

Girlguiding NWE World Record Attempt 2021 - Instructions

Largest online video chain of people passing and wearing a self-adhesive badge/sticker

Please read this document the whole way through before starting your attempt!

Instructions

Prior to filming your video:

1. Visit <https://www.girlguidingnwe.org.uk/50th-birthday-world-record-attempt/> to find out all about our plans for the attempt, and being sure to watch our [demo](#) and [instruction](#) videos.
2. If you haven't already, complete our registration form [here](#).
3. Order your World Record Badge(s) [here](#).
4. Ensure that you have an iPhone or android phone on which to film your video, rather than a webcam, as they have much better quality cameras.

How to film your video:

5. Pop on your full guiding uniform, appropriate to your role/section; for leaders this would be your leader polo shirt.
6. If possible, check that your phone has its video quality set to HD or 1080p.



7. Set up your camera somewhere stable, where it won't fall over, **in landscape orientation** (this means that the phone should be on its side looking at you).



8. Check you'll be in frame, **waist up only**, during the recording.

If you have someone available to help you, ask them to film you, keeping the camera steady at all times, to ensure a clear picture.

NB - Please do not film using a front/selfie camera, as this will cause your video to be flipped, meaning the badge will travel in the wrong direction.

9. Ensure the location where you are recording is well-lit and that you can be seen clearly - try not to film with a bright window behind you, as you will appear too dark on screen.

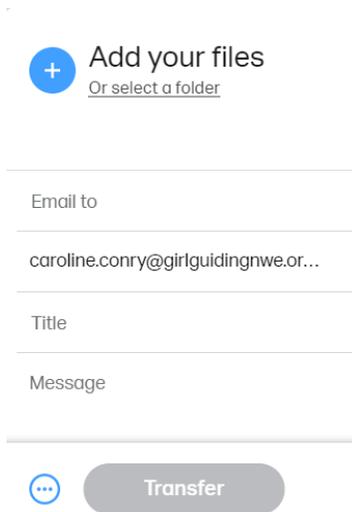
NB - Creative or interesting backgrounds are fine, but please ensure that there is nothing within view that could cause offence to others.

10. Have your adhesive badge ready (out of frame) to **your right-hand side**.
11. Start recording and please allow a couple of seconds before you start, and again before you end your video, to make editing the videos together easier. **Ensure your video is at least five seconds for it to be counted.**
12. Then, either:
 - pick up the badge from out of the frame on the right hand side (not from above or below the frame), **with your right hand** (aiming to pick it up from a high-level surface, giving the impression that it has been passed to you from out of shot). Or,
 - If you have someone to help you, ask them to pass the badge to you, for you to take from them, from out of frame on your right-hand side, ensuring they are out of frame at all times.
13. Peel off the backing and stick the badge to your uniform (somewhere on your chest, so it is easily visible), and show it to the camera.
14. Then, peel the badge off your uniform and pop the backing back onto the back of the badge.
15. Pass the badge out of shot to your left-hand side, for the next person to 'take' in the video chain.
16. Wait a couple of seconds and stop recording!

[Watch our demo video for more help on how to do this.](#)

Next steps:

17. Your clips should be named with each participant's first name - this will be logged and submitted to Guinness World Records as a requirement of the attempt.
18. Submit your video/s by emailing it to northwesthq@girlguidingnwe.org.uk with the subject 'World Record Attempt', together with the appropriate permissions (see below), and detailing your name, your unit name and county in the body of the email.



The image shows a screenshot of the WeTransfer website interface. At the top left, there is a blue circle with a white plus sign and the text 'Add your files' with a link 'Or select a folder' below it. Below this is a form with four fields: 'Email to' containing 'caroline.conry@girlguidingnwe.or...', 'Title', and 'Message'. At the bottom left of the form is a blue circle with three white dots. At the bottom right is a grey button with the text 'Transfer'.

If your file(s) is/are too large to send via email, please send them via We Transfer (<https://wetransfer.com/>). Select 'I just want to send files' and then complete the box on the left-hand side of the page; uploading your file(s) from your device, adding northwesthq@girlguidingnwe.org.uk into the 'Email to' field and adding 'World Record Attempt' into the 'Title' field. In the 'Message' field, please include your name, your unit name and your county.

19. Relax by sewing your record-breaking badge on to your uniform or camp blanket!

Conditions to note: (If you fail to follow the following points, we may be unable to use your video in the record attempt)

1. You must only use the adhesive badge supplied by Girlguiding North West England.
2. Each video can only feature one person.
3. You may only submit one video clip per person.
4. Your video must be dedicated solely to the specified action.
5. If you are a volunteer planning to film all of the girls in your unit as part of a unit meeting, all of the videos should be submitted as individual clips - please do not put them together in a video chain.
6. The full process outlined in the "Instructions" section must be captured.
7. The badge must travel from **your right to your left**.
8. Your video(s) must be submitted to us by **31 October 2021**.
9. Photography/video permissions must be confirmed for everyone taking part. For individual video submissions, a [fully completed consent form](#) must be submitted together with your video. **In order for your submission to be used, all of the boxes on the permission form must be ticked.** For unit submissions, the unit leader must confirm in writing that appropriate permissions have been gained for all those included in the videos, and that all involved are aware that their video will be passed to a third party (Guinness World Records) for the purpose of the World Record attempt and may be shared by them or by Girlguiding North West England for promotional purposes on their websites, social media pages and other promotional materials, as well as in the media.

Thanks so much for taking part!