



# HOW TO PREP FOR A SUCCESSFUL VIDEO SHOOT



## 1. Determine Your Goal

The first step in running a successful shoot is ensuring that you have a goal in mind for what you want to come out of it. This means understanding exactly the tone you want the video to be, where the focus should lie and what you are trying to accomplish with this video (what you are trying to show/portray)

Examples of this may include:

- ☆ **Your team culture**
- ☆ **Your equipment**
- ☆ **The growth of your company**
- ☆ **Your facility**
- ☆ **Your brand's story**

If you want to use video to show off your company but don't know where to start, reach out to us and we can help you film a video that will showcase your strength as a brand and focus on the goal you are hoping to achieve.





Story boards can help you plan shots/scenes ahead of time



## 2. Create a Shoot List

Creating a shoot list for the day is vital in ensuring that you remain on track and organized on the day of the shoot. It should outline all the “must haves” in the video, whether this be specific interviews or showcasing some sort of processes and equipment.

It also allows the video team to have an understanding of what they are shooting and therefore what equipment they need to bring to get the best shots.

**Once you have your shoot list it will allow you to have an idea of timing throughout the day and how long you need to budget for which we will go into more detail on in step 4.**

## 3. Have All Necessary Documents Signed

This is obviously incredibly important when it comes to video shoots. You need to make sure that all legal documents are signed prior to your arrival on set.

For example, these will include a model release form which will specify exactly how the images can or cannot be used. It is important that this is signed by those who will be featuring in the video as this is giving you permission to publish it once it is complete.

**Without this being signed you could get into a lot of legal trouble if you publish the video and someone who features in it did not give consent for it to be published.**

## 4. Schedule Enough Time for Shoot Day

Having enough time on the day of the shoot is vital for capturing a great video.

If you are rushing during the day you will not capture everything that you planned for yourself on your shoot list. This should be your guide; understand what needs to be shot and how long each one will take. From there you will know the maximum time you will need on the day.

**Once you have that maximum number, add 2 more hours. This will give you the insurance that you will definitely have time to shoot everything you had planned for.**

## 5. Communicate Dress Code

Though it may seem like a small part in this task, it is incredibly important that the people featured in the video look professional. Dress code translates hugely on camera and will be a large part of how people view your company as a whole.

**Ensuring that everyone who will be on camera looks professional and are cohesive in their dress code on the day is one of the biggest parts of creating a strong video that showcases the professionalism and strength of your company.**

## 6. Bring Enough Equipment

This may seem obvious, and it is, but be sure you have enough equipment to last you throughout the day and be able to capture everything you want to (and more).

This means enough lighting, camera batteries, tripods etc... You don't want to find yourself in a position where you want to get a shot of something important but your camera died and you don't have another battery to get the shot.

**Better safe than sorry, always come over prepared no matter what**



## 7. Remain Organized on Shoot

Again, this may seem evident but it's crucial that you stay on track during the day. Stick to the schedule and shoot list you created to be sure that you capture everything you intended to.

Nothing is going to be perfect so if a shot isn't working, don't spend an hour stuck on the same thing because you feel you have to. Move on and find a new shot that will be just as good.

**Stay calm and organized throughout and you will come out of the shoot with everything you wanted to and hopefully more.**

## 8. Get Extra Footage

This one may not seem as obvious, but is vital and a must have. Getting extra footage allows you wiggle room when creating your perfect video. You won't know exactly how your shots turned out until you get back and look at them on screen.

This means that some of the shots that you may have thought turned out great aren't usable. This is where your extra footage will come in and you can replace those shots with some extra ones you picked up.

**Those extra shots are your fail safe, and allow you to still produce the video you had set out to do no matter what.**





[WWW.DRIVECREATIVEAGENCY.COM](http://WWW.DRIVECREATIVEAGENCY.COM)