



Food Processing Suppliers Association

Meet the Member Series

Meet the Member

Meet the Member is a short video interview between FPSA staff and our member companies, introducing our dedicated members to our other members and larger social media audience. Videos are posted on social media – LinkedIn, Youtube, Facebook, and Twitter- on Member Mondays at least twice a month. Check out an example of a meet the member post on [LinkedIn](#) or view the entire series playlist on [YouTube](#).

Pre-Production

- Schedule with us using our online [Scheduling Link](#)
- Send us your high-resolution logo to include in the video
- Decide who should represent your company for the recording
- Pick your interview questions and get comfortable with the answers. We always ask question one, you select two more from the options below.

Questions

Question 1:

- Describe your company and products/services in 1 minute or less – Market sector, products, and services, what makes the company stand out

Pick two:

- What operating philosophy was the business built on?
- What challenges does your business solve?
- How has your company evolved over the years?
- What does the future look like for your company? New tech/market trends and solutions?
- How do you help your customers succeed in reaching their goals?
- What is most important to you as a company?
- Tell me about a time your team went above and beyond customer expectations to solve a problem
- What is something about your company that you think more people should know? (Philanthropy, company culture, overlooked products, one easy trick to make the product/service work better, could be anything)

Production

- Join the Restream studio via the link we'll send. You can have several people in the digital studio the whole time, but only Heather and your designated staff member will be on camera during the interview.
- An integrated webcam and microphone are fine, or you can use external devices, but it is recommended that the interviewee skip Bluetooth options and be on a LAN connection, or a high speed private wifi connection with no one else streaming at the same time.
- We will have a short conversation to prep everyone, then Heather will welcome the interviewee and begin. The interview style is conversational. If we can shoot one smooth take, that's great, but we can re-do individual questions or the entire video as many times as necessary.

Post-Production

- FPSA will edit the video, including adding subtitles.
- You receive the video for feedback and edits (repeat until you're happy!)
- We post the video on a #membermonday! Success!

Thank you for participating in FPSA's "Meet the Member" series

Questions? Contact:

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