



Dear Client –

Track Marketing Group is looking forward to your upcoming video shoot. We've prepared the following information sheet to help you better prepare for the day. While this isn't a Hollywood production, there are many basics we've learned that can make you filming day and final video more successful.

Preparing Your "Talent"

1. Please notify all people we will be filming about the up coming shoot as soon as possible. Ideally they will receive a copy of their script in advance and you should read through the script with them to uncover any awkward sentences and to refine how they will deliver your message.
2. Please keep the script short and as interesting as possible. Watching someone talk on camera for more than a minute or two is tough unless the message is compelling. Of course we can show other footage while the person speaks about content that is worth discussing at greater length. Seeing exciting footage (B-Roll) with voice over will help reduce the boredom of watching a longer video.
3. If you will require footage that can be shown while someone talks (B-Roll), please discuss this with your project manager in advance. If this includes outdoor shooting where electricity is not available, preparations will need to be made.
4. When deciding on the type of format, you have to decide if you prefer the head-on filming style (like the nightly news anchor who looks directly into the camera) or the interview style where the talent is looking off to the side.
5. If your script is more than 2 or 3 sentences, most people will need a teleprompter or cue cards to successfully read the script. If you decide to have the talent looking directly into the camera, a teleprompter is the best solution.
6. When considering clothing options, you may want to avoid certain tight line patterns that don't do well on video. Consider your background and select colors that might complement.
7. We recommend using at least basic make-up – a base that can cover shiny skin that may reflect under the bright lights we use.
8. While we have the ability to edit together sections of the script after the shoot, it is preferable to read as much as possible at one time to minimize distracting editing. If editing of sections is done, you will see some transition between sections, but this is common and can be done well as long as each section is not too small.
9. You may decide to film the talent reading from a script for audio only portions of the CD. For example, if you don't have a professional narrator included in your project, your talent may introduce sections of the CD.
10. Some loose jewelry can be noisy when it touches the microphone.

On Site Details:

1. When we arrive, we ideally would like to have easy access so that can roll our equipment into the location. Please let us know if there is an obvious location to unload when we arrive. We use a minimum of two people per team.
2. We like to allow 60 minutes prior to the start of the first shoot to review the location and set-up our equipment. We will bring and set-up a camera on a tripod, lights, sound recording equipment, and a teleprompter if rented. If we will be moving to other locations during the same day, we generally allow 45 minutes to set-up prior to the start of filming at each location.
3. When selecting your location, please consider areas that are quiet from background noise if possible.
4. We will need access to electrical outlets for the lights and camera. We will bring extension cords.
5. We like to find some interesting element either in the background or as a prop. While a plant in a conference room is very common and can add some interest, there may be other unique props or settings available at your location that can help increase excitement in the video. We do have color gels and “gobos” that add light shapes/texture to basic backgrounds. Other options include a draped fabric which can be hung up behind the person. After selecting your desired style (corporate, edgy/hip, etc.), we can get more ideas for backgrounds, camera angle, etc.
6. You may want to minimize the number of people watching the shoot since most people do get nervous being in front of a camera. We have met very few people who are not at least somewhat nervous about being filmed. Even if your CEO is used to the limelight, it can be nerve racking to try to remember lines and perform under pressure.
7. If anyone is filmed in the background during the shoot, please make sure you obtain any written permission necessary to include them in the video.
8. During the filming, we always prefer to do multiple takes to be sure we have a good copy we can use. Ideally, someone will work with our crew real time to record notes about which version is a “keeper” and which is not.

Post Production (After the Filming)

1. We often prepare “playerless” video where no external media player is required to view the video. In this case, the video may not be as crystal clear as it could be if a player was used. The primary advantage to your viewers is simplicity since everyone will have the software without worrying about having a player.
2. We can add an opening graphics animation and logo to add interest in the video. We can also add titles.
3. We can add an introduction by a professional narrator as the video starts playing.
4. We will ask you for input into the type of music you would prefer as the background. Almost all videos are improved by adding music that starts strong, goes low as the talent speaks, and then goes higher in volume at the end.