Video Pre-Production Checklist

How to stay on-budget, on-schedule and on-target for all-around video awesomeness.

Like most things in life, a little bit of upfront preparation can make a world of difference in producing a successful video. Of course, for the Blue Marble team – or any video production company – there's a huge amount of pre-production work that goes into each and every film, video and animation project.

But there are a number of things you can do – before you ever sit down with a production company – to make sure your project runs as seamlessly and headache-free as possible. A lot of it comes to down to providing all the information necessary for our team to have a thorough understanding of your team, your company, your audience, your message and the results you hope to get.

That's why we put together our Video Pre-Production Checklist. Some companies call it a Creative Brief. Either way, think of it as a kind of project organizer/mental scratchpad for getting your thoughts, team and resources together and aligned for video production world dominance.

So, let's get started:

1. What do we need to know about your company?

2. Who's your audience? (Hint: it helps to know as much about them as possible.)

3. What's the purpose of the video?

4. If you had to boil it down to a single sentence, what's the main
   message of this video?

5. What specific content points need to be covered?

6. What's your Call to Action (you know, what do you want your audience to do after watching the video)?

7. How will you measure the success of the video?

8. Are there any length requirements for the video?

9. How will the video be shown? (On the web? In a meeting, tradeshow or convention? Just one-on-one?)

10. Will you need shorter version of the video for social media or other uses?

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A few pointers for you and your team:

1. Appoint just one main contact to handle the day-to-day stuff with the production company. (Less confusion, fewer miscommunications.)

2. Get a consensus BEFORE you give direction to your production company. If your team can't agree on important items like content points or whether or not to use humor – you're not quite ready to talk to a production company. (This goes for feedback, too. Resolve any differences of opinion among your team members and then provide one "sorted, organized and curated" list of feedback notes for the production company.)

3. Consider asking your stakeholders (i.e., the folks who have ultimate approval) to participate in a kick-off meeting with the production company. This can have two positive results:

   1. Your stakeholders feel bought-in to the project and on-the-record about what they're wanting; and

   2. The production team gets to hear input straight from the approver's point of view.

4. Start early. Really early. A typical video can take anywhere from 4 to 8 weeks – or more – especially if your company requires a long time for approvals. Which leads us to…

5. Check approvers' schedules. If your video is needed in four weeks and your approver is out of the country the week before the video is due – that could be a problem. Or not. You may be able to plan around it.

Still have questions? Give us a call anytime.

We know that video production isn't necessarily your main job. We specialize in B2B video and we know how much our clients usually have on their plates (A LOT!). We'd be happy to brainstorm some thoughts for your next video, answer any production questions and help you get your project moving in the right direction.

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