



# CREATING A SAFE BOATING CULTURE 365 DAYS A YEAR

## How to Use Videos at BOAT LIVE 365 Local Events

Through our partnership with America's Boating Channel, **Boat Live 365** is pleased to offer a wide assortment of U.S. Coast Guard sponsored safe boating and boater education videos at no charge!

As demonstrated at America's Boating Club, boat show exhibits, classrooms and meetings, throughout the nation, there are three proven ways to use the videos for maximum impact at live local events.

### 1) As a traffic stopper.

Prominently featuring an appropriately sized flat-screen display of live-action relevant video content is an effective way to attract passersby and get them to stop to learn more about your mission.

For this usage, a 32" flat-screen smart TV is an adequate proportional size for the typical table approximately five (5) feet in length. The best way to play videos in an exhibit setting is directly from a downloaded MP4 file rather than relying on internet connectivity to stream the videos. Downloaded MP4 files can be played from a laptop, tablet, smartphone, or even, in some cases, a USB thumb drive connected to the smart TV. A reliable standard 15 amp 110V source of electricity is recommended.

Choose the video that most closely matches or compliments the theme of your event, download the MP4 file, and test playback in advance. Set the media player software to automatically replay the file to eliminate the need for managing playback during your event. Set the audio at a low level so as not to interfere with conversations among booth personnel and passersby.

### 2) As a curtain raiser.

Projecting a relevant video onto a presentation screen prior to the start-time of a class, meeting, or social event is a great way to demonstrate added value to attendees, foster timely arrivals, and facilitate additional discussion.

For this usage, a standard LCD projector with speakers or separately connected sound system is optimal. The best way to play videos in a classroom or meeting is directly from a downloaded MP4 file rather than relying on internet connectivity to stream the videos. MP4 files can be played from the laptop or an inserted USB thumb drive connected to the projection/sound system. Choose the most appropriate video for the focus of your event, download the MP4 file, and test playback in advance. Placing the file on the desktop of the computer makes it easiest to access. Set the audio at the appropriate level for the room size and expected attendance to ensure ease of listening.

### 3) As a focal point of the activity.

Playing a video, series of videos, compilation with a related discussion guide including a pre-planned Q&A can provide the basis for a stimulating and more intimate discussion.

For this usage, the same technical guidance applies as in #2. In addition, create a guidance document to provide context for your video content. Considerations should include identifying key takeaways and devising the providing next steps to make change happen. Choose between a single spokesperson or panel of experts to discuss relevant points covered in the video. Use open-ended questions that can be posed to the audience to fully engage them. Rehearse in advance.

Visit Boat Live 365 for a List Available Videos! [www.boatlive365.org/resources](http://www.boatlive365.org/resources)



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