

## CORPORATE EVENT VIDEO PRODUCTION RATECARD 2022

### What We Mean

Fundamentally, the video output from corporate events usually falls into one of two categories - creating a “buzz” promotional video that captures the essence of the event, or **content**-driven briefs, focussed on recording the presentations or seminars so the information can be distributed later. We can also achieve both from the same event. We recognise that events, and the output from them, can sometimes have an immediacy or ‘PR’ aspect to them. We have a track record of turning round projects very quickly when needed; in an extreme example we have provided an edit onsite within 1 hour of completed filming.

Core event video production services we specialise in include;

- Workshops, launch events and seminar recordings
- Interviews & panel discussions
- Promos for public events, exhibitions, trade shows

### What It Involves

With filming being in a live situation, planning is important. For presentations it is useful to know about the environment, length of speech etc. For event promotional films, knowing the running order, highlights, and what needs to be covered when, can affect how the project needs to be resourced. If there are any deadlines these should be clarified in advance.

We’ll often arrive well before the event starts, as an advance recce is usually not undertaken. We work as unobtrusively as possible, usually without lights or trailing cables. What can be vital is to get a good audio feed from a sound desk, or advise any speakers that they will need to wear a radio microphone.

### What You Get

We’ll discuss the project with you, by phone or possibly in person. We’ll look at any examples you may have of what you are trying to achieve, and we’ll point you in the direction of anything relevant within our portfolio.

We’ll book the filming date. If possible, we’ll accept from you any branding collateral or other material necessary for the project (logo, company fonts, names of participants etc).

On the filming date(s) we’ll use the appropriate camera and sound equipment to cover what’s needed - this will differ depending on whether we’re filming presentations, or just the general throng, or both.

For presentations, we’ll need a copy of the Powerpoint (or similar) file, to be edited into the video. A draft edit will be sent as soon as is practicable. At this stage the branding and visual finesse may be in a ‘proof of approach’ form, which we work with you on to fine tune.

One or two further edit sessions may then take place to complete the final video. If necessary, editing can be done collaboratively at your office, or a cafe, to work through any complex changes without the need for lengthy emails. Then, the final video will be sent electronically. If we’re handling YouTube work for you, we can upload directly, as well as send the copy for you to keep locally.

## PROJECT SPOTLIGHT

We worked on event projects to showcase the work of an inventor and horologist. One of these projects was the launch of one of the inventor’s products at Design Shanghai.

At the event we covered the buzz of the evening and shot interviews with key stakeholders in the project. From this, the interviews were edited into standalone videos, and soundbites used in the main event highlights video.



## ▶ **CLASSIC PACKAGE**

**£875**

A half-day 'buzz' shoot with a single HD camera and cameraman. We follow the event from guest arrival to final mingling. We can also film some 'vox pop' interviews too.

Editing to create a video with your company logo added, caption for any speakers, royalty-free music soundtrack and closing slide.

Ideal for a breakfast or evening event.

## ▶ **PRIME PACKAGE**

**£1495**

A full day shoot with a single HD camera and cameraman, covering presentations only.

Editing to create individual videos of each of the presentations, intercut with the slides, and given an opening logo/title slide and closing slide.

Well suited to a day of seminars which are recorded for later distribution.

## ▶ **PREMIER PACKAGE**

**£1795**

A full day shoot with one or two HD cameras and 1 cameraman. Shooting all the presentations for use as individual videos.

Also covering the buzz of the day (arrivals, coffee, mingling) with vox pop interviews taken during the breaks.

Editing to create multiple content videos plus a buzz video with your company logo added, caption for any speakers, royalty-free music soundtrack and closing slide.

## **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, Events, Guildford Rugby Club**



## OTHER WAYS WE CAN HELP

### Editing Services

**from £90 ph**

Whether you are looking for production of a corporate video, content marketing through video, video case studies of your projects, insights into your products or services, we can help with a video editing service. Need things in a rush? We have a great track record in fast project turnaround. Sometimes we've been on client site within 36 hours of an enquiry. We can produce a video from start to finish the same day. We can edit on location. We've even produced an edit within an hour of finishing the filming. A few of our video projects have been essentially collages – sourcing library footage and editing together to tell the client's story or showcase a product. Sometimes an old video needs to be re-branded or have elements changed – something we've done for both existing client projects and new client requirements.

### The Conference Package

**from £1895**

A full day shoot with two, three or four HD cameras and 2 cameramen. Shooting all the presentations for use as individual videos. Editing to create individual videos of each of the presentations, intercut with the slides, and given an opening logo/title slide and closing slide.

Ideal where two rooms are in use concurrently.

### The Event Spectacular

**from £2295**

We can throw a lot more resources at the event video than are covered in the Premier package. With a range of camera equipment available, and able to focus a team of two on gathering just buzz footage, we'll use timelapses, tracking camera shots, and unusual angles to make a visually impactful video.

Ideal for vibrant trade shows in multiple rooms, or for large corporate clients, this type of project allows us to cut loose creatively, and gives you something great to promote the event next time.

## THE BLURB

The packages in this document are intended as a guideline; please ask for a bespoke quote for your project. Exact prices will depend on the length of the finished video(s).

Where location recce, professional voiceover, logo animation, or YouTube consultancy are provided, these may incur additional costs, depending on time taken.

Please note that all business is subject to Terms & Conditions available on our website.

All prices exclude expenses, travel time, supplements for unsocial hours/weekends/Bank Holidays (where applicable) and VAT. Postponement and cancellation charges may apply to pre-arranged shoot dates.

