

time:matters



## PARTICIPANT INSTRUCTIONS

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## Introduction

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Thank you for your interest in taking part in our World Marrow Donor Day 2021 24 hr Celebration Live Stream!

On September 18, 2021 WMDD will be held for the 7<sup>th</sup> time. Like last year, due to the COVID-19 pandemic, we aim to celebrate mostly virtual. While we are all still facing these challenging times, we are very excited for the WMDD 2021 celebration.

**We invite you to kindly submit any engaging content, recorded as short videos, based on the guidelines below by July 23<sup>rd</sup> 2021.**

It is important that your content is submitted on time, so that we are able to evaluate, select and produce the 24 hr stream which will be live streamed on September 18<sup>th</sup>.

We will stream from the [WMDD YouTube channel](#) and from a special landing page on our website (link will be provided asap). The program and all other details will be uploaded to this landing page and all participants will be notified when more detailed information is ready to be shared.

Thank you for your support, if you have any questions please contact us via [mail@wmda.info](mailto:mail@wmda.info)

## Content

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- We aim to showcase content from around the world, from different countries, different organizations, recorded by people in different roles, showcasing different cultures and languages.
- The stream will be available to a global audience.
- To drive the general public to the stream there is a need to engage performances and/or participation from high profile (local) celebrities. If your organization has contact with such high profile figures try to get them involved in your content.
- Create your content around the main WMDD theme 'Thank You Donor'. However, if your content has high entertainment value we invite you to submit this as well.
- Content does not have to be new or newly recorded. If you have existing content that fits the theme and instructions, please submit those as well.

### Types of content we are looking for

1. Performances (i.e. music, spoken word, dance)
2. Actions (i.e. lighting up building, parachute jump, baking a WMDD cake)
3. Donor and patient stories or donor/patient meetings
4. Messages, speeches or interviews on various topics related to WMDD (i.e. from donors, patients, family members, physicians, couriers, politicians)
5. Any other interesting/entertaining content you can think of (i.e. Zoom or other virtual meeting recordings, TED talks)

## Important points

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- Create the content in your native language.
- If you use a language other than English, please include English subtitles.
- The WMDD and Thank You Donor logos are available in your own language, you can download them from the [WMDD website](#). You can use these logo's in any way you like in your video.
- Before making your video, please think about what message you want to communicate first, and then speak in short and clear sentences.
- Your content, story or message should be easy to understand. Please avoid using complicated language.
- All content should be provided edited and ready to use.
- Make sure your video is shorter than 20 minutes, preferably shorter.
- We encourage you to share a variety of multiple short videos with different topics, rather than a single long video.

## Setup and video settings

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- Please film horizontal (as shown in the picture below). The final film will be in 16:9 (like a normal film on TV). If you hold your phone vertical (like an Instagram Story), we will not be able to use your footage.



- You can use a mobile phone or video camera to film.
- Check your video settings. Please choose the highest possible resolution setting on your phone or camera.
- Framerate: Choose 30 frames per second/fps.
- When filming please ensure that there is a lot of light and that you are facing the light (no backlight).
- Please choose a very quiet space, the sound is crucial in film. The microphones on mobile phones and hand held video cameras are not ideal so please ensure you speak clearly and that there is no background noise that could be disturbing
- Ask a friend to hold the mobile phone or video camera. **Please no selfies!**

## Practical information

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1. Make sure to fill out a content details form for each video you upload.  
The information you fill out on this form will help us to review your content and understand what it is about.
2. Please fill out this content details form in English.
3. [Go to the content details form.](#)
4. Upload your content/video file to the link that appears at the final page of the content details form. [Or click here.](#)
5. Thank you for your support!
6. If you have any problem with the form or with uploading your files, please contact us at [mail@wmda.info](mailto:mail@wmda.info).

**We invite you to kindly upload your content by July 23<sup>rd</sup> 2021.**