Waterloo_logo_horizontal_cmyk.eps

**Waterloo Innovation Summit**

**Hopin virtual event**

**Date: November 30, 2020**

**Time: 1:00 – 2:30 PM (EST)**

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| --- | --- | --- | --- |
| Name | In-person | Virtual feed | Video |
| Feridun Hamdullahpur |  |  | X |
| Sandra Banks | X |  |  |
| Tom Rand |  | X |  |
| Jean Andrey |  | X |  |
| Kathy Bardswick |  | X |  |
| Olaf Weber |  | X |  |
| Liliana Camacho |  | X |  |
| Neil Craik |  | X |  |
| Agrisea |  |  | X |
| Evercloak |  |  | X |

\*Static on podium screen: UWaterloo logo

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Time | Cue | Overlay | Digital tile screen | Content on pillars  Podium static logo throughout | Stage/filming notes | Camera Visual  (what audience is shown) |
| 12:45 PM | Light music | None | -triangle animation | Pillar one and three: animated WIS logo  Pillar two: Rethink. Redesign. Recover. |  | Full screen  ‘Welcome. We will begin at 1:00 p.m.’  WIS logo |
| 1:00 PM | Video | Intro | None | -triangle animation | “” | -Sandra given 30 second, 10 second cue for when she goes live | A picture containing text  Description automatically generated |
| 1:01 PM | Video | Waterloo Institutional Video | None | -triangle animation | “” |  | A sign on the side of a road  Description automatically generated |
| 1:02 PM | Sandra Banks (SB) in place at podium  Stays at podium for video  -Welcome remarks  -Introduces Feridun | +SB title card overlay (30 seconds)  +WIS but transitions to FH video when she introducing Feridun | -triangle animation  -transition to FH’s video thumbnail | “” | -Sandra looking at camera  -Once finished introducing Feridun, look to the large digital screen where the video thumbnail will be visible, as though she’s ready to watch | * Begin with wider shot and then close into a tight shot        * Wide shot of Sandra with FH’s video cued on tile wall behind   A person wearing a suit and tie  Description automatically generated |
| 1:05 PM | Video | Feridun Hamdullahpur  -introductory remarks | None | -triangle animation | “” | -Sandra to stay at podium  -given 1 minute, 30 second, 10 second cue for when she goes live | A person wearing a suit and tie  Description automatically generated |
| 1:08 PM | SB in place at podium  -Thanks Feridun for his remarks  -Introduces Tom Rand | +SB title card overlay (10 seconds)  +WIS logo | -triangle animation  -transition to Tom Rand’s feed as Sandra is introducing him | “” | \*SMILE\*  -Sandra to look at camera | * Tight shot of Sandra * As Sandra is introducing Tom, go to wider shot to see Tom’s thumbnail on the tile wall.   Graphical user interface  Description automatically generated |
| 1:10 PM | Tom Rand (TR) feed | + TR title card overlay (30 seconds)  +WIS logo | -triangle animation | “” | -Tom’s feed  -Once on Tom’s feed Sandra’s mic to be muted and exit Stage left, put face mask on (not on camera)  -Sandra given cue at 30 seconds before the end of Tom’s keynote and enter stage left to the podium and wait (take face mask off at podium) | A person wearing a suit and tie  Description automatically generated   * Wide shot of Sandra and Tom on tile wall * Move to Tom’s feed   A person wearing a suit and tie  Description automatically generated |
| 1:20 PM | Sandra Banks in place at podium  -Thanks Tom for keynote  Introduces panel theme and moderator, Jean Andrey | +SB title card overlay when on tight shot of SB  +WIS logo | -triangle animation, transition to Jean’s feed | “” | \*SMILE\*  -Sandra’s mic on  -Once Tom finishes his keynote, transition to medium wide shot of Sandra  -Go to tight shot of Sandra  -Sandra to look at camera and introduce the general panel and the moderator, Jean Andrey  -in the middle of introducing Jean, go to wide shot to include digital tile wall, hosting Jean’s feed  -once Sandra has finished introducing Jean, for her to look towards the screen and smile | * Tight shot of Sandra     A person wearing glasses and smiling at the camera  Description automatically generated |
| 1:22 PM | Jean Andrey feed  -Introduces panelists | + JA title card overlay (30 seconds)  + UW created title cards for each speaker as they’re being introduced. When intro’d only have them on screen, but moderator’s voice intro’ing them  +WIS logo | -Jean’s feed | “” | -once on Jean’s feed, Sandra to exit stage left (face mask on).  \*SMILE\*  -As Jean introduces each panelist, add that person’s feed to the stream | A person wearing glasses and smiling at the camera  Description automatically generated |
| 1:25 PM | Panel A  -remarks | + use Streamyard title card overlay for each speaker  +WIS logo | -triangle animation | “” | -full screen of panelists/moderator:  Tom Rand  Kathy Bardswick  Jean Andrey | * Split screen of moderator and two panelists   A group of people posing for the camera  Description automatically generated |
