EMS Annual Meeting 2021



# Compiling a virtual awards ceremony

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# EMS Media Awards

- Since established, the EMS Media Awards were presented live during the EMS Annual Meeting.
- Everybody appreciated the opportunity for networking, informal questions and sharing of detailed backstage information.
- Due to pandemic the EMS Annual Meeting in 2020 was cancelled and with this vanished also the opportunity to present the awardees live.
- How to mitigate this drawback?

# Let's do it virtually

- EMS Executive Secretary Martina Junge proposed a virtual awards ceremony
- Media and Communication Committee saw it as an opportunity to make use of existing technologies
- Start with Media and Tromp Foundation awards
- To avoid potential connection problems decision was made to preregister contributions
- Make it public on the YouTube

# Our team











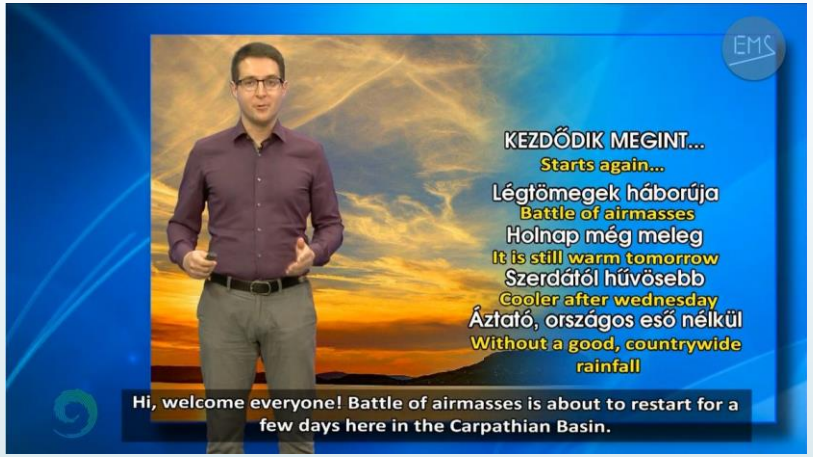

# How difficult it might be to make a video?

- It is easy to make your own video, not so easy to make a good one
- Work organization and sharing
- Understanding of basics of visual communication
- With whom we work – work load for individuals
- Technical equipment (camera, computer, software)

# Starting point

- Outline and detailed scenario
- Communication with contributors and collection of video clips
- Postproduction
- Collecting feedback
- Dissemination

# Awardees


EMS
KEZDŐDIK MEGINT...
Starts again...
Légtömegek háborúja
Battle of airmasses
Holnap még meleg
It is still warm tomorrow
Szerdától hűvösebb
Cooler after wednesday
Áztató, országos eső nélkül
Without a good, countrywide rainfall
Hi, welcome everyone! Battle of airmasses is about to restart for a few days here in the Carpathian Basin.


EMS Outreach and Communication Award 2020
"RESCCCUE" – REminding Slovenian authorities Climate Change Crisis requires Urgent Effort"
Aljoša Slameršak
Autonomous University of Barcelona
Nina Črnivec
Slovenian Environment Agency
Lina Boljka
University of Bergen
Žiga Zaplotnik
University of Ljubljana
EMS
European Meteorological Society


HRT
EMS
but with hard work, experience and persistence nothing is impossible.


EMS

# Outline and scenario

- Define the purpose and the audience
- Define duration and order of contributions
- Distribute guidance on what kind of content is required
- Define technical requirements (format: landscape 16:9)
- Make appealing videos: background, light, position, …
- Have a catchy and informative title
- Keep momentum (dynamics) from beginning to the end
- Incorporate a bit of humour and emotions, but preserve scientific soundness

# Special guests












# Postproduction – assembling a compilation

- Have the right software and hardware
- Reserve enough time
- Check with colleagues
- Assess separately sound, video and combined sound and video
- Be aware that combining different types of video may affect synchronization
- Keep in mind the audience

# Dissemination

- EMS web site
- EMS YouTube
- Sharing link with colleagues and friends
- Use EMS social media accounts to advertise the compilation

# How we see the Awards ceremony

- EMS cares about meteorological community - show that EMS is appreciating and highlighting outstanding achievements that can serve as inspiration for others
- EMS appreciate individuals - provide a moment when the awardees have a feeling that their work is appreciated and they are in the centre of attention
- EMS cares for partners - provide visibility to sponsors
- EMS is a big family and members need to have some fun to reinforce the feeling of a big family - provide an interesting event with a bit of show and entertainment that complements heavily scientific content of the conference

# Awardees‘ feedback

- Awardees were happy to cooperate
- Link to final video was shared by participants to increase outreach
- We all learned a lot about new software and new technologies
- Encouraged by the positive feedback we engaged in further EMS events dedicated to EMS awardees
- Watch also the EMS 2020 and 2021 Awards

# Watch our compilations

- https://www.youtube.com/watch?v=3taZqPIbZh4
- https://www.youtube.com/watch?v=b6qX2i48rkk
- https://www.youtube.com/watch?v=CC2s0B5i8Gk
- https://www.youtube.com/watch?v=XWWrpCCJ0us&t=22s









# Finally, the basic rule

Our attention is
focused on the awardees

