

Our 5 Top Tips for your...Corporate Event Video

- ▶ Are you maximising the value you could get from having your event attended by a professional video company? Think about the content, the buzz of the day, and the views of the attendees.
- ▶ If you are having the content from the day captured, it is far better to edit any presentation slides into the video after the fact, rather than film the screen on the day. Any reputable professional videographer will advise this.
- ▶ To gather the views of attendees ("vox pops") it is best not to leave these until the event as finished, as many will want to leave quickly. Try to pre-warn delegates that you'd like their opinions, and try to encourage them to make their answers specific, not general platitudes about it being a 'great event'.
- ▶ Be careful about background noise when shooting interviews or testimonials. With a professional setup, problems can be avoided. Also it's a good idea not to shoot all the pieces with the same backdrop or framing - it looks lazy and can be jarring in the edit.
- ▶ Think about what other opportunities present themselves to get e.g. interviews with the speakers, client testimonials, sponsor endorsements.

CLIENT TESTIMONIAL

You have captured the mood and happiness of the day perfectly. This will not only provide those that were there with a tangible record of their day but also provides something of an insight to those that were unable to attend on this occasion. To say that I am delighted with your work would be an understatement. Thank you!

Tim Williams, Guildford Rugby Club



PROJECT SUCCESS STORY

We cover a great number of corporate events, with output ranging from just the content to much more. In 2013 we covered an inaugural conference, recording all 8 presentations, capturing the buzz of the day, and getting interviews with 6 of the key participants - which is a lot of content that the client could use. The interviews for instance stood on their own as endorsements of the client's product, but soundbites about the success of the event were included in the 3 minute event 'buzz' video, generating a pull for future visitors. And in 2015 the client had no hesitation in asking us to cover the next event.

