FILMING AND PRODUCTION

GUIDELINES

WHAT WE NEED TO THINK ABOUT TO ACHIEVE OUR OBJECTIVES

contents

PRE-PRODUCTION

BEFORE we do anything we need to understand fully what it is we want to achieve.

∞ | CreateVideo   CR8

BEFORE WE BEGIN

Some questions to ask YOURSELF <u>before</u> you engage a Production Company
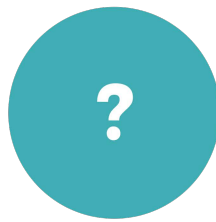
?

WHY

ARE WE DOING THIS?

Why are we creating a video? Why is video the way to achieve it?

?

WHO

WHO IS IT FOR?

Who is the video for – who is it aimed at? What are their needs and how will video satisfy them. Who needs to be involved; your staff, clients, talent? Who will be funding it? Who needs to be involved in the process?

?

WHAT

THE HELL IS IT?

What is the Service, Product, Concept, Idea or 'thing' you're trying to get across? What is its USP? What message do you want to engage with? Is there a value statement?

CreateVideo   CR8

Let's get into it
YOUR NEEDS

YOUR NOTES **>>**

| CreateVideo

Once we decide what it is <u>we want out</u> of it, we can then ask ourselves <u>what the viewer</u> gets out of watching the content?

What's in it for them!

YOUR NOTES   >>

PROMO VIDEOS

We now know what we want and what it is the viewer will engage with So next on the list is how we go about it. Hiring a production company and ensuring that they meet your expectations.

Giving the production company a good brief

1. What type of video do we produce?
2. What will it look like?
3. Have we seen something we like that would work for us? **Send them examples of what you like!**
4. Will we need testimonials? If so we need to **contact the subjects** in advance and ask them to participate.
5. Will we need a voice over?
6. Will we need 'talent' (an actor) to present it and engage with the viewer? Or just use our own Staff?
7. Will it only be text on screen as the narrative? Or maybe a mixture of both?
8. Do we use animation to help tell our story and if so, how much of it – examples are really useful here.
9. Where will it be shot? Indoors, outdoors or both
10. Will there be a cost for the location we'd like? Or permission needed?
11. **How many video's do we need?** Most productions now include multiple edits for various outputs to TV, Web , Social Media, all need a different treatment by the production company to ensure they work in that market.
12. **Get the production company/ director in for an informal chat first** to ensure what you want is doable at the budget you've set. Invariably what you'd like will be more money than you have budgeted for, so be prepared to compromise a little.

| | CreateVideo | CR8 |

PRE-PRODUCTION

Many of the questions in the 'Promos Section' are relevant at EVENTS, however, there are a few specific items that need attention:

1. Manage Your Own Expectations, as there is a lot less control at an event, we have little / no control over; weather, third parties, participants, etc. It's a good idea to have an "ideal" and "what we can accept" parameters.

2. Have a clear idea of what your final video needs to include (see previous page) you may have to modify this due to factors described in item 1.

3. Will you require interaction with the participants / audience at the event & will they need to be heard? i.e. ask questions, make statements, participate in any way.

4. Will there be a 3rd Party Audio Visual Team working the event, if so we need contact 'well' ahead of the event.

5. Do you need any visuals for the event/conf/awardshow? the Production Company are best placed to provide these – NOT the AV Company.

6. Will you require Interviews (VoxPops) at the event? if so, ensure that you have a interviewer and questions ahead of the day, please liaise with the Production Team to ensure that these will work with the planned final video products.

7. You may require Permissions to Film and Play Music, ensure these are sought and agreed ahead of the Day. This includes possible Aerial Footage, Talent, Brands, etc

CreateVideo

PRE-PRODUCTION

ROUND-UP

If we ensure that we cover all the bases mentioned we should be good wether it be a live event or a fully controlled environment.

The key is to be very sure of what you want out of it and what that final product needs to look like. All to often we hear *"you're the professionals aren't you supposed to know that?"* We are, but NO we don't know what is in your head – however if you can do a really thorough job of describing what it should look like, we have a much better chance of nailing it.

I know it's cheesy, but we really do need to be part of your team on the day and you ours.

We will try and add all the cool creative stuff, however if we know what is required ahead of the day it's way easier to get that right and deliver beyond expectation, which is what we all want.

The final word . . . Keep asking questions!

CreateVideo