

7 Vital Facts You Should Know About Corporate Video Production, But Don't...



1. Pre-production is the planning stage.

Corporate Video Production is divided into three segments: **Pre-production**, **Production** and **Post-Production**. **Pre-production** is the planning stage. It involves anything that happens before the cameras arrive. **Production** is the shooting stage. **Post-production** is the editing stage.

To start planning get your thoughts and your staff together and consider:

- Why are you making this video?
- What products or services are you selling?
- What are the key benefits of your products or services?
- Who is your target market?

Corporate Video Production is designed to sell, to educate and to entertain. It has to get people's attention, hold it and make them act on what they've just learned. They give you a call, go to a store looking for your product or remember your name when they are shopping. The better you plan, the better the final product.

2. Corporate video production is a team effort.

There are two teams involved in producing your corporate video, your company team and the video producers. When choosing a video production company ask to see work they have produced. Ask how long they have been in business and what services they offer. Getting a corporate video production is a useful marketing move but if the company also offers broadcast quality ads for television and an online web video, you are multiplying your marketing opportunities. Professional photography would also provide material for your print marketing campaign and possible promotion through newspapers and magazines.

The Video Production Company is responsible for capturing your message in words and pictures and producing a high quality audio-visual tool for your marketing plan.

Your company team also has a role to play. Keeping the lines of communication flowing smoothly is essential. Decide who in your company should be involved in the planning process. Keep the number of people to a minimum, one to three if several departments are involved. Choose one

person to act as a liaison with the video producers. This person should have contact numbers for everyone involved, be aware of company policy, products and services, and have access to all areas involved in the video shoots.

3 Pre-production includes setting a timeline.

Starting the process well in advance of when the video is required is a wise idea. If someone asked you to produce your product in less time than it takes to do it well, you would not be comfortable. Expecting a video company to do a rush job puts pressure on everyone concerned and in the end your video product is less than it should be.

In most cases, your day to day work will go on as you produce a video. Careful scheduling will ensure any disruption is kept to a minimum. Working with the video production team, develop a realistic timeline. Determine when you would like to have the finished product. Work backwards from that date to set milestones such as:

- | | Date |
|--|------|
| ✓ Corporate Video Completed | |
| ✓ Video Jacket or Label Designed | |
| ✓ Final Edit | |
| ✓ Preview of Edit | |
| ✓ Edit Begins | |
| ✓ Music chosen | |
| ✓ Voice-overs Recorded | |
| ✓ Indoor Shooting Completed | |
| ✓ Outdoor Shooting Completed | |
| ✓ Interviews Completed | |
| ✓ Shooting Begins | |
| ✓ Interviews Begin | |
| ✓ Final Script | |
| ✓ Draft Script | |
| ✓ Book Shooting Days, Locations | |
| ✓ Book Interviews, Locations | |
| ✓ Quote Accepted | |
| ✓ Proposed Video Production Budget Quote | |
| ✓ Walk Through Facility with Video Producers | |
| ✓ Initial Meeting with Corporate Video Producers | |
| ✓ Initial Company Meeting to Plan Video | |

When both teams know what is expected and when, things move along quickly. Always have a Plan B if problems like bad weather or illness threaten to delay the schedule. On bad weather days be ready to allow indoor shots. Video people watch the forecast, if it predicts a fine day, be flexible enough to allow outdoor shots to happen that day. If an employee can't make an interview, have a substitute sit in and give the same information.

4. A video script is not like print material.

A video script takes the same content you would use in a print ad but presents it in a very different way. Written text for a magazine or newspaper can be very long, while video requires fewer words combined with dynamic pictures. Often video has to deliver the message in a matter of minutes, sometimes even seconds. Trust the video company to take your message or draft script and adapt it to suit the medium they know best. If you prefer, the video company can write the script on its own.

Scripts can be totally narrated or be a combination of narration and clips of interviews with employees talking about the product. Again, ask the professionals what they think will work best for your production.

