



SERVICE WITH RESPECT DAY

Video directing brief



1. Purpose:

We're holding this day to highlight our [Service with Respect Campaign](#), calling for better protections for our customer-facing staff from rising levels of hostility and abuse.

For this National Customer Service Week (NCSW), 6 October 2026 will be Service with Respect Day. Your support and commitment to the campaign has been remarkable and we would like to invite you to contribute to the day by filming a short 1-minute video and submitting it to icsevents@icsmail.co.uk by Tuesday 1st September.

2. Dress code guide and camera:

You can film from your home or your office. Smart casual dress is encouraged.

You can use a video camera/camcorder or your phone to record a 1-minute video. If you are using your phone, please make sure you are filming in landscape.

3. Video directing tips:

- Try not to film into a source of light as it causes the background of the shot to be overexposed. Having a window behind the camera lights up the subject well. If it is a gloomy day outside have your lights on in the room to help.
- Plants/flowers/paintings are good to have in the background.
- Check there are no things in shot that you would rather viewers didn't see.
- Check the sound before filming and check that there isn't any background noise.
- If you are filming yourself: try and place an object in the line of where you will be sitting/standing as a placeholder, so you know where to stand.
- If someone else is filming you: Make sure the person being filmed is close to the camera, about 1.5m. Direct the speaker and let them know that you have started filming by saying 'stand by' so they know when to begin.
- Try to be in the middle of the shot with space above you. Your eye level should be about two-thirds of the way up.
- Please ensure you film in landscape mode (ie: with the phone horizontally on its side, camera on the left if using an iPhone) and not in portrait, upright mode.
- Look straight at the camera lens for three seconds before and after filming, with a relaxed smile (this allows for a smooth start and finish with no sudden movements that may make editing harder)

- Have the camera lens at eye level and try to hold a steady posture. A deep breath before you start talking can help. Hold your gaze into the lens.
- It's best not to be using scripts to read from; this is a) to sound more natural and b) to avoid looking away from the lens. If you do prefer to use cue cards please have them as close to the lens as possible.
- If you don't get it right first time, it is better to do another take from the top rather than patching together multiple cuts.

4. Output and publication platforms:

Submit your video to: icsevents@icsmail.co.uk – please send it via WeTransfer, video hosting platform (e.g. YouTube, Vimeo, Wistia), or a shared file (e.g. google drive, OneDrive, etc).

Your video clip may be used as part of the launch video for Service with Respect Day. The compilation video may be published/promoted on some of more the following:

- The Institute's website
- The Institute's social media channels, including X and LinkedIn
- As part of The Institute's press releases

Please note that in submitting your video, you agree for the video to be used as per the above and excerpts or transcripts being used (either to assist with SEO of the video, or within text publications). These publications may include, but are not limited to:

- Blog posts
- Media releases
- Print collateral (e.g. Customer Focus Magazine)

5. Points to cover in your 1-minute video:

The pointers below are to be used as a guide. Please consider your responses prior to recording, but avoid using a script as we want you to come across as natural and authentic:

1. Introduce yourself (full name, job title, company name and what your company does)
2. Reasons for supporting the Service with Respect campaign
3. Provide examples of how you have been supporting the campaign, such as:
 - Comms or initiatives that have resulted in reduced cases of abuse
 - Staff actively reporting on instances of abuse
 - Providing relevant training and tools to front-line staff to equip them for challenging customer interactions
 - Encouraging customers to respect staff or moderate the behaviour
 - And any other examples where you took an action to support the cause

Questions or queries:

If you would like to discuss anything in advance of the case study interview, please get in touch with us: icsevents@icsmail.co.uk or +44(0) 207 260 2620.