

Top 10 Tips – Producing a corporate video



Supplied by: Vector Productions Ltd

- 1.** Define your objectives. What are you expecting the video to accomplish? Train new staff, or generate new customers. Maybe it will be used as a TV commercial, or to reinforce your marketing or launch a new product. There are many other ways that a video can be used, but it's important to define from the start what you are expecting it to achieve, then stick to these goals and don't allow yourself to become sidetracked.
- 2.** Always write a brief. This does not have to be a lengthy document - it's simply a way of putting your objectives onto paper, so that your initial meeting with the production company will be as productive as possible.
- 3.** Don't make it too long.... a company or product promotional video must hold the viewer's attention to the end if it is to be successful. Five minutes is the average length and, whilst a conference or awards ceremony may run for hours, the viewers will only be interested in the highlights, which may only run for 30 minutes.
- 4.** Beware of amateur experts. Bear in mind that some aspects of corporate video production rely on specific performance skills to deliver your message in an effective way. Voiceovers and presenting to camera require particular skills that are best left to professionals.
- 5.** Choose an experienced and professional production company. Request a show-reel of their work and check that they have professional company and third party liability insurance.
- 6.** Always request a written contract before filming commences. This will include timescales, details of costs, together with any additional costs to third parties such as music licensing and location filming fees. Payment terms vary from one production company to another, but it is generally accepted that a third of the total budget is paid on acceptance of the proposal, another third either prior to, or immediately after the filming, and the final third on delivery of the finished programme.
- 7.** Check the Copyright. Most production companies will retain copyright until the final payment is made, at which point, copyright of the production is signed over to you the customer.
- 8.** Future changes. If it isn't specified in the contract, check that any future edits will be possible and at what cost. It may be something as straightforward as a change of address or telephone number, or you may have new material, which needs to be inserted, or outdated material replaced.
- 9.** Duplication. It's quite common for a production company to include a certain number of DVDs - for example, in the initial cost of the programme. Always check that you are free to have subsequent copies made at any duplication facility of your choice.
- 10.** Enjoy! Whilst a certain amount of disruption is inevitable, working with a professional, experienced production company should be an enjoyable experience for you, your colleagues and staff. Your efforts will be rewarded with a top-quality video production that will deliver the results you need.

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