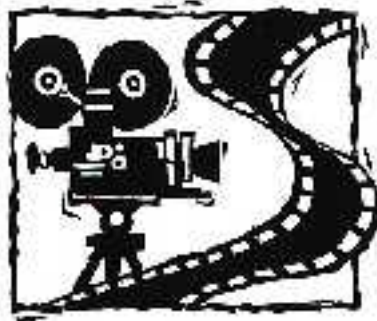


FAB

corporate & media productions

VIDEO PRODUCTION MANUAL



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At FAB Corporate & Media Productions, we constantly get enquiries from companies who want to have corporate videos done, but they do not know where to start and what the process entails.

This e-Book is intended for anyone that want to know how the production process works and what we expect from you as our prospective client when using our services.

WHY do I need a video production?


Video is a powerful medium when used correctly.
It transgresses obstacles such as
repetition, illiteracy and much more.

“A picture is worth a thousand words”

Video/DVD is one of the primary marketing tools in the world of corporate communication. Video leaves your prospects and customers with a clear picture of your business in a very short period of time. It's an emotionally appealing medium!

We suggest between 6-10 minutes for maximum impact. During this time you can communicate your products features, advantages and benefits, substantiate claims and include testimonials of well-known experts in your industry, which helps establish credibility in your product or service.

It is also a great sales tool and can be used with great success for one-on-one sales meetings; exhibitions or product launches; boardroom and conferences; broadcast television and Multi-media Presentations.



Uploading it to your website adds extra exposure on the internet. You can make it available as downloadable video clips on your company intranet or even cellphones.

Copies of training videos can be made available to staff members as part of induction and training. Copies can be distributed at shows and events as an added extra to printed materials.

Get your message across!

Can I afford it?

We need to discuss your requirements so we can draw up a quotation according to your needs. This gets handled in an *initial meeting* preferably at our offices, where we can also show you samples of work done and the facilities we have available.

As part of the project information gathering, we need to know:

- 📎 your budget
- 📎 who the target audience is, their demographics and level of expertise
- 📎 the message of the video, the content that needs to be included
- 📎 what the video will be used for, where it will be shown
- 📎 the desired emotive response
- 📎 the desired narrator & scriptwriter
- 📎 the final length
- 📎 the deadline date



We review the notes from the meeting and draw up a quotation based on your needs. Upon approval a *50% deposit and signed contract will be required to start the production process.*

If we don't know your budget and the quotation falls outside your budget, there are ways to bring costs down- we encourage discussions on further options with us:

- ✍️ You can identify staff members to act as extras in the video.
- ✍️ Restricting filming locations to minimise traveling & accommodation expenses.
- ✍️ Animations can be very costly so cut these out or keep to a minimum.
- ✍️ Ensure filming can be done in a short period of time by arranging it all for one or two days, set up all interviews together.

What is expected from me?

Remember you are the professional in your field, not us!

You have to demand the highest standards but don't forget to deliver on your side of the deal :

Draw up guidelines on the desired end result

⊕ Decide who in will be in charge of what, assign a company liaison to be available and help with setting up of shoots, interviews and making company logos and pictures available as required in the script.

⊕ Avoid placing the video production company under impossible deadlines and pressure.

⊕ Approve the script (our blueprint) timeously as no work can start before this has been done

⊕ On the shoot each scene needs to be dressed correctly

⊕ Ensure that each person is wearing the correct uniforms and that the necessary safety measures and precautions are followed throughout the filming.

⊕ The immediate environment should also be tidy and aesthetically pleasing.

⊕ Make sure that all people and objects that you would like to feature on camera are placed in the scene.

⊕ Timing: a full day starts when the crew arrives. The standard call time is ten hours maximum. (arrival to wrap up)

⊕ During the editing phase, the client's role is to ensure that the 'story' be told correctly, and not too carry the burden of making creative decisions.

⊕ The video production company provides you with a cost estimate based on the provided scope as discussed in the initial meeting and any changes to this will have direct cost implications.

⊕ Show the final product to all authorising parties in your company before sign off as corrective edits will incur additional costs.

⊕ Lastly, pay the deposit as soon as the quote is approved and do not delay payment for no apparent reason. Final payment is due on receipt of the Programme.



Pre-Production

Pre-production covers all activities required in preparing for the shoot.

1. Script writing

The script writing process is the most important stage in the corporate video production process. A meeting is held with the script writer where you communicate your needs and relate all your company information. It is crucial that the scriptwriter understands the needs of your company and target market, and what you wish to achieve by showing this video. Decide what topics need to be covered in the video and list ideas and main points that you wish to get across. The scriptwriter will research the project, audience and your company for maximum accuracy and effectiveness.

The script should be written in a conversational manner and needs to come across as if the information is being told, not read. It is highly recommended to invest in a professional writer and narrator.



2. Shot list

A shot list is formatted in a two-column structure with the narration on the left and the detailed shot description next to the corresponding information on the right. Going line by line in the script the shots required are worked out and locations for shoots are hammered down.

The video production company will use this list to visualise and plan for all possible items that will need to be filmed.

Elements such as time of day during which shots need to take place, lighting, sound equipment, crew and camera equipment are taken into consideration. The next step is to source stock footage, music, and obtain copyright clearance, if applicable.

The video production company will confirm locations, traveling arrangements, accommodation, food and refreshments. If interviews need to be done, they need to be set up and a liaison from the company is required to assist in this regard.

Finalisation

Screening and sign off

The client views the pre-edit and gives input and makes changes as required. The final edit is done and once the client is happy the product gets signed off and a master DVD is authored.

Graphic design, packaging: A professional cover is designed for your video and is packaged in polyboxes with full Colour printed sleeves and printed on disks.

Multiple copies: Copies on any format are done as per clients requirements.

Special rates for bulk duplications.



Conversions: Conversions to other formats are done for various purposes, e.g. web use

We will gladly answer any additional queries you may have. We are also looking forward to providing you with the necessary assistance and working with you as proactive supplier in the making of your own corporate communications tool.



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