



CANADIAN BEER DAY 2023

PASSION & PRIDE: THE PEOPLE BEHIND CANADIAN BEER VIDEO PROJECT

The theme of this year's Canadian Beer Day, the 5th annual celebration are the people behind our nation's favorite beverage, from those growing the grains to those pouring into pint glasses. To join the celebration, we encourage you to share your unique story with Canadians and highlight the everyday heroes of our industry.

You are invited to showcase members of your team, their personal journey and passion for making or bringing beer to Canadians through a short video.

This is a chance, highlight the sector's unique stories, and showcase the passion and pride that drives brewing in communities across the nation. Let's celebrate those who play a key role in bringing beer to life. From the malted barley buyer, brewmaster, truck lift driver, graphic designer to sales representative, promotion planner, and generational barley farmer, we want to uncover and showcase the remarkable stories of these individuals who bring beer to market.

To do that, we need your help! We want to hear your unique story or someone's on your team through short videos recorded on a smartphone. It could be about how they got started, what inspires them, or their favorite brewing techniques or beer style. Feel free to get creative and show off their personality. We will edit individual videos and compile them into a promotional campaign on social media.

These short videos aim to showcase the remarkable individuals who contribute to every step of the beer-making process. By highlighting the hard work, dedication, pride, and passion of farmers, maltsters, brewers, distributors, and servers, we hope to deepen Canadian's understanding and appreciation for the artistry and craftsmanship involved in bringing beer from the field to their glass.

Remember, this is a voluntary opportunity, and participation is entirely optional. However, we encourage everyone to take part as it is a fantastic chance to showcase your team's expertise, pride, and passion for brewing.

Thank you for being a part of our passionate brewing family. We look forward to receiving your videos and sharing them with the world!

Let us know if you have any questions or need assistance in recording the videos.



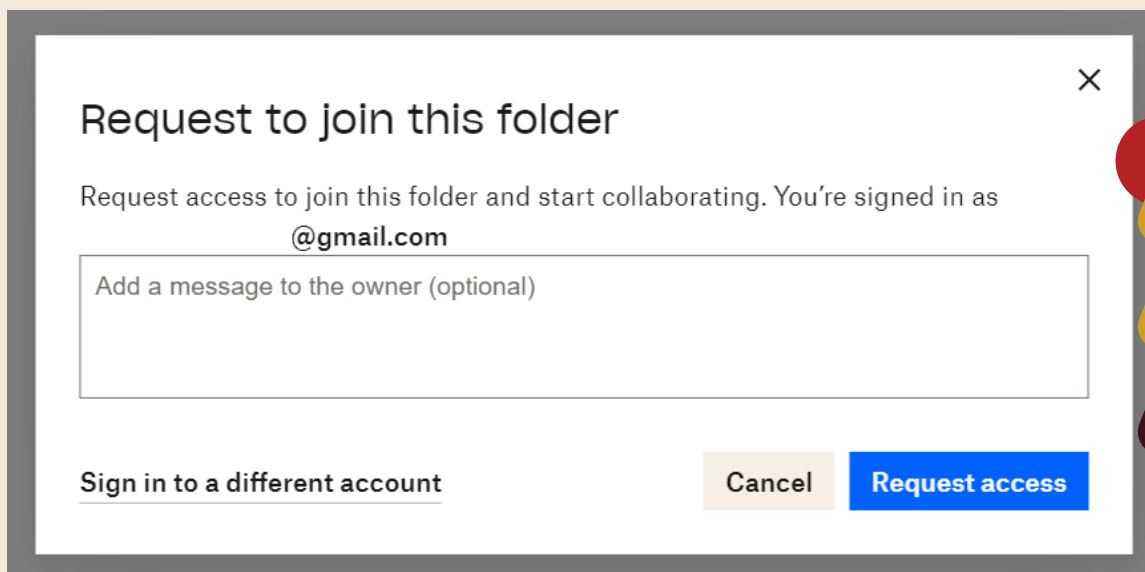
HERE'S HOW YOU CAN PARTICIPATE - RECORDING A VIDEO:

Length and format: Keep your video between 1-3 minutes for optimum engagement. We have included some technical instructions below to help you get the optimal video quality while using your smartphone.

Deadline: Please send us your footage by August 1st to allow us time to edit!

Content guidelines: While we encourage your individuality, please ensure that your video remains respectful, professional, and aligns with your company's values. Avoid any explicit content or language that could be offensive.

Uploading Instructions: A Dropbox Folder has been created to allow easy upload of footage. Login to your Dropbox account, visit the link below, click "Join Folder" and request access. You will receive a notification via email when our request is granted and you will be able to populate the folder with your assets.



Request to join this folder

Request access to join this folder and start collaborating. You're signed in as
@gmail.com

Add a message to the owner (optional)

[Sign in to a different account](#) Cancel Request access

Put all your footage in its own folder, named after your brewery, before you upload clips.

