



## VIDEO PRODUCTION, A COMPANY GUIDE

Making a video can be a daunting prospect for a company with no or little visual medium experience.

Are we paying over the odds? How long does it take? I've heard that copyright is a minefield! Do we have to shut down the production line? Can we have it on DVD; can we have video on the web site?

All these questions and more, are things which your video production company are there to sort out with you.

One thing to bear in mind is that the act of making the video can be turned to your advantage in more ways than the production of the video itself.

Consulting with internal staff about the making of the video shows them in an easy to understand way that you are making new steps to promote the company, product or service and that by including them in the process or even shooting them and having them in the final product can promote a feel good factor within the company.

Having a film crew around when you are just trying to get on with your job and have no idea what is going on is a pain; frowns rarely show your company or product off well. Also the crew can't work on continuity or get a really polished product when staff is thinking more about going home or the tea break. A shoot where the staff is fully informed as to what the video is all about and why it is being made are generally more co-operative and willing to join in with the filming experience.

Creative work is very different to any other job in so much that when you assemble a group of people, the technology, props etc. we can end up working long hours to get the job done and this way we make a better product and spend less of your money!

We often go again and again on takes until we have the right one and the process can be very exacting and painstaking.

The level of polish on your production is all about how much time, money and preparation is spent.

The level of technology and staffing employed also affect the budget.

For instance if you are shooting commercials on film with A list personalities with foreign locations with current music tracks from major artists then it is the high end of cost.

Licensing of music and image copyright clearance is also problematic; in short the more money they think you are going to make of a result of the transaction the more they will charge. Increases happen as a result of extra territories, looping, Internet, multimedia, commercial use (i.e. actual TV commercial) even the crews require extra payment if they think that it is being used for commercial use. There is often a buyout fee required.

The process of having a video production can also bring value to your product or service as your video company can make creative suggestions and often ask surprisingly naïve yet revealing questions about your company or product.

Communication at all levels is the key to a productive, mutually beneficial and hopefully enjoyable process for all involved.