



Pre-Record & Video Editing

Why Pre-Record Footage For Your Virtual Live Stream?

In the virtual world, pre-records allow all the functionality of a live presentation or stream, such as interaction, polls, etc. With pre-records, you only have to record once and then you can keep re-using it (providing it is a good quality recording with no errors or anything out of date). This saves you several hours per webinar! All of the popular streaming platform software allows the running of pre-records in a way that makes them seem like they're live with automated polls, Q/A, etc. Pre-records allow the usage to run advertisements promoting a live stream happening literally **now**, and to have anybody who clicks the ad to go to a pre-record which they luckily were able to get on before it starts.

Video Editing

Video editing is the process of rearranging filmed video segments to create a complete, finished video production ready for live streaming or viewing. Video editing can be as simple as removing content from raw video footage, or more complex to include:

- ❖ merging footage together seamless
- ❖ multiple camera angles
- ❖ color correction
- ❖ audio correction
- ❖ storytelling
- ❖ adding text, titles, logos, and lower thirds
- ❖ transitions and effects
- ❖ powerful motion graphics

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