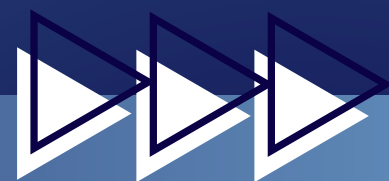


S.H.O.P TALK
GOING VIRAL
THE BAND DIRECTOR'S
GUIDE TO
RECRUITMENT VIDEOS

Doug Conrad, clinician
McCormick Place
Room W182
December 19, 2025

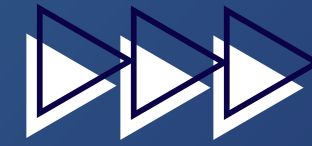


Question

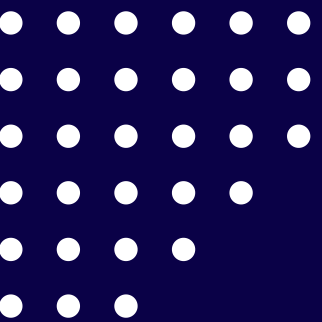
Raise your hand
if recruitment—
school visits,
assemblies, and
everything else—
has ever stressed
you out?



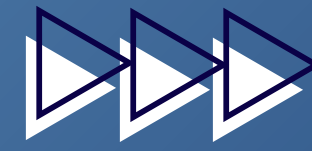
The Solution... Recruitment Videos!



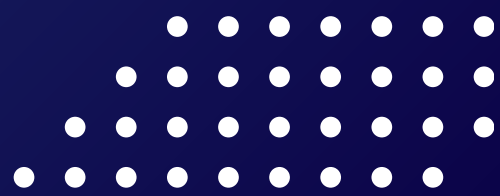
- **Accessibility**
- **Connectivity**
- **Longevity**



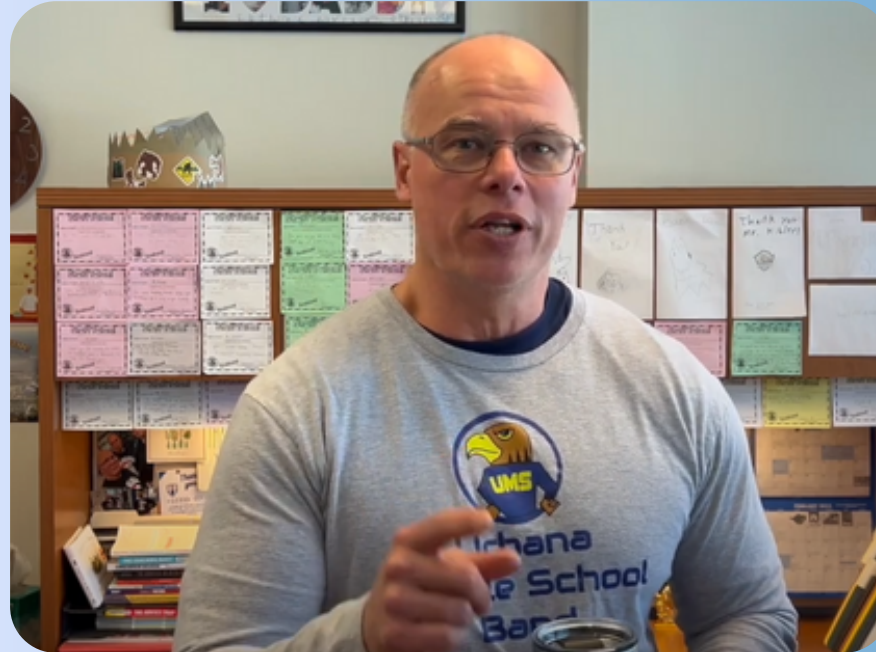
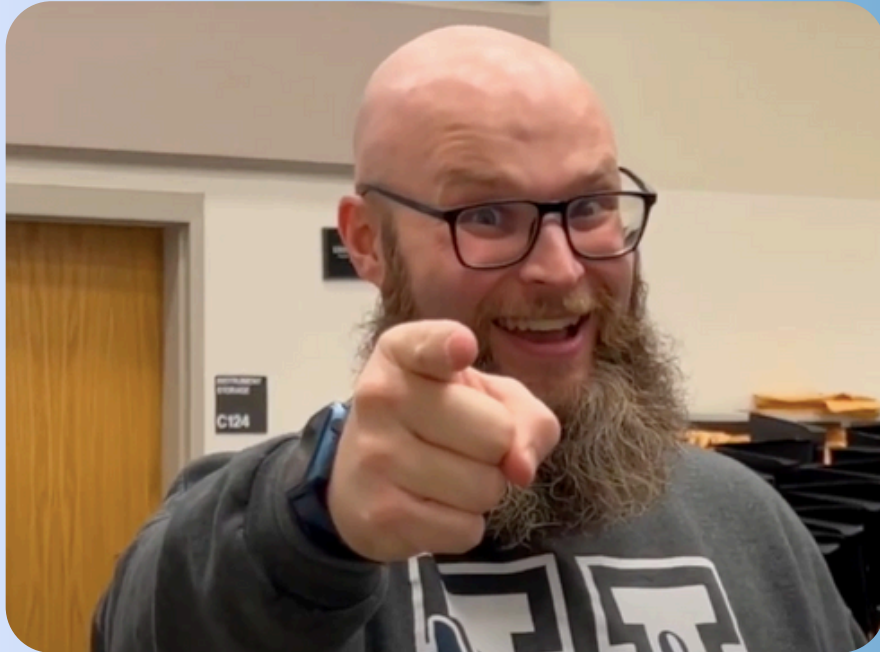
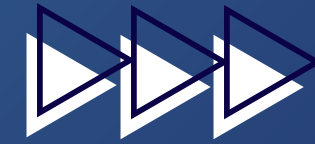
Elements of a Recruitment Video



