

Create your Fast Start event video. **Fast.**



We'll use videos that document the energy of all our local Fast Start events. And we need your help.

We're going to use Cinebody, a simple mobile filming application that turns anyone into a creative force.

What is Cinebody?

Cinebody is an app that converts video you take on your smartphone into consistent aspect ratios and automatically sends it to a video-editing team to create a custom video for you — with music, professional editing and more!

Sounds great, but I need an example.

Check out this example of other event videos Cinebody has done:
<https://www.youtube.com/watch?v=ILDNZ45Ju68>

So, how should I use Cinebody for my Fast Start event?

We want to help you sustain excitement after your event with Agents, give a personal touch post-event and give them something that they may want to share with their peers. Consider it your market's own re-cap video, compliments of our team.

Ready to become your own film director? Here's what you need to do.

First, take a look at the types of shots we need. We'll take care of the editing & storytelling.

Establishing shots — The calm before the storm

- Directional signage
- Empty room
- Empty stage
- Lights coming on
- Hand flicking light switch

Agent shots — The gathering crowd

- Agents filtering into the atrium in twos and threes
- Agents getting coffee, chatting off-mic, shaking hands, greeting each other
- AV testing mics
- People queuing up to get in the room
- Agents filling their binders at the table
- Agents taking their seats

High-energy wide shots

- Crowd applauding
- Video playing on-screen
- Speakers walking onstage (from audience view and from behind)
- Speakers playing to the crowd, laughing, pointing at a key slide on-screen

Closeups

- Hands signing in
- Hands snapping open binders
- Hands taking notes (on a laptop or written)
- Hands applauding
- Feet walking into building (shoes, cuffs, carpet)
- Humana branding, including Fast Start lockups and Humana logos
- Clothes with Humana logos on them

Get shots of preapproved phrases!



Things we want Agents to say:

- “We’re all here because we care about beneficiaries.”
- “Humana has a complete selling system.”
- “This is the boost I needed.”
- “Humana is there when I need them.”
- “Bring on 2019.”
- “We’re in it for beneficiaries.”
- “I’m ready to get going.”
- “It’s so inspiring to get together with other Agents.”

*Quotes from Agents are not limited to the above phrases. Feel free to film any positive statements made about Humana and/or Fast Start events, as they will be reviewed by an editor afterwards.

“
That was
exciting!
”

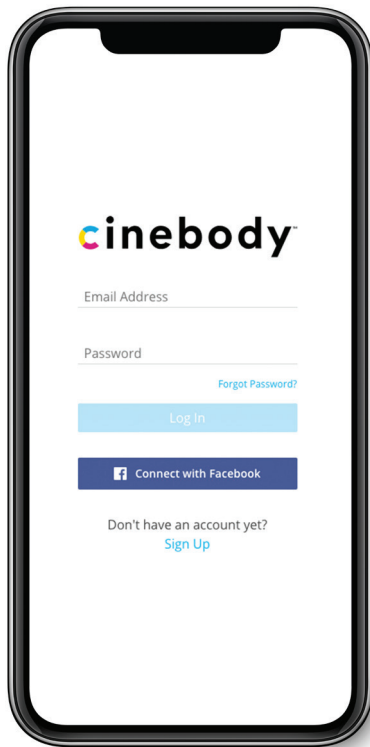
Things we want YOU to say:

- “You’re not just selling, you’re supporting members.”
- “We’re in [City Name]!”
- “Who’s excited for the new year?”
- “Welcome to Humana Fast Start!”
- “The new year is going to be great.”
- “Thanks for coming.”
- “This turn out is amazing.”
- “Let’s talk about what’s changed in 2019.”
- “I hope agents come away from this excited.”

“
I learned so much
and can’t wait to
get started!
”

Now, follow the tutorial on the next page.

How to Use Cinebody — Tutorial

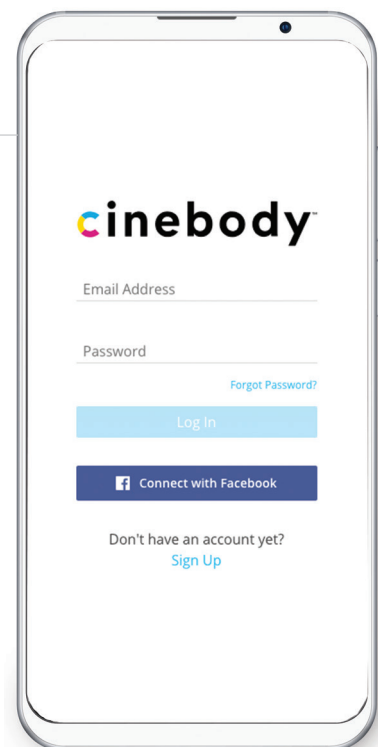


iPhone users:

