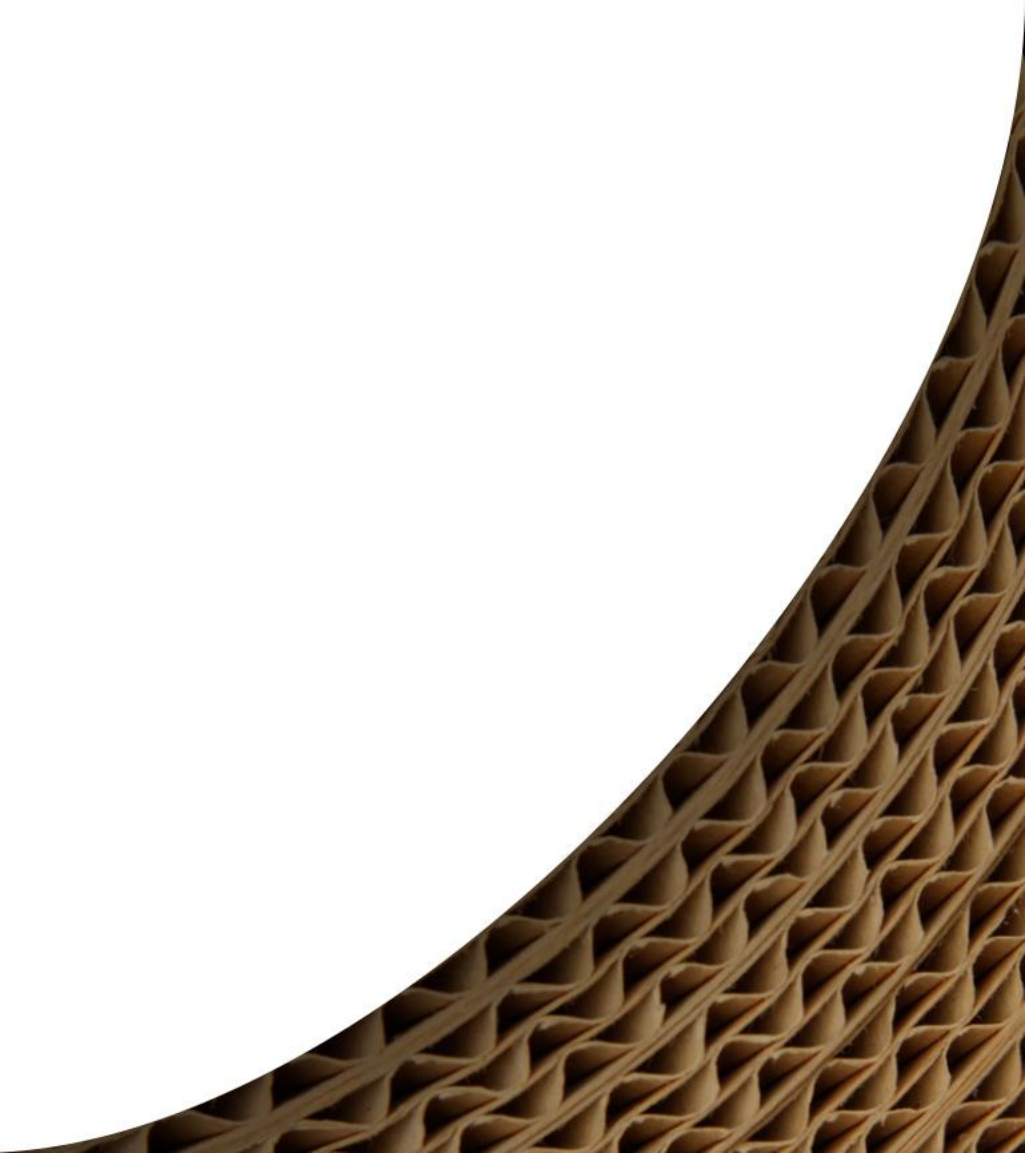


**FEFCO**  
**Corrugated Packaging**



# Guidelines for Spotlights

## Basic Rules

How to embed a video in a PowerPoint Presentation

Technical Seminar 2025

## 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 requirements:**

- ▲ The innovation must have a direct connection to corrugated manufacturing.
- ▲ A **clear and detailed description of the innovation** (product or technology) must be provided
- ▲ The innovation **must be approved by the Operations and Innovation Committee (OIC)**.

