

Videography Guidelines

Whilst a videographer is not a prerequisite for EJU events, federations with active social media presence are encouraged to collaborate with the EJU's video content strategy. This collaboration can enhance your federation's visibility whilst supporting EJU's broader promotional efforts.

01

Collaboration Requirements

Eligibility:

- Federations with established social media channels
- Demonstrated capability to produce video content
- Commitment to EJU quality standards

Approval Process:

- All video collaboration proposals are reviewed individually
- Content must meet EJU production standards
- Final approval/denial determined by EJU Head Videographer
- Quality and consistency are non-negotiable

02

Content Standards

Video content submitted for EJU collaboration must mirror EJU's production quality:

Technical Requirements:

- High-definition video (minimum 1080p)
- Stable footage
- Clear audio quality
- Proper lighting and exposure
- Professional editing standards

Content Focus:

- Competition highlights and key moments
- Athlete interviews and reactions

- Behind-the-scenes footage
- Medal ceremony coverage
- Storytelling that engages audiences

Brand Consistency:

- Alignment with EJU visual identity
- Professional presentation
- Appropriate music and graphics
- Sponsor visibility where applicable

03

Submission Process

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1. **Pre-Event Contact:** Notify the EJU Head Video Producer of your intention to produce content
 2. **Sample Review:** Provide examples of previous work for quality assessment
 3. **Event Coverage:** Produce content according to agreed specifications
 4. **Review and Approval:** Submit content for EJU approval before publication
 5. **Collaborative Distribution:** Approved content shared across EJU and federation channels

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Support and Assistance

For questions about video collaboration, technical specifications or content approval:

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EJU Head Video Producer

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