! In order for our judges to learn more about you and your job performance, we are asking you to submit a video that will be used for judging.

**THE DEADLINE TO SUBMIT YOUR VIDEO IS
FRIDAY, SEPTEMBER 11, 2020.**

Videos must be submitted via email to IAA at sarah@iaaonline.net. Files can be sent by the way of YouTube video link, .MP4 video file, or other video file types.

HERE ARE A FEW GUIDELINES TO HELP YOU CREATE YOUR VIDEO:

Remember this does not need to be professionally done! The judges want to focus on YOU and why you are the best candidate.

- 1. Introduce Yourself.** Make sure you tell us your name, the award you were nominated for, your job title along with your responsibilities, apartment community/company you work for, how long you have you worked for the apartment community/company, how long have you been in the apartment industry, what other job titles you have had, and any other interesting facts that will help the judges get to know you better.
- 2. Tell us Why You Are Awesome.** Be sure to answer the questions under the “important questions to answer” section. You don’t have to only answer the questions we have provided, but please make sure you convey to us what you do that sets you apart from the other nominees. Sharing examples and stories is a great way for the judges to get to know you better. We know it can be hard to brag on yourself, so feel free to enlist the help of others to help explain why you should win the Award of Excellence. You can utilize co-workers, residents, suppliers, or anyone else you interact with professionally, in your video. It is important for the judges to see and hear why you are awesome, because they don’t know you personally.
- 3. Do Your Best.** We aren’t expecting an Oscar winning video, just make sure the judges can see and hear you clearly on the video. We encourage you to be creative if

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you would like, just keep it classy. Remember the key is quality, not quantity. If you can provide all the information you think the judges

need in a short amount of time, that works for us. If you are not sure how to create a video, please contact the IAA office at sarah@iaaonline.net and we will put you in touch with some video gurus that can give you guidance.

4. **NOMINEE VIDEOS SHOULD NOT EXCEED 8 MINUTES.** You are welcome to enlist the help of others in answering these questions during your video. For example, you could record a co-worker or supervisor endorsing your skills and abilities. A resident could help tell the story of your customer service philosophy.

IMPORTANT QUESTIONS TO ANSWER DURING YOUR NOMINEE VIDEO:

*Note: **Please answer the questions below.** We will only use parts of the video footage!*

1. Tell us your full name, the apartment community/management company you work at, and the award you have been nominated for.
2. How long have you worked in the apartment industry? And how long have you worked for this apartment community/company?
3. Is this your first job in the apartment industry, or have you been promoted from another position to the current position you are in?
4. Explain your job responsibilities, and what a typical day is for you.
5. What skills and abilities do you possess that help you excel in your job as a leasing professional?
6. What training or certifications do you have?
7. Describe your customer service philosophy and give an example of when you went above and beyond for a resident.
8. Why should you win this award?
9. How often do you attend IAA education seminars or other professional development opportunities?
10. What do you feel is your role in resident retention?
11. What is your conversion rate?
12. During your tenure, how has your performance improved?

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13. What aspects of your job do you feel are most important?
14. Where do you see yourself going in the industry and what are your goals?
15. What is your greatest accomplishment in your career?

TIPS FOR CREATING A GREAT NOMINEE VIDEO:

Remember this does not need to be professionally done! The judges want to focus on YOU and why you are the best candidate.

ESTABLISH A PLAN: Before you ever start videoing, you should think about what type of video will be most comfortable for you. Your video could be you speaking directly to the camera, having someone interview you, having co-workers talking about you, or a slideshow with a voiceover—or a combination of any these. There are many formats you can use, and you should choose an option you are comfortable with.

ASK FOR HELP: Don't be afraid to ask your co-workers, friends, or family for help in creating your video. Especially if you have never created a video before, it would be wise to enlist the help of others. Contact Sarah at sarah@iaaonline.net if you need help and we can put you in contact with individuals that have volunteered to help with videos.

SCRIPT: We have outlined important questions that you should answer during your video. Take time to think about your answers and even write yourself a script, but try to avoid reading directly from your script during your video.

LANDSCAPE ORIENTATION: If using your phone to take the video, make sure you record the video in landscape orientation (holding your phone horizontally, not vertically). This maximizes the image on the screen.

EDITING: While you can submit a video that was recorded in one take, you can also edit your video and take advantage of re-do's or "takes." Many video apps and programs will allow you to cut and piece together video clips so you can use the best take when creating your video - and many are free! These apps and programs can be intuitive and easy to use, so you don't have to be video pro to use them. If you are using a free app make sure to look for restrictions on the quality of video you can send/upload and if they put a watermark on your video - these things can be a problem when trying to make a high-quality professional video. If you're not sure, test it before investing a lot of time to create your video only to find out they have restrictions. Some useful Apps: Videoshop, Splice, iMovie. If you have a computer you should have video editing software on your computer already - Mac computers have iMovie, and Windows computers have Movie Maker. Again, please contact Sarah at sarah@iaaonline.net if you need help.

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REVIEW YOUR VIDEO: Make sure you take the time to watch your video before submitting it to be judged. Will the judges be able to see and hear everything clearly? If not, you need to make adjustments to ensure you are submitting a high-quality video.