



Important and useful hints for shooting the video

1.

Which career is right for me? Think about exciting jobs before you start shooting the video!

Usually, an academic education is not a classical vocational training. It's not always easy to decide which profession to choose. Nevertheless, in most cases there was some idea of a professional activity that existed at the beginning and as a basis of decision-making when it came to choosing the field of study. Retrieve this idea and connect it to your current knowledge, your skills, interests and insights into the job market.

2.

Who will watch my video? – Define your target group!

Before you start - briefly think about who you want to reach with your video. Usually it's employees responsible for personnel and/ or entrepreneurs who decide on interesting jobs and potential employment. Put yourself in the position of the viewers. What appeals to them? What might interest them?

3.

What else should I show in the video? – Make sure the background environment looks appealing!

In the same way that one should pay attention to a neutral background when shooting application photos, not deflecting attention due to the setting is important when making an application video. Try to shoot your video in front of a colour neutral wall or a monochrome curtain.

4.

How do I improve the quality of my video? - On speaking in front of a camera and your sentence content

A lot depends on your voice - thus on tone, emphasis and articulation. Speak your home dialect, by all means - unless you're applying for a job as TV presenter. Even if it's annoying: Memorize your sentences bit by bit. In case you stumble: reformulate. Speaking is always different from reading. So formulate short sentences. Don't be afraid to speak part of your video in a foreign language if foreign language skills are necessary in your job. The best way to convince employers that you are the right candidate is to distinguish yourself **through** your skills!

A quick word of advice: place a friend behind the webcam as your point of contact.