

Video Production Schedule

Project Title: Customer Testimonial Video

Customer: [insert company name]

Consent Granted: [perhaps attach email]

Talent Release Form Signed: [this protects both parties and is advisable]

Customer Brand Guidelines obtained: [if required, obtain a copy]

Key Contacts

	Name	Phone	email
Supplier	[This is you!]		
Customer Contact	[e.g. Assistant]		
Interviewee	[Customer X]		
Interviewer	[This could be you!]		
Videographer	[This could be you!] or Uvideo	0420 371 408	john@uvideo.com.au

Date	23 March 2019	
Location	e.g Board room, Level 4, 265 Collins Street, Melbourne CBD	08:00 – 11:00 am
Crew Call Time	08:00 – 09:00 am	This is for the videographer to set up.
Customer Call Time	09:00 – 09:45 am	How long will it really disrupt their day ?
B roll Shoot	09:45 – 10:30 am	Don't forget to request permission e.g. a warehouse walk through, or staff using products
Pack Down & exit	10:30 – 11:00 am	

Car Parking Arrangements:

How many car parking spaces do you require?

Emergency Contact / Arrangements / Risk Assessment

Check with your customer for their onsite requirements.

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Props

[Try and get your customer to send a photo of the room. If necessary, see if they can provide a picture on the wall or an internal plant]

[If you are talking about a specific product, do you need to bring products along? This could also be a laptop for digital / software services)

Dress Code

Usually it is better for the client to be comfortable with what they wear. You may choose to advise 'smart casual' or 'business attire'.

Tightly placed stripes or cheques on clothing are not desirable as they interfere with the camera recording capability (flicker on screen). Also avoid shiny, reflective clothing material / jewellery.

Content [for example...]

Topic of Conversation	Project X	Desired Response	Target Time
	Supplier	Customer	
Question 1	Introduce yourself and your company	This is the customers chance to market themselves.	10 sec
Question 2	Describe the challenges you faced	e.g. Cost certainty, brand consistency & accountability	30 sec
Question 3	Tell me how you went about procuring a solution	e.g. we looked at 3 potential suppliers, discuss points of diffence	15 sec
Question 4	Why did you choose (company name)	Summarise the key reasons why you appointed (the company)	20 sec
Question 5	Tell me what impact / results you have seen	e.g. customer satisfaction survey, company culture, financials	15 sec
Question 6	Would you recommend (Company name)	Yes!	10 sec
Question 7	Is there anything else you would like to say?	This could produce something 'gold'!	10 sec

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Top Tip : repurpose content – ask for a shorter summary at the end e.g. 30 sec for a LinkedIn Social Video.

Tip: don't worry if the responses are too long. Just ask them to repeat in a more concise way.

Tip: Always conclude with asking “Is there anything else you would like to add?” Usually not, but sometimes you can get surprising, good, genuine content!