## ▲ **Deadlines:**

- ▲ **30 April** – Registration form submission to FEFCO
- ▲ **31 May** – Draft presentation/outline submission to FEFCO
- ▲ **30 June** – Feedback provided by the Operations and Innovation Committee (OIC) Members
- ▲ **31 July** – Final presentation submission to FEFCO
- ▲ **31 August** - Presentation title & Presenter name modification deadline

# 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 online and on the printed documents of the Technical Seminar

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

If your file is larger than 5 MB and/or contains videos, you can send it to Houriet Lefebvre 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 the FEFCO Secretariat:

Houriet Lefebvre  
FEFCO AISBL  
Avenue Louise 250, 8<sup>th</sup> floor  
1050 Brussels, Belgium

Please check with FEFCO if the file has been received.

# 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 videos

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

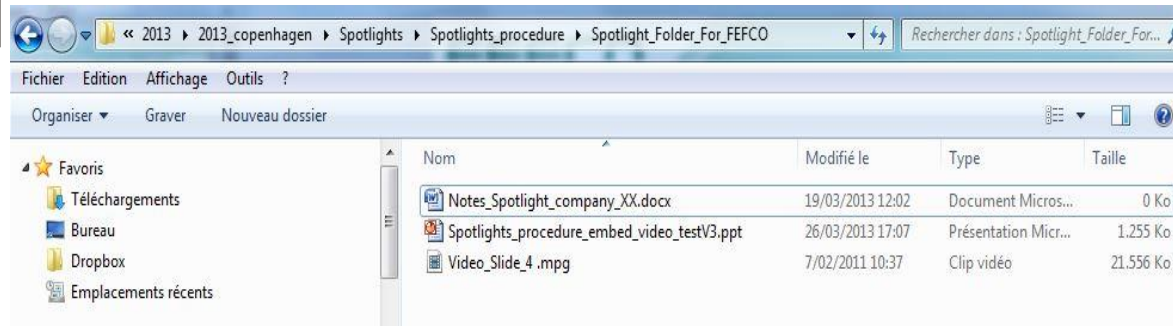
Embed video

- Video(s) **should be embedded into your PowerPoint presentation.** Failure to do so, when copied to another computer the video(s) will not run
- **See how to embed the video in the next slides**

Send Folder to FEFCO

- Save the folder and send it to FEFCO Secretariat

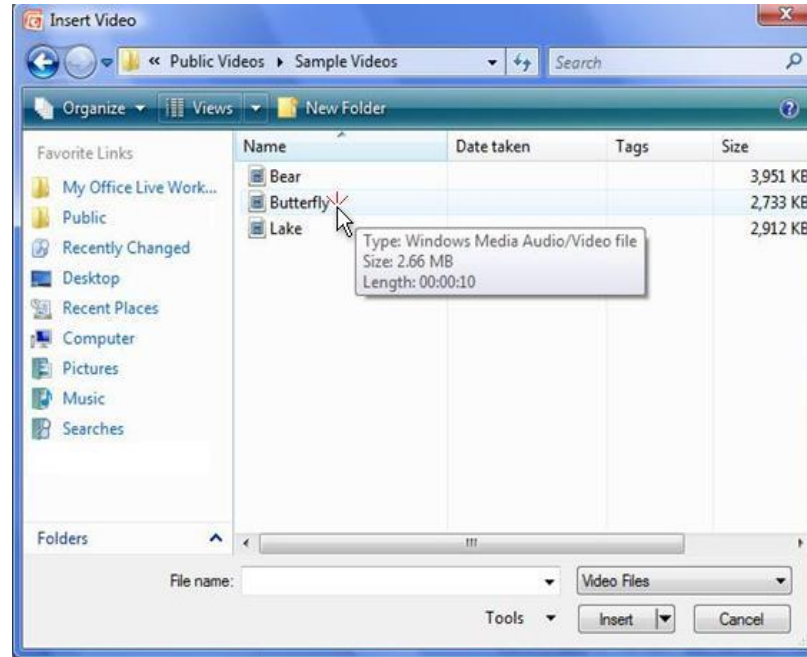
Example of Folder



# 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)

Good luck with the preparation and see you in  
Rome!