

# YOU ARE ICSC.

You are Innovating Commerce Serving Communities. And we want you to share how you do it through your businesses in short video testimonials that we will post and promote on LinkedIn and Instagram and directly to our member community.

**Together, we're redefining our ICSC and the way people, partners and the press perceive our Marketplaces Industry.**

You know we're not just in the business of shopping centers, malls and main streets, we're in the business of innovating commerce and communities – making our marketplaces foundational and vital ingredients of communities and economies. Now we want to share your stories of how you and your businesses are innovating commerce and serving communities in short video testimonials.

PLEASE SPEAK TO:

- **What does Innovating Commerce Serving Communities mean to you?**
- **What's an innovative experience, technology or idea you've implemented?**
- **What's a way your business is serving your community through your economic impact or financial support, your cultural influence or your contribution to the common good?**

**Final videos will be approximately 60 seconds so keep your answers brief, but keep in mind we'll have the ability to edit your responses for time and effect.**

**Please end your video by saying:**

**"I am ICSC. I am Innovating Commerce Serving Communities."**



**HERE'S WHAT MEMBERS LIKE YOU ARE SAYING:**



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**TECHNICAL INSTRUCTIONS NEXT PAGE >>**

# RECORDING TIPS

Final videos will be approximately 60 seconds so keep your answers brief, but keep in mind we'll have the ability to edit your responses for time and effect. And if you give us a couple tries, that's ok, too!

- Find a location that is well-lit with natural sunlight or plenty of indoor lighting.
- Choose a quiet location with little background noise (street sounds, music, other people).
- Avoid areas that create echos, like tile or hard wooden floors.
- Turn off air conditioners and heaters to avoid fan noise.
- Set your laptop, phone, or camera on a tripod or steady surface (please do not hold your camera while shooting to avoid shaky footage).

- Shoot horizontally (use landscape mode).
- Position camera at eye level (if you can, avoid angles where the camera lens is looking up or down on you).
- Choose a non-distracting background (avoid windows, showing other people, posters/signs that can be read etc).

Once recorded, you can upload your file to:

<https://www.dropbox.com/request/FdfLHEgTQOH8xIFr2KiU>

## Questions?

Email Dana Muldrow at

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If you are using an iPhone, please set your resolution to "4K." You can change that setting by tapping here.