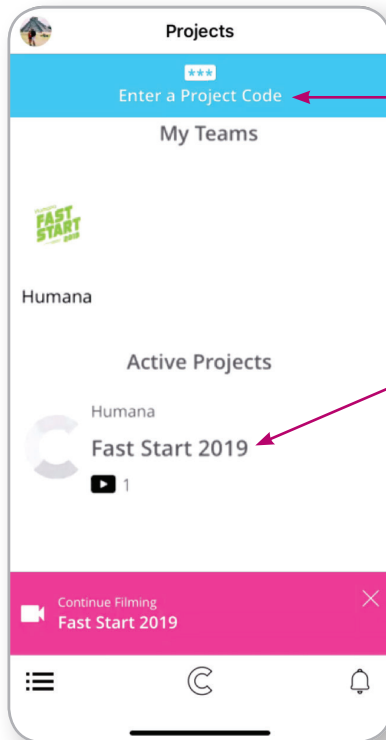
- 1 Download the Cinebody app.
- 2 Sign up with your email or Facebook. (Be sure to accept push notifications!)

Android users:

- 1 Go to www.pro.cinebody.com.
- 2 Sign up with your email or Facebook.



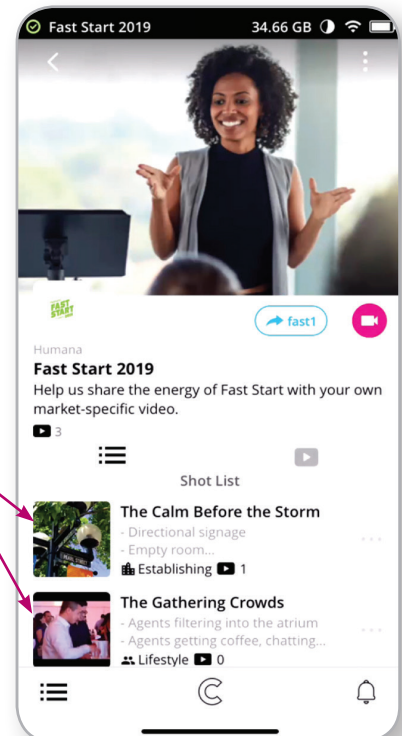
How to Use Cinebody — Tutorial



3 After you log in, enter your state's Project Code, listed on page 6.

4 Under "Active Projects," tap "Fast Start 2019."

You will be taken to a page that looks like this. As you scroll down, you will see multiple shot-list categories. These are the types of shots we want you to take.



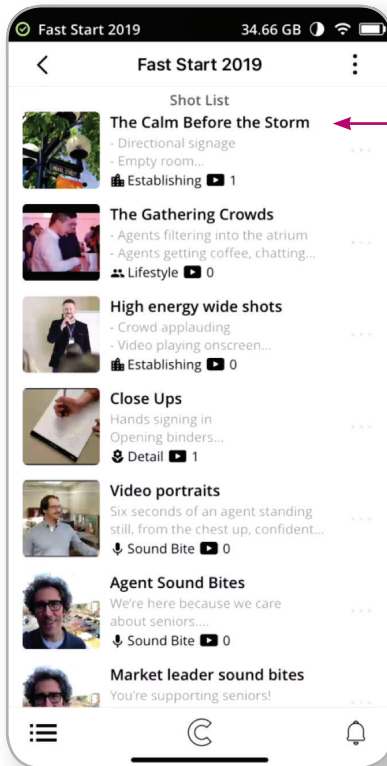
Fast Start Cinebody Project Codes



State	Project Code
Alabama	FasAL
Alaska	FasAK
Arizona	FasAZ
Arkansas	FasAR
California	FasCA
Colorado	FasCO
Connecticut	FasCT
Delaware	FasDE
Florida	FasFL
Georgia	FasGA
Hawaii	FasHI
Idaho	FasID
Illinois	FasIL
Indiana	FasIN
Iowa	FasIA
Kansas	FasKS
Kentucky	FasKY
Louisiana	FasLA
Maine	FasME
Maryland	FasMD
Massachusetts	FasMA
Michigan	FasMI
Minnesota	FasMN
Mississippi	FasMS
Missouri	FasMO

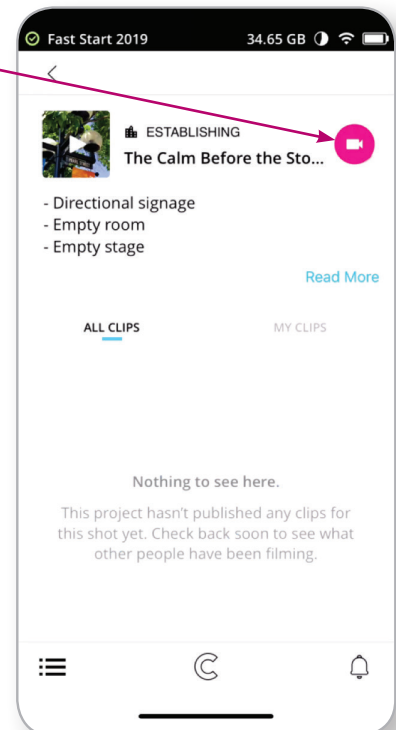
State	Project Code
Montana	FasMT
Nebraska	FasNE
Nevada	FasNV
New Hampshire	FasNH
New Jersey	FasNJ
New Mexico	FasNM
New York	FasNY
North Carolina	FasNC
North Dakota	FasND
Ohio	FasOH
Oklahoma	FasOK
Oregon	FasOR
Pennsylvania	FasPA
Rhode Island	FasRI
South Carolina	FasSC
South Dakota	FasSD
Tennessee	FasTN
Texas	FasTX
Utah	FasUT
Vermont	FasVT
Virginia	FasVA
Washington	FasWA
West Virginia	FasWV
Wisconsin	FasWI
Wyoming	FasWY