5. What's it going to cost me?

Budgets are set based on time, specialized equipment and the experienced professionals to operate it. Travel also figures into the picture. Most video quotes look at the amount of work to be done:

- **pre-production** includes meetings for research and planning,
drafting the script
scouting the location for angles, lighting, sound
- **production** would include the number of shooting days
people and equipment necessary to do the job
camera, sound, lights, on air interviewer
- **post-production** would include
editing days
voice-overs
music selection or taping of live music
label design
copying

Based on their experience, a video production company, after meeting with you and learning the scope of your project and viewing the locations, will be able to quote you a projected cost for the production. Should you choose to add shooting days or more interviews or new products, that will be reflected in an increased cost. If you both stick to the initial plan, the projected cost will most likely be accurate.

6. How to prepare for your time on camera.

Once the cameras arrive, you are into the Production stage. Video is a visual medium and the camera sees what you might overlook. Prepare by decluttering offices, building exteriors and interiors. A clean, organised appearance is what you're after. Choose a central location for all interviews if possible, a boardroom or office works well.

Check what the camera sees, look at background walls, and check for crooked paintings, peeling posters. Make sure anything that is within view is something that will add to the production rather than distract the viewer. Make sure those being interviewed wear conservative clothing or suits. Nothing dates a video like a trendy super wide lapel. Avoid clothing with patterns or loud colours.

If shots are taken in a plant production area, be sure employees have clean uniforms or tidy clothing – no T-shirts with messages of any kind. No gum chewing – it looks very bad on camera. Make sure safety gear is worn if it is required – hard hats, safety glasses, steel-toed boots. If machinery is in the picture, make sure it is clean and no debris of any kind is present. It's good to have a company representative present to check these details.

People can get nervous if they haven't been on camera before. When people get nervous they may clown around and not take things seriously. In most cases, when filming is going on in a production area, employees are to go about their regular routine as if the camera wasn't there. A good shot can be spoiled if an employee looks at the camera or ducks to avoid it. Talk to your employees or have the video producer talk to them and explain the process. Like you, they want to know what their role is.

7. Sound is a vital element in producing a corporate video.

Your video production team are specialists at recording your voice, your workplace and choosing appropriate music to enhance your corporate video production. Work with them to make the sound the best it can be. Make sure those who are interviewed speak clearly and take a brief pause after they have made a statement. There is nothing more frustrating than trying to edit an interview if the person doesn't stop talking. You make a point and stop. You start again and answer the next question. Sit for a moment or two after an interview, sudden movement or facial expressions at the end of an interview may make the final answer difficult to use in the edit.

Get the *ums* and *ahs* out before the camera rolls. Interviews where the person sighs or adds *ums* and *ahs* make editing a challenge. Have the person practice the interview before cameras arrive. If you are being interviewed, avoid hand gestures or nervous tics – tapping your fingers or your toes will not be appreciated by the sound man and may spoil your clip.

Background chatter in another no-no. When shooting is going on, the director will call for quiet and that is what is required. Alerting staff before hand that shooting will take place at a certain time and posting notices outside shooting areas calling for quiet can help.

Turn off radios, TV's, cell phones, and avoid people traffic near the shooting area if possible.

Post-Production Note

Identify where your corporate video production will air. The more segments of media you include in your marketing plan, the more exposure your product or services receive. You can show your corporate video at Trade Shows where you will require a looped copy – one that replays

continuously as the crowd comes by. Your sales people can make video presentations to prospective clients, either to groups or individuals. Television ads increase that market considerably. People remember what they see on TV, hum the jingles and talk about ads they enjoy. In this internet age, don't forget the larger market available online. By adding your production as a web video to your website you are getting even more mileage from your initial investment.

We use advertising to make people aware of what we have to sell. But people forget and need reminders. The more often they hear about your product, the more often they see what it offers, the more likely they are to think of your company when they are shopping.

One last think - A good corporate video production invites attention and a call to action.

We hope you have found this information useful and have learnt something about the methods and philosophies of the video production team at Key Essentials.

Whether you need a corporate video for television commercials, a product information video or you simply want to ask some questions about video presentations you'll find what you need here at Key Essentials.

Simply drop us an email at nolene@keyessentials.com.au

Or visit our website at www.keyessentials.com.au

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