

# Guidelines for Spotlights

## Basic Rules

### How to embed a video in a PowerPoint Presentation

# Basic Rules

- ▲ Maximum 1 Spotlight per Company
- ▲ Duration = **maximum 6 minutes**
- ▲ The language **is English**
- ▲ **Presentations should focus on technical aspects** of product/services leading to improvements in the corrugated industry
- ▲ Advertising movies are not allowed
- ▲ Presentation could be a PowerPoint file running with Windows – please use PowerPoint 2007 or a later version (PowerPoint 2003 not accepted)

# Spotlight Content & Procedure

## ▲ Content:

- ▲ Must be an innovation showing a direct connection to corrugated
- ▲ Must give a clear description of the innovation (product or technology)
- ▲ Approved by the Production Committee (PC)

## ▲ Deadlines:

- ▲ Registration for Spotlight sessions: **30 June**
- ▲ File delivery to FEFCO: **31 July**
- ▲ PC feedback to participants: **30 August**

# How and to whom to send your file(s)?

If your file is **smaller than 5 MB**, you can email it to Houriet Lefebvre at [houriet.lefebvre@fefco.org](mailto:houriet.lefebvre@fefco.org)

- ▲ Please indicate in the **subject line of the Email**:
  - ▲ **"Spotlight Presentation"**
  - ▲ **Name of the Presenter** (first name, last name)
  - ▲ **Presentation title** as to appear on the printed documents of the Technical Seminar
- ▲ Please include in the e-mail:
  - ▲ **Presenter short CV** (including your main **hobby**)
  - ▲ Your answer in few words to:  
What do you find fascinating about Corrugated?

# How and to whom to send your file(s)?

**If your file is larger than 8 MB and/or contains videos, you can send it via one of the following platforms:**

- WeTransfer: <https://www.wetransfer.com/>
- Dropbox: <https://www.dropbox.com/>
- Prezi : <http://prezi.com/>
- File mail : <http://www.filemail.com/>

Or by post on a USB-stick to FEFCO Secretariat:

Houriet Lefebvre  
FEFCO AISBL  
Avenue Louise 250, 12<sup>th</sup> floor  
1050 Brussels, Belgium

Please send us an email to check if we received your file.

# How to prepare a folder and embed a video?

**If you have video(s), please follow the procedure described in the next slides explaining how to prepare and embed a video into your presentation ...**



# Prepare Folder and Embed Video

Create  
a folder

- **The Spotlight folder should contain:**
- PowerPoint presentation
- The video(s) you want show
- Video(s): .avi ; .mpeg; .wmv; or .mp4 video formats are accepted
- Important: sound must be imbedded into the video(s)!
- A WORD document explaining which video is linked to which slide in case the videos are not yet inserted in the PowerPoint presentation

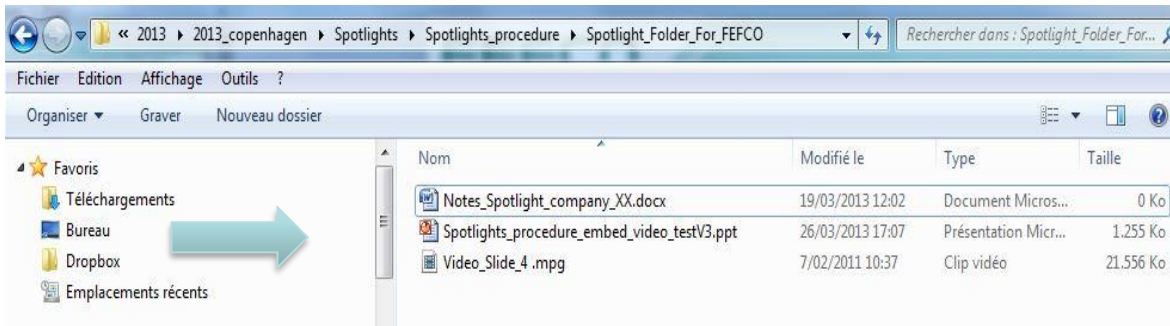
Embed  
video

- Video(s) **should be embedded into your PowerPoint presentation**
- Failure to do so, when copied to another computer the video (s) don't work
- **How to embed the video? See next slides**

Send  
Folder to  
FEFCO

- Save the folder and send it to FEFCO Secretariat

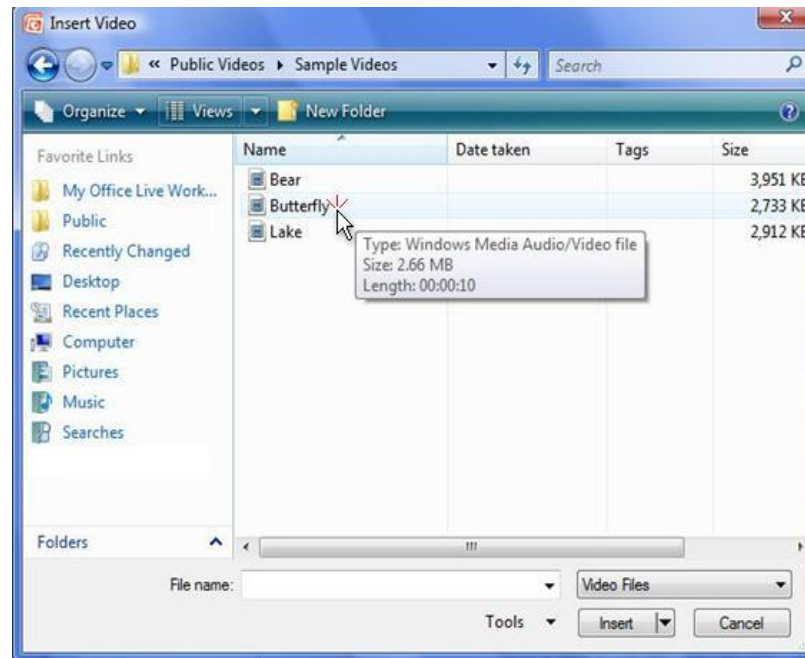
Example  
of Folder



# How to embed a video into a PowerPoint?



1. Download the video(s) you want to show and save these as a file on your PC desktop
2. In Normal view, click the slide in which you want to embed the video
3. On the Insert tab, in the Media group, click the arrow under Video, and then click Video from file
4. In the Insert Video dialog box, locate and click the video that you want to embed, and then click Insert.






You can also click the Video icon in a content layout to insert a video.



Click to add title

- Click to add text



Click on the video icon and insert your file

# Questions?

Please contact us with your questions at  
[houriet.lefebvre@fefco.org](mailto:houriet.lefebvre@fefco.org)

See you in Geneva!