**I am CILT**

The Chartered Institute of Logistics and Transport is proud to have been supporting industry professionals for 100 years. A century dedicated to improving standards, providing education, and supporting our members across the world.

Over the course of our centenary year we plan to share stories from our members around the world telling us why they are proud to be part of CILT, and what their membership means to them. This campaign is an extension of the ‘I am CILT’ campaign we launched last week.

**What do you need to do**

1. Take a photo of yourself
2. Record a short video clip of yourself answering the questions below
3. Write down your answers to the questions below
4. Send all 3 items to [ceri.williams@ciltinternational.org](mailto:ceri.williams@ciltinternational.org) as soon as possible, and by 31 May 2019 at the latest, with a signed copy of the Media Consent form below

**The questions**

1. Tell us your first name, where you are from, which branch you are a member of, and where you work.
2. When and why did you decided to become a member of CILT?
3. What are the benefits of being a member of CILT?
4. What difference has being a member of CILT made to your career?
5. What do you think the future holds for you and CILT?
6. What message would you give to someone just starting out in CILT?
7. Finally… Please say / repeat I AM CILT

**Equipment – what you should use to get the best results**

* Please use a digital SLR camera or HDR (high definition) setting on your mobile phone to take your photographs and videos.
* The photos and video need to be good quality to be used – no closed eyes or blurred focus. Don't use the zoom – you’ll lose picture quality.
* Please don’t use filters like SnapChat or Instagram as these create unauthentic images and lower the picture quality.

**Composition – what you should include:**

**Faces** – we want to focus on member faces within our photography. Make sure you are close enough that we can see your face clearly.

**Background** – we’d recommend something quite neutral like a white or pale-coloured wall so it is easy to cut out for the designs. Please avoid patterns or multi-coloured backgrounds.

**Location and lighting –** we’d advise taking the photos in good natural daylight, and by a window if possible. Try to avoid using a flash unless it is a professional one, as this can cast shadows and make people look washed out.

**Style** – Look directly at the camera and smile. We are proud of the work we do, and happy to be part of CILT, and we would like to show this to the world

**Orientation** – please ensure you have the camera in a landscape (wide) shot as this works best online.

**Tips for creating your video**

**Asking the questions**. You could get a friend/family member to ask you the questions off camera. If you’re on your own, then just have the questions to hand and take a look at them before answering them while looking at the camera. Keep recording if it’s easier and we’ll just edit out the pauses in between you looking at and answering a question.

**Try and include the question in your answer.** The audience won’t see the questions that you’re answering, so make sure your answer still makes sense without people knowing what the question is. For example, if the question is “When did you become a member” rather than just answer “seven years ago” say something like “I became a member of CILT seven years ago”. You don’t need to quote the question exactly as it is – say it in a way that suits you.

**Take your time.** Don’t worry about keeping your answers brief. Go into as much detail as you want. What’s important is that you tell us your story. We can edit it down if necessary.

**Pause before each answer –** take a short break (5 seconds or so) between each answer. This will help us when putting the film together.

**Relax.** Recording is easy. Just be yourself and talk to the camera like a friend. It’s fine to have a few goes at it before you get it right. If you’re having trouble, try getting a friend to stand behind the camera and ask you the questions. Make sure you talk to the camera when you reply. If it’s easier, just keep the camera on record and talk in your own time.

**How to supply your photos and videos**

When emailing your photos and videos – please select / send us the largest file size you have access to. The higher quality files tend to be larger and we want the best we can get. You can send us your favourite, or several to choose from if you’re unsure which might work best. You can use free tools like [wetransfer](http://wetransfer.com/) or dropbox to send a file that might be too big to email.

Please send all photos to ceri.williams@ciltinternational.org with your name and the last page of the photo consent form below. We’ll let you know if it’s ok to use, or if we need something different.

**End use**

The photos and video clips are predominately for use on the CILT International branch websites and for social media. We may also collate some of the clips into a short video. The material may be used throughout 2019, at the event at the Savoy in November and in perpetuity unless you tell us otherwise as per your consent form.

Please feel free to help us share the message and keep a look out for your photo and video clip…

**CILT International - Media Consent Form**

**Authorisation**

* I understand comments given may be used in connection with publicising and promoting CILT Internationally

* I authorise CILT to use my name, brief biographical information, my photograph and/or video (where applicable) and comments.
* I authorise CILT to copy, exhibit, publish or distribute the above information for purposes of publicising CILT internationally, nationally and regionally. These statements may be used in printed publications, multimedia presentations, on websites or in any other distribution media.
* I understand that images on websites can be viewed throughout the world and that some countries may not provide the same level of protection to the rights of individuals as EU/UK legislation provides.
* I agree that I will make no monetary or other claim against CILT for the use of the above information. In addition, I waive any right to inspect or approve the finished product, including written copy, wherein my likeness or my comment appears.

**Your data**

CILT is committed to processing information in accordance with the General Data Protection Regulation (GDPR). The personal data collected on this form will be held securely and will only be used for administrative purposes.

**Your rights**

You have the right to request to see a copy of the information we hold about you and to request corrections or deletions of the information that is no longer required. You can ask CILT to stop using your image at any time, in which case it will not be used in future publications but may continue to appear in publications already in circulation.

If you have any questions relating to data protection, please contact the CILT International Marketing Team, via email: [ceri.williams@ciltinternational.org](mailto:ceri.williams@ciltinternational.org)

I have read the authorisation and release information and give my consent for the use as indicated above.

Printed name (BLOCK CAPITALS): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_