

Our 5 Top Tips for your...Internal Comms Video

- ▶ Is what you are creating for internal audience only? You may consider thinking laterally about whether there is some element that can be used for an external audience - or perhaps even create two slants on the same topic during the same shoot, to create 2 videos.
- ▶ We've helped clients create videos for inclusion in presentations. What is important is to understand how the video content dovetails with the speech(es) that may come before or after. Can you make the video shorter or easier to produce by covering some points in the verbal intro?
- ▶ If video is going to be hosted on a private website area or Intranet, it is worth looking at any restrictions or guidelines on the file size of the finished video.
- ▶ Deadlines can be a killer - often our fast turnaround projects are related to a suddenly perceived need. Planning and advanced warning helps produce better video briefs...but we can also achieve shot to delivery in hours rather than days.
- ▶ Sometimes content generated at events can be for a limited audience only e.g. existing clients, members. Gathering this content and then distributing on DVD or USB stick is a good way to engender loyalty.

CLIENT TESTIMONIAL

Chris is simply amazing! I've worked with Chris on a couple of projects in only a few weeks and I expect this to be a long and successful relationship. Following the initial brief, Chris has interpreted, consulted and managed the production of a number of videos & voice overs with ease, clarity, calmness and utter professionalism. I can't rate Chris enough! Video has never been this easy!

Tony Cheverall, Marketing Consultant



PROJECT SUCCESS STORY

In 2018 we are continuing to cover AIM's industry events – a partnership which is now in its 9th year.

This seminar filming involves up to 5 events in the year, each containing a number of presentations, interviews or panel debates. Each of these is then turned into a separate video and made available to AIM's membership. Turnaround time for the content to be web-ready is often under 1 week.