| 1:36 PM | Question & Answer  -Jean to moderate | + Streamyard title card overlay for each speaker  +WIS  logo | -triangle animation | “” | -full screen of panelists: Tom Rand  Kathy Bardswick  Jean Andrey | * Split screen of three participants   A group of people posing for the camera  Description automatically generated |
| 1:51 PM | Jean Andrey feed  -Closes panel  -Sends back to Sandra | + Streamyard title card overlay for each speaker  +WIS logo | -triangle animation | “” | -All panelists on feed while Jean closes out the panel  -Sandra to enter stage left, go to mark at podium at 30 second cue | A group of people posing for the camera  Description automatically generated |
| 1:52 PM | Sandra Banks in place at podium  -Thanks Jean Andrey and panel  -Introduces video | + SB title card overlay (10 seconds)  + WIS logo | -triangle animation | “” | \*SMILE\*  -hold panel feed on the tile wall as Sandra thanks Jean et al. Once finished thanks, looks over to the screen and nods | * Medium wide shot of stage   A group of people posing for the camera  Description automatically generated   * Tight shot of Sandra (as she intros video) |
| 1:54 PM | Video | Evercloak | Video | -triangle animation | “” | -Sandra to stay at podium while video plays  -given 1 minute, 30 second, 10 second cue for when she goes live | A picture containing logo  Description automatically generated |
| 1:57 PM | Sandra Banks in place at podium  -Comments on video  -Introduces Kathy Bardswick and Panel theme | + SB title card overlay    + WIS  logo | -triangle animation | “” | \*SMILE\*  -Sandra to look at camera  -Once Sandra has introduced Kathy, Sandra to look over to tile wall and acknowledge Kathy (head nod) | only hold shot for a 2 seconds | * Tight shot of Sandra * Pan out to wide shot to include digital tiles displaying Kathy   A person smiling for the camera  Description automatically generated |
| 1:59 p.m. | Kathy Bardswick (KB) feed  -Introduces panelists | +KB title card overlay  + UW created title cards for each speaker as they’re being introduced. When intro’d only have them on screen, but moderator’s voice intro’ing them  +WIS logo | -triangle animation | “” | -once on Kathy’s feed, Sandra to exit stage left with face mask on  -As Kathy introduces each panelist, add that person’s feed to the stream | A person smiling for the camera  Description automatically generated |
| 2:01 PM | Panel B  -remarks | +Streamyard title card for each participant  +WIS logo | -triangle animation | “” | -full screen of panelists and moderator:  Kathy Bardswick  Liliana Camacho  Neil Craik  Olaf Weber | A person standing in front of a mirror posing for the camera  Description automatically generated   * split screen of four participants |
| 2:19 PM | Kathy Bardswick feed  -closes panel  -turns it back to SB | +Streamyard title card for each participant  +WIS  Logo | -triangle animation | “” | -All panelists on feed while Kathy closes out the panel  -Sandra to enter stage left, go to mark at podium at 30 second cue with face mask on. Sandra to take off once on mark | A smiling person and person posing for the camera  Description automatically generated   * Kathy larger split on screen with three panelists below |
| 2:20 PM | Sandra Banks to the podium  -Thanks Kathy and panel  -Introduces second video | +SB title card overlay (10 seconds)  +WIS logo | -triangle animation | “” | -hold panel feed on the tile wall as Sandra thanks Kathy et al. Once finished thanks, looks over to the screen and nods  \*SMILE\*  -Sandra to look at camera as she introduces Agrisea video | -medium wide shot of stage  A smiling person and person posing for the camera  Description automatically generated   * Tight shot of Sandra |
| 2:22 PM | Video | Agrisea | Video | -triangle animation | “” | -Sandra to stay at podium while video plays  -given 1 minute, 30 second, 10 second cue for when she goes live | Water next to the ocean  Description automatically generated |
| 2:25 PM | Sandra Banks to the podium  -Comments on video  -Closes out event | +SB title card overlay (10 seconds)  +WIS Logo | -triangle animation | “” | \*SMILE\*  -Sandra to look at camera | * Tight shot of Sandra |
| 2:27 PM | Video | Outro | Video | -triangle animation | “” | -once Sandra has closed the event she stays at the podium and begins to put her face mask on, the stage light to fade slightly and transition to outro video | A picture containing text  Description automatically generated |
| 2:28 PM | Light music | Slide – UWaterloo logo | -triangle animation | “” |  |  |

**Stage look and brand**

A picture containing crossword, fruit

Description automatically generated

With the animated background:

A picture containing room

Description automatically generated