



MICRO-LEARNING MOMENTS

AFP recently unveiled micro-learning moments as a part of the new AFP website. As a AFP ICON 2019 presenter, we would like to ask you to record one for us.

What is a micro-learning moment? We're looking for one- to four-minute presentations with one or two takeaways on the topic that you plan to present on at the AFP ICON 2019.

You can shoot using your laptop webcam or smartphone and e-mail file or Dropbox link to Chris Griffin at chris.griffin@afpglobal.org or if you'd prefer we can schedule a time to record you using Zoom. Please contact Chris to schedule.

Here are few tips:

- If you are shooting please make sure you're well-lit (major light source should be in front of you vs. behind or to the side). Please also do a quick audio check – record 10 seconds and make sure the sound is audible at the same level that you normally listen to videos on your device (phone or computer).
- Introduce yourself at the top of your video: name, title, chapter and/or organization. Please also do a quick summary of the takeaways at the top. Please use your own spin on this example: "Hi I'm (name and title) from (chapter and/or org.) and today I'm going to be talking to you about (takeaway(s))."
- Do not reference ICON in your micro-learning moment. This will allow AFP to use your video as part of our marketing efforts for ICON as well as have it become a part of our Micro-learning Moments growing library, which is available to our broader AFP community.

If you want to see examples of the micro-learning videos that we've already released, visit: <https://afpglobal.org/micro-learning-videos>.

Thank you for participating in our newest educational initiative.