How to Use Cinebody — Tutorial

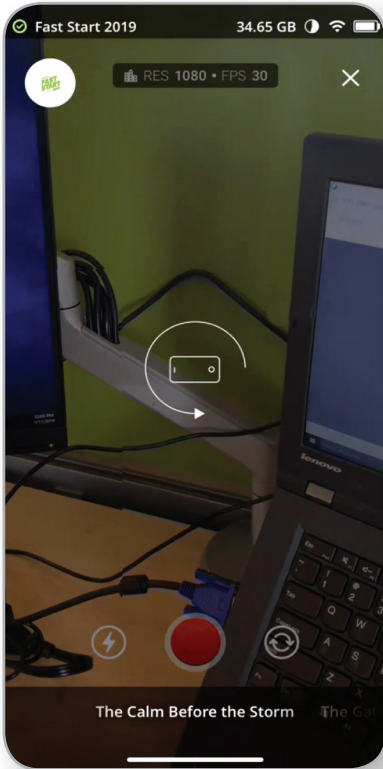


- 5 Select one of the video categories for the shot list. In this example, we will assume you tap on “The Calm Before the Storm.”

- 6 Once you are in a video category, tap on the pink record button to start taking different shots of directional signage, empty room and empty stage.



How to Use Cinebody — Tutorial



Note: If your phone is in vertical portrait orientation, the app will not allow you to take video. You will need to rotate your phone horizontally.

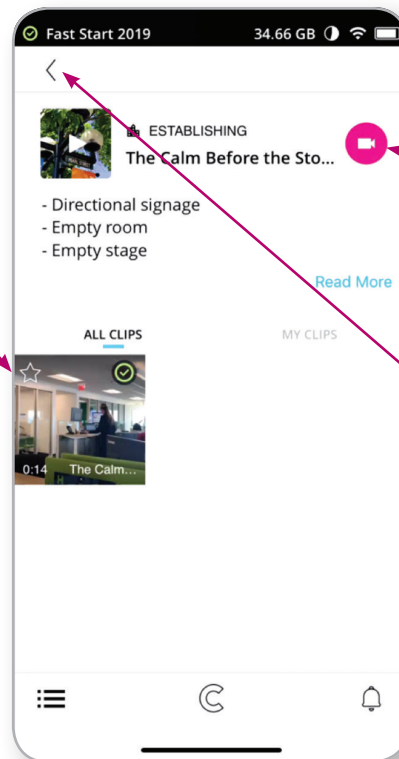
- 7 Once your phone is horizontal, your screen will become a clear picture. At this point, press the red record button.



How to Use Cinebody — Tutorial



After you finish filming, your clip will show up here. Don't tap the star icon. Our editor will do it when we edit your clips.



8 If you want to film more clips in this shot list, tap the pink button again.

9 If you want to go back to the shot lists to start taking footage of other things, tap here.

Pro Tips



Be prepared. It's worth playing around with the app ahead of time. Consider going to Cinebody.com to watch some demos, and email Amanda Steier at ASteier1@humana.com to get your questions answered before the day of your Fast Start event.



Turn on your wi-fi connection. Data streaming can be pricey!



When in doubt, hit record. Capture as much video as you can! Don't worry about quality—just film plenty of clips!



Grab audio—compliantly. We can't use natural dialogue due to legal issues. So make a note of our preapproved phrases on page 10. (Don't worry, we can delete any other noises you capture.)



Save your storage. On iPhones, clips are automatically sent to the cloud, while on Android, you have to upload them manually. But in both cases, clips are also saved on your phone. So a couple days after your event is over, it's safe to delete them to save storage space.

Pro Tips



Take your time to get the best shots! We're not all cinematographers, but here is how to shoot like one:

- 1 If you are taking shots of people talking, wait 2-3 seconds after they are done to move to the next frame.
- 2 If you are doing a panoramic shot, go slowly! We can always speed it up in editing.
- 3 Make sure your lens is clean!
- 4 When shooting signage, count to three before moving your camera.



Amanda Steier will send you a link to your video as soon as it's ready.
You can use it to embed your video into your post-event email.

Fast Start might only be one day, but the energy will last much longer. Thanks for helping us spread the word!