

cmavideo

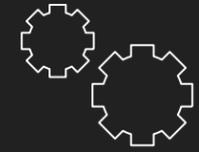
**EVENT FILMING GUIDE**

# Want To Film Your Event?

## Here's Some Things to Think About

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, just ask on 0121 551 2079 or [info@cmavideo.co.uk](mailto:info@cmavideo.co.uk)



### WORKING TOGETHER

We'll work with you in the planning stages of your event to make sure everything goes the way it should be. We can connect with your AV company and the venue so we're all working together.

As soon as you decide that you want an event video, that's the time to engage with us.



### WHAT CHANNELS ARE YOU GOING TO USE?

Think about where you are going to show the video. Is it on your website or on social media or maybe it's for internal use only. Wherever you plan to show it, you will probably need different versions for different platforms so bear that in mind when you come to brief us on the edit.



### WHO ARE YOUR TARGET AUDIENCE?

This can dictate the style of the video, where you show the video and what content you want to feature. It might even dictate the type of devices that they are watching the video on - mobile, tablet or desktop.



### 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 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?

Film everything if you want to share it with people who weren't there or even if you're looking for a three minute promo to make a highlights video 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.

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

### CAN I HAVE TWO VIDEOS? ONE TO SHOW THE WHOLE EVENT & A SHORT PROMO THAT'S GIVES A FLAVOUR OF WHAT'S TAKEN PLACE

Absolutely. We have a client that stages international conferences on a bi-annual basis, 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 then the public.



### OK, SO YOU CAN CAPTURE EVERYTHING?

Yes, but it means that we can't be in two places at once. We're great at what we do but we haven't perfected cloning yet! If you want us to film everything from the speeches to soundbites from delegates, the audience to breakout sessions then we'll have to send up to three camera operators which will impact on the



## WHAT INFORMATION WILL YOU NEED TO KNOW?

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.

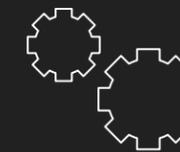
**Time** - Setting up a camera and adjusting it for light and sound takes time, so if we are filming in the main hall and you want us to run out and film interviews during a 10 minute coffee break it's unlikely to happen or even worse we'll miss something. You can't build your event around us so we'll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

**Light** - There's never enough! The human eye can switch between a dimly lit presenter and brightly lit projection screen but cameras fare much worse so make sure the stage is well lit. We suggest giving us the presentation 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 for the presenter and another wide camera gathering everything. If necessary we can bring some additional lighting which may help.

**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. 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 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.



## WHAT IS YOUR CALL TO ACTION?

Think about what the purpose of the video is and what you want the viewer to do - is it brand awareness or a sales video? Educational or training or maybe it's just a way of showing what a great time you've had.

## 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 at a launch event 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 goes a long way.

## CAN YOU FILM A LIVE FEED?

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.

## OK, SO I'VE ANSWERED ALL OF YOUR QUESTIONS. WHATS 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.

If you want to contact us in other ways then try the following:

Email  
[info@cmavideo.co.uk](mailto:info@cmavideo.co.uk)  
Twitter  
[@CMA\\_Video](https://twitter.com/CMA_Video)  
Website  
[Cmavideo.co.uk](http://Cmavideo.co.uk)



## ONLINE STRATEGY?

Think about the content that we'll capture at your event. Can it be broken down into bitesize chunks? Instead of one video showcasing your event could it be a series of videos that builds up to next year. We've got plenty of proven ideas that can work for you and your event to promote it online and beyond.



## GET IN TOUCH

Whatever you're looking to do, talk to us or contact us. We'll be happy to help, have a chat and give advice on what direction to take. We hope this has been useful and if you stick to the principles here you won't go far wrong.