

WANT TO FILM YOUR EVENT? THIS IS WHAT YOU NEED TO KNOW

*We've been filming
events and
conferences in the UK
& abroad for more
than 15 years*

We have over 15 years of experience filming events both in the UK and abroad and we pretty much get asked the same questions each time, so we thought we'd answer a few in advance.

There's always something that we've never heard before but these are the most frequently asked questions but if you have a query that isn't here, don't worry just ask us either on 0121 551 2079 or info@cmavideo.co.uk

What do I need a video for?

It's usually the first thing to be cut when budgets are tight and yet it's your strongest marketing tool. You've spent huge sums entertaining a single room of people so why not show the world? Think about how it can project your company, your event or your key stakeholders. You can make even the smallest event look like it was *the* place to be and get those who missed it wishing they were there!



What should I film?

Everything, if you want to share it with other people, or a three minute promo if you just want a teaser for promotion. Its entirely up to you but if you tell us that you don't want all the speeches, all the presentations and all the action filmed then we won't necessarily film it. BUT..... If you decide at a later date that you actually wanted the CEO's speech or the breakout session or that bit where Bob from accounts fell over on the stage there is a chance that we won't have captured it.

Know what type of video you want and plan to capture the relevant content

The key here is to know what type of video you want from the very beginning and plan what content you want to capture accordingly.

Can I have two videos? One to show the whole event and a short promo video that just gives a flavour of what's taken place?

Absolutely. We have a client that stages international conferences, they aren't cheap to put on and they can't get all their staff or key clients to the event. We film every key speech, every breakout event and catch a general flavour of what is going on from the food to the entertainment. They provide every key speech online afterwards; this is staggered starting with private links to staff and key customers and eventually the public. This event doesn't just run for 3 days, it runs for a year, online.

After the event, we produce a 3 minute promotional video so our client can shout about it online; these are also sent to potential attendees the following year. It serves as a sales video firstly to attract delegates to next year's event and secondly to attract sponsors.

It's a sales video to attract delegates next year and sponsors too

OK, so you can capture everything?

Yes, if you want us to but this means that we can't be in two places at once. We're great at what we do but we haven't perfected the art of cloning yet. If you want us to film everything from all of the speeches to soundbites from delegates, audience reactions and breakout sessions then we will have to send two or even three camera operators which will impact on the budget.



What information will you need to know?

*Time, light & sound
are our three major
questions*

Time, light and sound are our three major questions. Our issues with these may sound trivial but they will have a major impact on the filming and outcome of your video.

Time - Setting up a camera and adjusting it for light and sound takes time, so if we are filming in the main hall and you want us to run out and film interviews during a 10 minute coffee break it's unlikely to happen or even worse we'll miss something. You can't build your event around us so we'll build it around you. Give us the timings and we'll suggest what can and can't be done.

Light - Our life blood, and there's never enough! The human eye can switch between a dimly lit presenter and brightly lit projection screen; cameras fare much worse so make sure the stage is well lit. We usually suggest giving us the PowerPoint slides and if you want your viewer to read the content we can insert them into the final edit and show them clearly as a full screen graphics. Alternatively we use two cameras one focusing mainly on the presenter and another wide camera gathering everything.

Sound - We always ask if there is a PA and sound guy, because if there is we can get a sound feed directly to the camera which is brilliant. If it's a smaller event and no PA we will have to put a clip microphone on each presenter, so the number of presentations and speakers is fundamental to how we gather the sound.

Most of these things are easily solvable as long as we know in advance, if possible we're happy to take a look at the venue beforehand and liaise directly with the sound company to make sure everything is all in hand.

*If it's a public event
do you have
permission to film
people?*

Can you film a live feed during the event?

This is something of a specialist element to the filming. We'd need to liaise with whoever the AV company are and look at the set up of the event and the logistics of what is taking place.

Are there any non-technical considerations I need to be aware of?

Weather - If its an outdoor event, the weather is always something that can make or break the filming. Do you have a contingency or at least a covered area for our camera operators to be located.

Communication - Is everyone aware and on board with us filming there? Sounds obvious but we once had to film an explosion of confetti but the person pressing the button didn't tell us when they were pressing the button and by-passed the countdown that everyone else had agreed would happen. Luckily we still managed to get the shot!

Permission - If it's a public event do you have permission to film members of the public? This is your responsibility to make everyone aware that filming will

be taking place and informing them where you intend to use the final video. We can advise on this if you need help. This needs to be especially tight if there are under 18s in attendance.

If the attendees have to register you can put a system in place so that nobody ends up in being shown in the final edit that doesn't want to be. Again we can help with that.

Interviewees – If you want specific people to be interviewed, are they aware beforehand that you will want them to appear on camera. In our experience there are two types of people in this world – those that see a camera and run a mile and those that just love being filmed! If it's the latter then great but if it's the former then the last thing they want is film crew landing on them asking for a soundbite. A bit of prior warning and even a quick brief on what you want them to say would go a long way.



OK, I've answered all of this what's the next step?

If you've got all of this clear in your head then great but we're sure there'll be other questions that you'll have and so will we. Give us a call on 0121 551 2079 and we'll be happy to have a chat and with everything above taken into account we can give you a quote too. Its true that no job is too small and we can go from a man with a camera to a whole crew all you have to decide is what you want.

Don't forget that the filming is just one element of the project, the editing is where we really bring it all to life and this obviously takes time too.

Can I see some examples of similar work?

We'd love you too. We've worked with LegoLand, Sea Life Centres, Smurfit Kappa, Drayton Manor, the Chamber of Commerce, Sport Birmingham and IDBS on their events – all of varying shapes and sizes both here in the UK and abroad too. The most important thing is that they keep coming back to us so we know we're doing it right.

Take a look at our website to see some examples –
www.cmavideo.co.uk/eventfilming

You might not have considered some of the things that we've detailed here but if you can have these things in mind then it will be a big help so we can give you an accurate cost. If you require further information please ring up and ask for Adam, Mitch or Jack and we'll talk it through with you or better still meet up for coffee.

T: 0121 551 2079

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