

RadTech Europe Video Guidelines – #RadTechMeets Series

Thank you for contributing to our educational video project!

Please find below a few simple tips and instructions to ensure your video is clear, engaging, and aligned with RadTech Europe's objectives.

Objective

Your video should answer a common question about UV(LED)/EB technology and help promote the technology to a broad audience, including non-experts.

Key Guidelines

- Please prepare two video sequences, one of 20 – 40 seconds* (for social media shorts) and one of 3 – 5 minutes max (for the RTE website)**
- Choose one clear question to answer.
- Ensure good video and audio quality:
 - Record in a quiet environment.
 - Use a camera with good resolution (smartphones are acceptable if stable).
 - Ensure sufficient lighting and a clean, neutral background.
- Speak clearly and with enthusiasm.
- Mention your name and company briefly at the beginning.
- Focus on explaining the technology or its applications – **avoid full product promotion.**
Remember: the aim is educational, not commercial. Your company will still benefit from exposure.

*The short video (max. 40s) will be used on LinkedIn and social media. Please transport the core of your message clearly in this limited timeframe.

**The longer version of your video will be posted on the RadTech homepage.

Please convey the same message. But feel free to explain more deeply, why radiation-curing is an excellent choice for you. You may show sequences from your production, your labs or final goods. Feel free to also insert one our two presentation slides, if helpful. But please do not create a recorded Powerpoint presentation. Let ´s create a real video.

In the longer video you are allowed to mention company products and brands in a balanced way with a clear connection to Radiation curing technology.

Content Inspiration

Please start both video sequences with these two sentences:

“Hi/Hello, my name is [your name] and I am [your role] at [your company]. Our company is a [describe your companies role related to radiation curing]. We are a member of RadTech Europe.”

Then answer the question.

You are welcome to refer to the benefits radiation-curing technology is bringing to your company, to your customers, to downstream users and/or society. You could answer questions such as:

- *What is UV/EB curing and why is it important?*
- *How does UV LED curing differ from conventional UV?*
- *What are the environmental advantages of UV/EB technology?*
- *What trends do you see in UV/EB applications?*
- *How does your sector benefit from UV/EB solutions?*

Next Steps

1. Submit a draft manuscript (does not need to be word for word) with your intended message for approval to the RadTech Europe Secretariat
2. After approval, record your video following these guidelines.
3. Submit your video file to the Secretariat.
4. RadTech Europe will edit your video with branded intro/outro screens.


For reference, please view the first published video here:

[Meet the Industry – Video Series](#)

We are looking forward to receiving your contribution!

For questions or submissions, contact:

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