

# PRE PRODUCTION

What we do before the shoot

About **2** weeks



## 1 KICKOFF CALL WITH YOU

Let's determine your goals, messaging, deliverables, schedule and key stakeholders.

## 2 KICKOFF CALL WITH YOUR CUSTOMER

Now, let's bring your customer on-board:

- Team introductions
- Video goal: to profile your customer's success with the help of your solution
- Video structure: interviews and b-roll will tell the story
  - View an example?
- Discuss the desired content of the interviews
- Select interviewees
- Review shoot day logistics: Schedule, locations, interview style, wardrobe, other footage required
- Select a shoot date and assign liaisons
- Approvals: Discuss workflow for video reviews and legal releases.



## 3 FINAL PLANNING

In which we,

- Book crew, talent, equipment and travel
- Create interview prompts to help tell your story
- Coordinate final details with your customer
- Bundle all of the above into a spiffy production guide distributed to all to ensure that everyone is ready to go.

# SHOOT PRODUCTION

Typically **1** day



## 4 SHOOT SCHEDULE

- AM: Customer interviews to capture your messaging from different points of view
- PM: B-roll footage  
Shots to support the interview content: Establishing shots of customer's business, staged meetings, your products in action.



# POST PRODUCTION

The edit: where it all comes together

About **3** weeks



## 5 CONTENT EDIT

- We create a “talking head” edit telling your customer’s success story using your products and submit that for your review.

## 6 B-ROLL EDIT

- Once you and your customer approve the content edit, we create a “B-roll” edit that includes supporting shots, graphics and music to reinforce the message and add visual interest.



## 7 MASTER AND DELIVER

- Nearly done! After you and your customer approve the B-roll edit, we polish the video and we create digital movie files to your specs.