Dropbox Link:

<https://www.dropbox.com/scl/fo/Orkmgxv439rro2k5w0fxh/h?dl=0&rlkey=3yusirpgicvog5i0yv38zt9ph>
<https://www.dropbox.com/scl/fo/Orkmgxv439rro2k5w0fxh/h?dl=0&rlkey=3yusirpgicvog5i0yv38zt9ph>

Example folder naming criteria: *Date_BreweryName_SubjectName_JobTitle*






SAMPLE QUESTIONS FOR INTERVIEW:

Note: the interviewer or camera operator can ask the questions, or these can be referred to on a cheat-sheet. Sometimes it is useful to begin the answer by framing the question. This also can help create some space in the answer and better framing from a post-production perspective. For example, “My job in beer is ____” “My favourite beer is _____”

Some suggested questions you can use:

- How did you first get interested in getting a job with a brewery?
 - What is the best part of your job?
 - Does working in a brewery have special meaning to you? Why?
 - What excites you about the beer you help make?
 - What inspired you to pursue a career in the beer industry?
 - What is your favourite style of beer?
 - What is your favourite little-known fact about Canadian beer?
 - What do you enjoy most about being part of people’s celebrations?
 - Why is beer so important to Canadians?
 - What does Canadian beer mean to you?
 - Who do you most look forward to having beer with?
 - When is your favourite time or occasion for a beer?
 - Do you have any advice for someone who is just starting their professional journey in brewing?
 - Are you optimistic about the future of brewing in Canada?
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Feel free to customize or add more questions based on the unique aspects of your team and company. These questions should help capture the passion, expertise, and individual stories of your team members in the beer-making process.

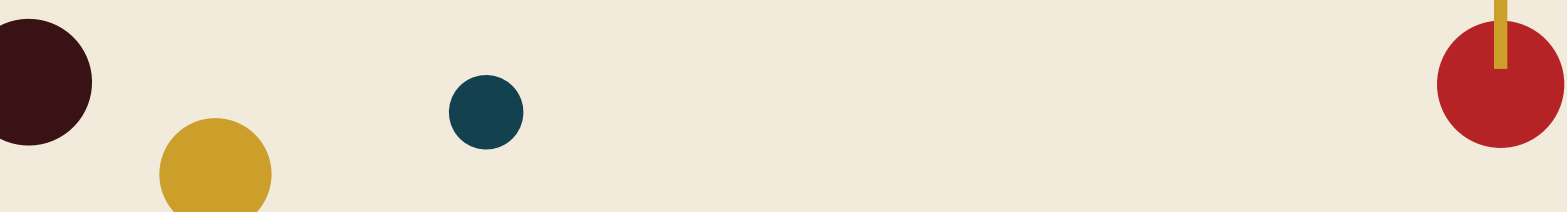
TECHNICAL INSTRUCTIONS FOR IPHONE AND ANDROID VIDEO RECORDING

Locations: It’s great to capture staff in locations that are representative in some way of their career. The only exception would be for extremely loud environments, where we will need to prioritize audio quality. Examples of locations: office, tap room, inside the brewery, in the fields, in the grain storage facility. Avoid putting the subject directly against a wall.

IPHONE

Frame rate: The iPhone camera app offers a default frame rate of 30 fps, which is ideal for recording video interviews.

Aspect ratio: The iPhone camera app offers two aspect ratio options: 4:3 and 16:9. For optimal quality and a professional look, choose the 16:9 aspect ratio.





Resolution: The iPhone camera app offers a range of resolution options. For optimal quality, select the highest resolution available, which is usually 1080p or 4k (1920 x 1080 pixels).

Lighting: Use natural or artificial light to ensure that the interviewee is well-lit and visible. Avoid filming in areas with harsh or uneven lighting as this can lead to unwanted shadows.

Audio: The iPhone's built-in microphone is of decent quality, but you can improve the audio quality by using an external microphone or lapel mic. Test the audio levels before filming to ensure that the audio is audible and not too loud or too quiet.

Stability: Hold the phone steady during filming or use a tripod or phone mount to keep the camera stable.

ANDROID

Frame rate: Most Android camera apps offer a default frame rate of 30 fps, which is ideal for recording video interviews.

Aspect ratio: Most Android camera apps offer a range of aspect ratio options. For optimal quality and a professional look, choose the 16:9 aspect ratio.

Resolution: Most Android camera apps offer a range of resolution options. For optimal quality, select the highest resolution available, which is usually 1080p (1920 x 1080 pixels).

Lighting: Use natural or artificial light to ensure that the interviewee is well-lit and visible. Avoid filming in areas with harsh or uneven lighting as this can lead to unwanted shadows.

Audio: The built-in microphone on most Android devices is of decent quality, but you can improve the audio quality by using an external microphone or lapel mic. Test the audio levels before filming to ensure that the audio is audible and not too loud or too quiet.

Stability: Hold the phone steady during filming or use a tripod or phone mount to keep the camera stable.

IPHONE COMPOSITION EXAMPLE



Note: Shooting in landscape ratio allows us to make a video that will look great on the website as well as our YouTube channel but will also allow us to crop to make square videos, which will perform best on Social Media. Conversely, the same interview can be recorded either twice (in portrait and landscape) or at the same time with two phones in different ratios.

Enable Grid Recording on iPhone:

<https://www.makeuseof.com/how-to-enable-camera-grid-lines-iphone/>

Enable Grid Recording on Android:

<https://support.google.com/camerafromgoogle/answer/9722610?hl=en-GB>

