

## Our 5 Top Tips for your...School or Theatre Video Project

- ▶ In our experience, the biggest issue with filming school productions is getting decent audio - children tend to speak quietly. Interestingly it's also a huge endorsement for getting a professional involved as the outcome will be vastly better than a parent sitting at the back with an iPad.
- ▶ If you're hiring a video production company who turns up with just a single camera to film the performance, then I'm afraid you've hired the wrong company.
- ▶ Longevity in the business of filming theatre shows is not a defacto guarantee that production methods are up to date. Lowest common denominator output is easy to find. Conversely, modern, professional and carefully made DVDs are not necessarily pricey.
- ▶ The longer the show is, the lower the quality (by a few degrees) of the finished DVD. We strive to make every second count, including editing out long scene changes or other dead time which make for dull viewing anyway.
- ▶ Getting parents or participants to buy DVDs is not a sure-fire thing. The audience needs to be alerted to the availability of the DVD well in advance of the show and be given easy and repeated opportunities to sign up.

### CLIENT TESTIMONIAL

Chris and his team at London Corporate Media have recorded over 10 shows for the Natalie Vinson School of Dance and Drama. Professional, patient and adaptable! Great work every time! Would thoroughly recommend!

**Natalie Vinson, Director at NVSDD and Envy Performing Arts**



### PROJECT SUCCESS STORY

We've been filming dance, drama and music shows for over 13 years, and whilst it is not our speciality, we have thousands of satisfied customers to our name. Our longest-standing client, with whom we started working in 2004, has subsequently referred us onto two other related clients, both of whom we continue to work with at least twice a year. We've even introduced Paypal ordering for DVDs, to make life easier for parents, and because we produce all the DVDs entirely in-house, we are not limited by batch order timescales or volumes of external media duplication companies. Speed and convenience all round!

