



Introducing a Major New
CMA Membership Benefit

CMA MEMBERS SHOWCASE VIDEOS



Let The CMA Help You Promote
Your Business!

THE-CMA.ORG.UK



We are delighted to offer:

This new initiative from The CMA is specifically designed to help you promote your business. This incredible opportunity is open to all our Registered Members:

- Practitioners
- Training Schools
- Clinics
- Spas
- Retreats
- CMA Approved Suppliers
- Association Members

We are offering you the unique opportunity to be interviewed on video by CMA President Jayney Goddard, during which, you'll be able to showcase your work so that other industry experts and potential patients can get a clear idea of exactly what you offer.



What is included:



Jayne Goddard MSc, FCMA
FRSM, President, The
Complementary Medical
Association

The format of the video is an informal discussion, where Jayney will ask you general questions about your work, how you became interested in your field, why people should work with you or study with you etc. (depending upon your Membership category). You can, of course, flag up any particular questions you'd like to be asked – or any topics you'd particularly like to cover in the discussion prior to the interview so that you truly get the most out of this.

This is an outstanding opportunity to really promote yourself and your business in such a way that people can get to 'know, like and trust' you – as we know, social proof is truly one of the best ways of building any business.

Your video will be put up on The Complementary Medical Association's Youtube channel. Your interview with Jayney will be between 10-15 minutes. Research shows that this duration is the 'sweet spot' for promotional videos on this platform and will gain maximum views, and watch time duration- enabling you to get your message across. You will also receive your own copy of the video to use on your site- or to save bandwidth, you can link the YouTube video.

To get booked in, please email our Marketing and Promotions Team at Marketing@The-CMA.org.uk. They will confirm that you have everything in place, and you will then be able to book your interview time.

We have compiled a list of equipment that we use for all our broadcasts here at The CMA so we feel confident in recommending it to you too!

Thankfully, technology is so advanced that you can put it together with a broadcast-quality setup really inexpensively these days! Please note; you do not have to source exactly this equipment – but if you choose to use another kit, it must be of similarly high quality.



About the offer

Key success indicators:



Distribution:

As mentioned: the interview will feature on The Complementary Medical Association's YouTube channel, and you'll be given a copy too. You can use this for your website or other promotional/marketing avenues, or you can choose to link to your videos on The Complementary Medical Association's YouTube channel. This will save bandwidth and potential costs on your site.

We will also let our members and wider network know that we have made this video with you via our social media platforms and The CMA newsletter. We suggest that you take advantage of this too by posting about it on your social media/blog/website, etc.

Reach and influence:

By participating in this new initiative, you'll massively extend your online reach – so that you can be found by ever greater numbers of people.

Credibility:

This interview will publicly demonstrate your commitment to excellence – as it emphasises your relationship with, and Membership of, The CMA. Our research shows that both the public and doctors recognise The CMA as being the leading body in the complementary medical and natural health fields. As a result, we truly believe that your membership speaks volumes about your dedication and professionalism.

Filming essentials

1. Connectivity

- You will need a strong internet connection with a download speed of circa 35mbps and an upload speed of circa 8-10mbps is the MINIMUM that will work and give us the broadcast quality we need.
- WIFI is NOT permitted. Instead, please connect your computer to your router with an ethernet cable.
- This is the one we use:

<https://amzn.to/3rSBjgR>



2. Adapter

- If you are working on a laptop computer you may need an adapter (please check).
- This is the one we use for our MacBooks, but it is compatible with PCs too: <https://amzn.to/3d5RbBT>



Filming essentials

3. Lighting

- We recommend a ring light.
- Ordinary lights are NOT strong enough.
- Here at The CMA, we have several ring lights and we recommend these as they are reliable workhorses that do a brilliant job:

<https://amzn.to/3aUaqf4>



4. Sound

- A lapel mic – or 'lavalier' microphone is highly recommended, but optional.
- If you are intending to make more promotional videos of your own, we thoroughly recommend that you invest in good sound quality.

This is the one we use

<https://amzn.to/2OrC0Zr>



Filming essentials

5. Camera

- Most computers have an inbuilt camera which is usually of adequate quality.
- For the purposes of these videos, your inbuilt camera will be fine.
- If you are serious about doing a lot more with video, we'd recommend you take a look at any of the amazing DSLR cameras available, as these are portable, and provide outstanding video quality.



We look forward to creating these videos with you – it is a wonderful way of promoting your work and raising your profile in a highly effective, proven-to-work way.

The small print:

This is all common sense, but we have been dutifully advised by our Legal Team to include this – so here you are...

This is an amazing opportunity for our Fully Registered CMA Members only. By participating in a video with The CMA you agree to the following:

- If the feed, lighting, sound, or any other aspect of the video is not of sufficiently high quality we will terminate the interview. We want to present you in the best possible way, and it is doing you a disservice by continuing.
- It is your responsibility to ensure that you have tested your setup before getting online with Jayney Goddard. This means that your lighting, sound, and internet speed are all of a high enough quality so that we can make a video that you are proud of – and will genuinely help to promote your work.
- If you are unsure as to whether your sound and video quality are of sufficiently high quality – please test it out with a friend as we are extremely busy and do not have time to work on this with you. By booking your session, you are confirming that you are ready to record.
- These videos are only to be used while your Membership is valid.
- The copyright of the video remains with The CMA and if we ask you to remove it from your social media platforms, website, or any other location, you must do so with immediate effect.
- You may not sell, lend or otherwise distribute the video without the express written permission of The CMA.
- You may not make medical claims regarding any named condition, as per UK law, during the video, or in any accompanying media.
- You agree to indemnify The CMA against any suits or similar that may arise from the use of this video.

The above points do not represent a finite list of The CMA's permissions etc. We reserve the right to add, alter or change them at any time and if we do so we will update the document on The CMA site [here](#).



We look forward to sharing this
incredible opportunity with you

The Complementary Medical Association



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