

Event Filming Brief

Add as much detail as possible into each section with your team before sending your brief to your event filming company.

Event Details	
Description	<i>Provide a clear description of the event, including any relevant background information, as well as the date, location, and purpose.</i>
Event time	<i>Include the event agenda if helpful</i>
AV	<i>Does your event venue have audio-visual equipment set up or do you need to include AV in your project?</i>
Video Objectives and Target Audience	
Objectives	<i>What is the purpose of the video output(s)? Do you have a message you need to convey? What do you want your audience to think and feel?</i>
Audience	<i>What channels are you going to share your video outputs and who is your target audience?</i>

Video Output Details	
What are the outputs	<i>The full list of outputs e.g. 1 x 60-sec Highlight video, 2 x 30-sec social media cut-downs, 4 x 2-minute vox-pops, etc.?</i>
Key details	<i>Music, sound effects, graphics? Length? Format?</i>
Branding	<i>Do you need branded assets for your outputs?</i>
Key shots	<i>What do you need to capture? E.g. Main stage coverage / interviews / key shots, people, locations, etc.?</i>
Budget and Timeline	
Budget	
Timeline	<i>When do you need the final edits?</i>

Style / Tone References	
	<i>Include references of likes and dislikes</i>