

Picture This: Videos as a Recruitment Tool

Producing a high-quality video of your lab is a great way to showcase a new facility and market a new service but can also serve as a valuable recruitment tool, giving potential employees an inside look at your operation and what sets your lab apart. Here's how two labs did it. | **Laurel Carbonneau, Associate Editor**

Bertram Dental Lab

When Bertram Dental Lab, Menasha, WI, was ready to move into its new space, Co-Owner Tim Bertram knew this would be the perfect time to capture a video tour of the lab. "When else will your lab look as good as it does on the day you move in?" he says. (For a look at the new lab featured in our May 2021 issue, visit [LMTmag.com/BertramDL](https://lmtmag.com/BertramDL))

Bertram hired a videographer who filmed in the lab for a few days, getting shots of its technology and creating a tour of all aspects of the operation. The two-and-a-half minute video took about two weeks to finalize with Bertram's edits, including adding music.

"Our original intention was to put the video front and center on our new website to attract new customers," says Bertram. "But when we realized its potential for prospective technicians, a lightbulb went off."

The laboratory has an interview room that plays the video on a big screen TV so candidates in the final stages of the interview process can watch while waiting to meet with Brit-

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tany Mikula, the lab's HR rep. Mikula also uses the video as a resource. "We see it as a type of pre-training," she says. "I bring out models that are mid-process from each department, as well as finished printed and casted frameworks that we've produced. The combination of seeing and being hands on with our product while watching the video of the actual manufacturing processes really helps to connect the dots for those applicants without lab experience." **LMT**

D&S Dental Laboratory

A decade after it made its first video, D&S Dental Laboratory in Waunakee, WI, knew it was time for a new one. "Technology had changed so much and some people in the original video had left the lab, so we knew it was time for an upgrade," says Joleen Engeseth, Communication Coordinator.

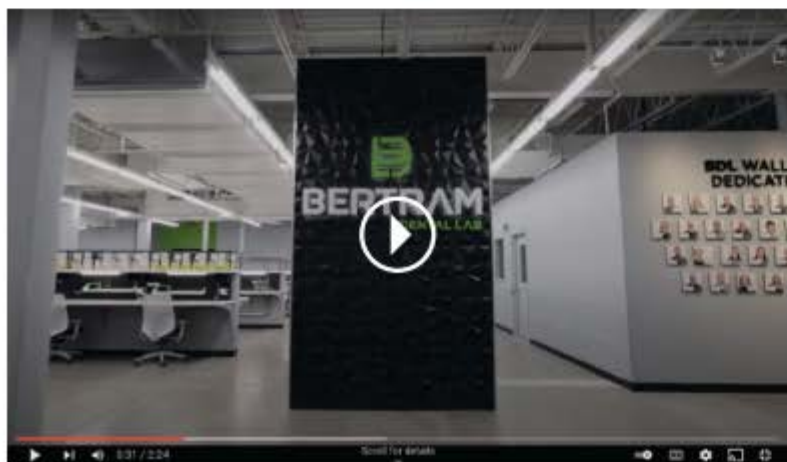
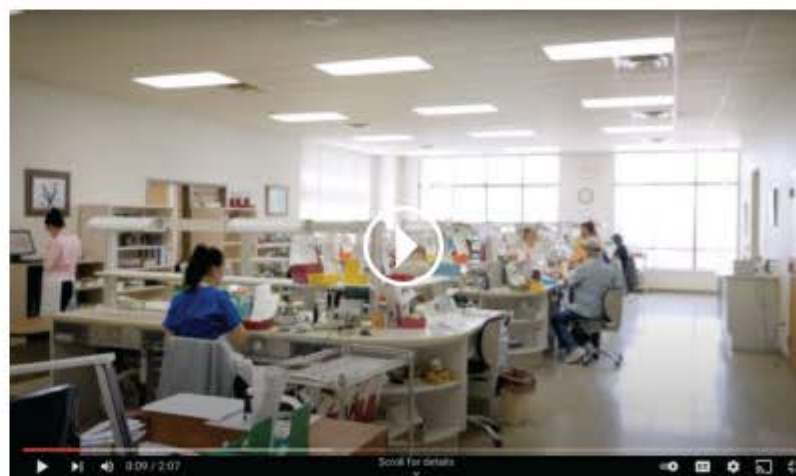
Engeseth and her team developed a script and a concept of the shots they wanted, then hired a professional videographer who spent a day taking footage. "We wanted to showcase the lab in motion, so we got lots of shots of people working at the bench and of technology in action," says Engeseth.

Within a couple weeks they received a rough cut and spent four weeks working with the videographer to edit it until

they were satisfied with the finished product; the two-minute video was then posted on the lab's website and added to their Facebook page. "I was blown away by the engagement we received, which was seven times higher than our usual static posts with just photos and text," says Engeseth.

The video, while originally intended to attract new clients, ended up having the biggest impact on job seekers. Engeseth placed a big button on its employment page linking to the video.

"Multiple candidates have mentioned seeing the video," says Engeseth. "We're in recruitment mode so having a way for potential employees to get a look inside the lab and see what we have to offer has been helpful." **LMT**



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