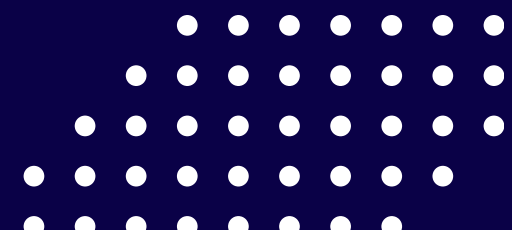
- Footage
- Program info
- Contact info
- and many others!



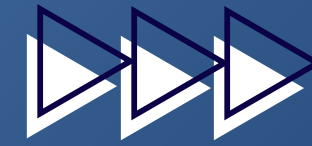
Testimonials



- Get everyone involved!
- Adding your Principal builds trust in the brand of your program
- They will listen to kids the most



Making Your Video

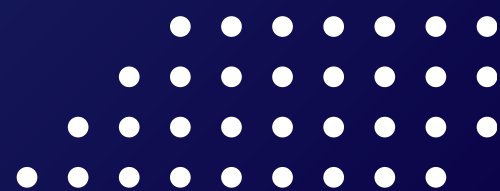


- **Equipment**

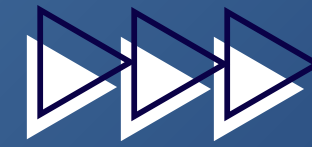
- Phone or computer

- **Software**

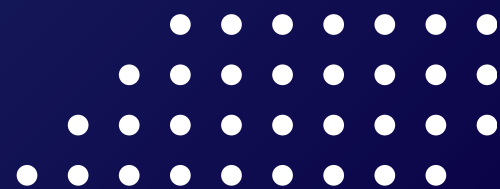
- Free and easy to learn



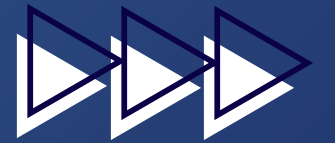
Making Your Video



- **Camera tripods**
- **Lapel Microphones**
 - Cheap and easy to use

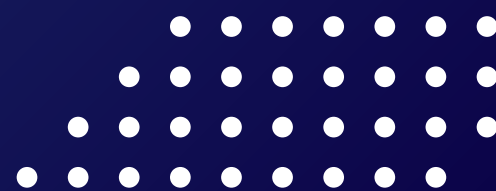
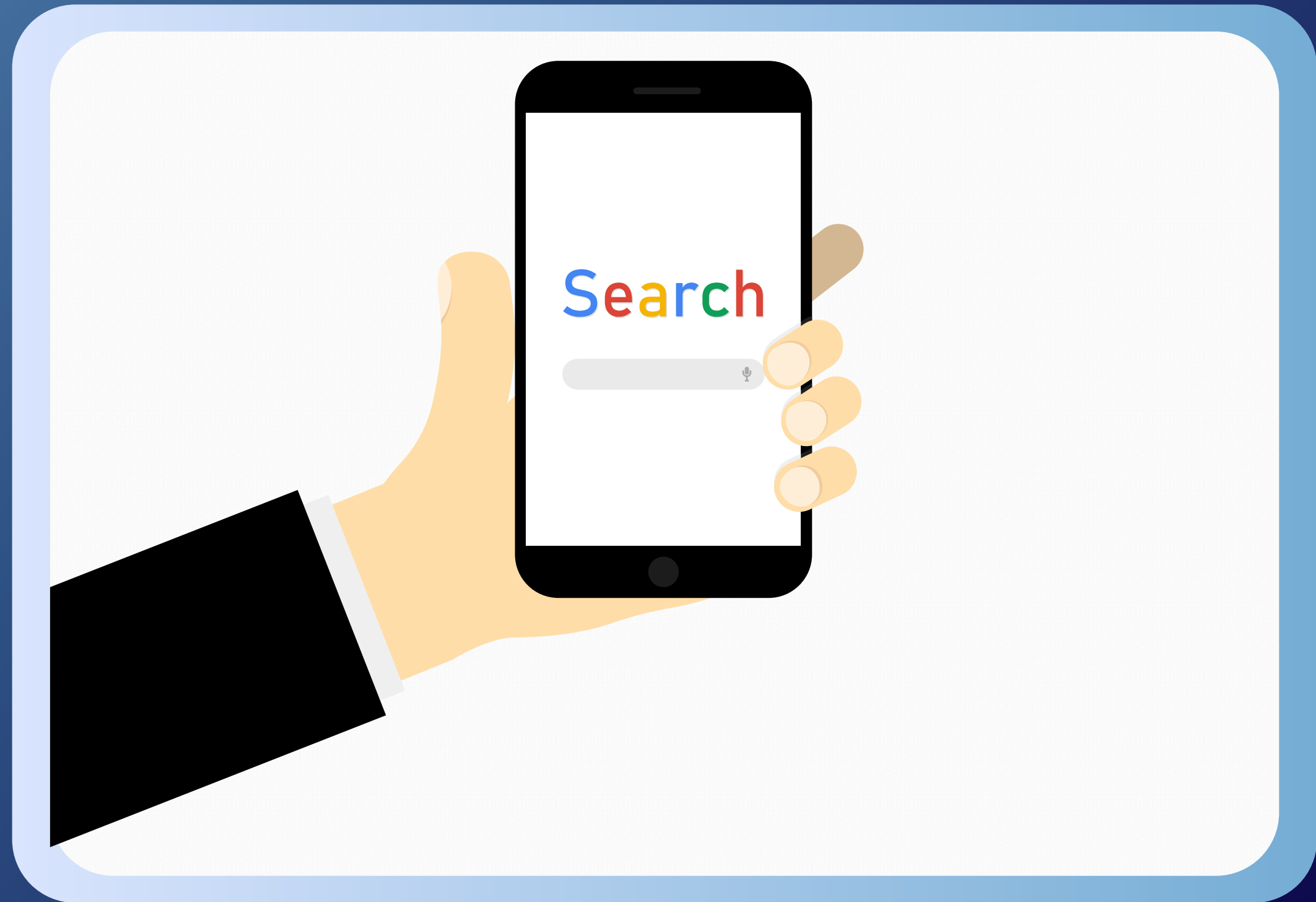


