

GLFA Member Video Promotions



Hello Floral Artists,

We're thrilled to invite you to promote your designs with the GLFA and share your floral artistry with the world! To ensure a seamless experience and the best possible outcome, please follow these guidelines when recording and submitting your videos:

1. Video Recording Guidelines:

- **Quality Matters:** Use a device with good video quality, such as a smartphone or a camera, to capture your creative process.
- **Steady Shots:** Stabilize your device to prevent shaky footage.
- **Good Lighting:** Choose a well-lit area to showcase your arrangements clearly. Natural light works best.
- **Audio Clarity:** Record in a quiet environment to ensure your commentary or any background sounds are audible.

2. Capturing the Process:

- **Showcase the Journey:** Record the step-by-step process of creating your floral arrangement, from selecting arrangements to the final touches.
- **Share Insights:** Feel free to talk about your inspirations, techniques, and any special tips you'd like to share with fellow florists and enthusiasts.

3. Length of Video:

- **Recommended Duration:** Aim for a video duration of around 5 minutes. This allows for a comprehensive view of your creative process without overwhelming viewers.

4. Video Composition:

- **Highlight Features:** Move the arrangement around to display the features you would like to highlight.
- **Focus on Details:** Capture the finer points of your arrangement, like color contrasts, textures, and unique design elements.

6. Uploading via Google Form:

- **Access the Form:** Click on the provided [Google Form link](#). It is also included in recent emails, on social media, or our website.
- **Fill in Details:** Provide your name, shop name, and any other requested information accurately.

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- Upload Video & Logo: Use the designated field to upload your video file and a copy of your company logo. Please ensure you include the logo or we won't be able to include it in the reel.

7. Consent and Terms:

- Ownership Rights: By submitting your video, you grant us the right to edit, use, and share the content across our platforms while giving you credit for your work.
- Consent: Ensure that you have the necessary rights to all elements included in your video, such as music, images, and logos.
- Permission: If there are any individuals featured in your video, make sure you have their consent to share the content.

Your creativity is what makes our floral community flourish. If you have any questions or need assistance, feel free to reach out to us.

Excited to see your designs!

Warm regards,

The Great Lakes Floral Association