Learning how to edit video

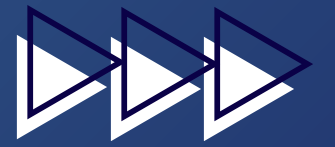


- Countless tutorials are just a Google search away

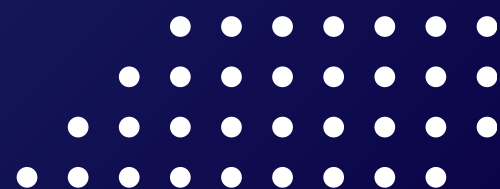
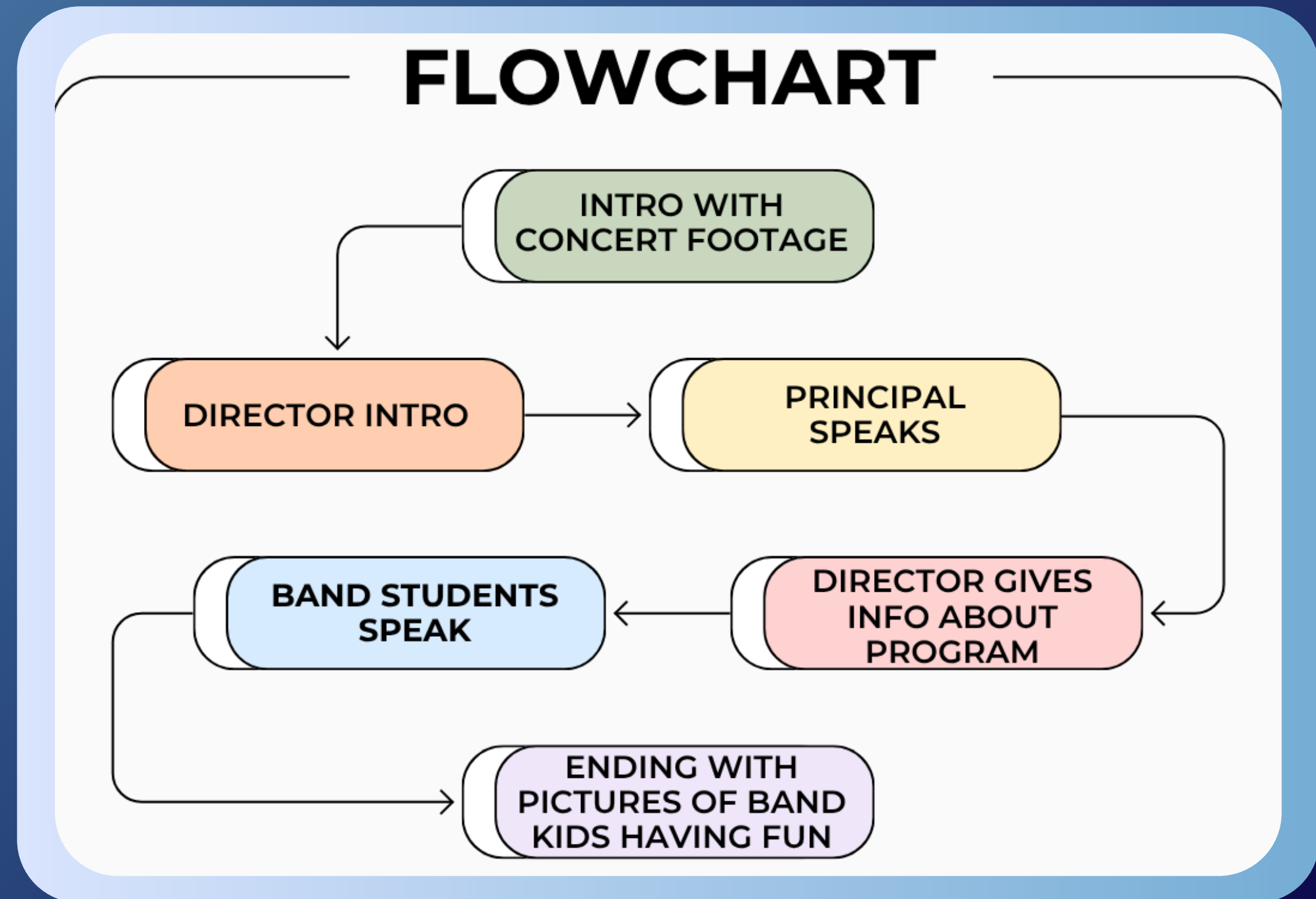
- ex: “How to trim video in iMovie”

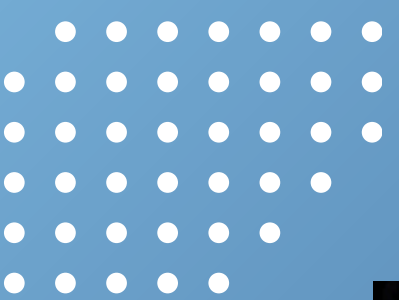


Video Design



- They can be short or long
- Think of your story board before recording





Marketing Your Video



Thank You for >>>> Coming Out!

**Have fun creating your own
recruitment videos to promote
your program!**

**Please contact me at
dougconrad@gmail.com
if I can ever be of support to you
or your students.**

