

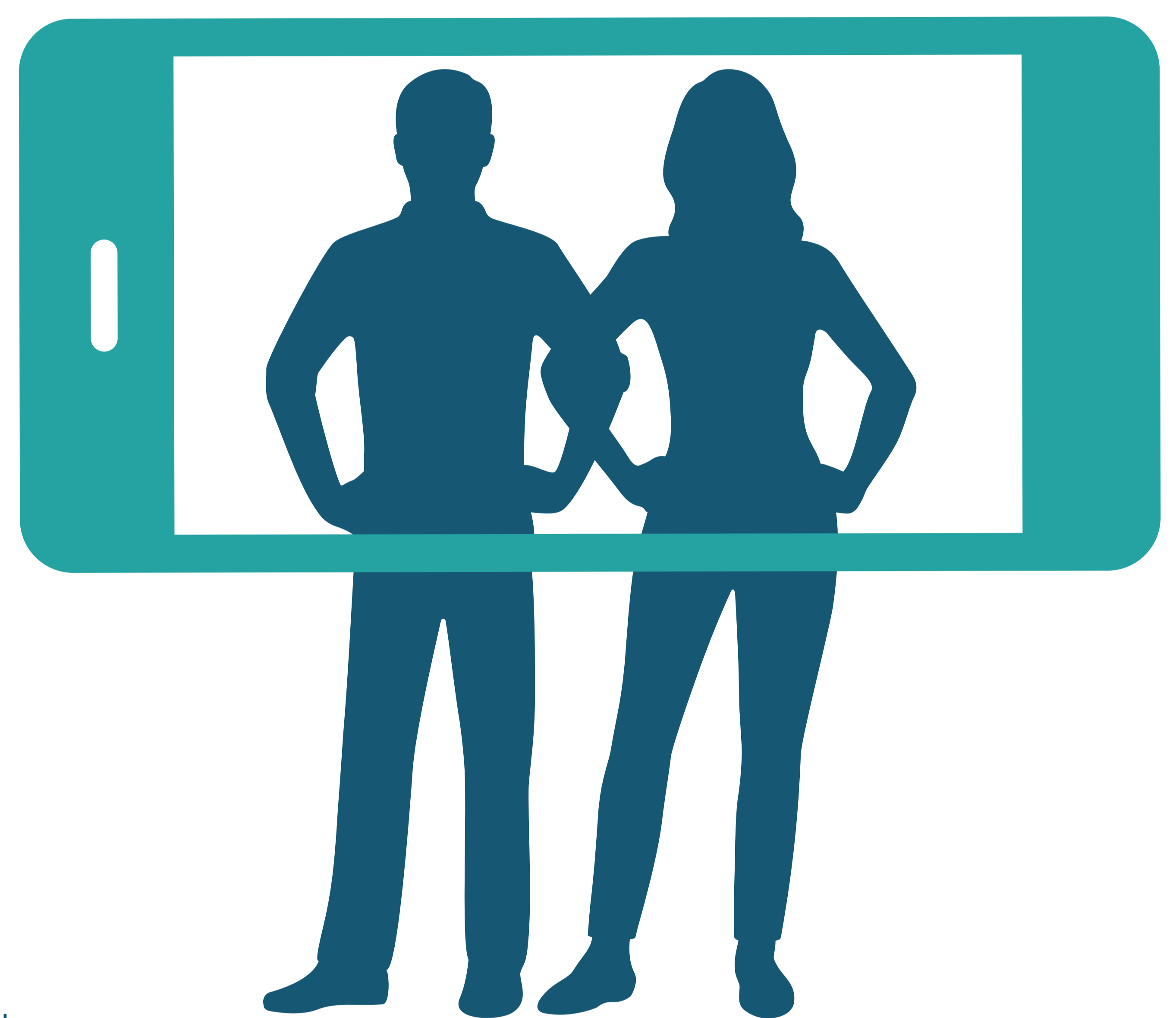
Event Video Formula

The secret: preparation

BEFORE THE EVENT STARTS

Choose one or two presenters at the event to deliver a short one sentence monologue that introduces them and what they are speaking about. Shoot these.

Choose two or three audience members and tell them that you want to quickly interview them immediately after the event. Tell them you will ask them this question. 'What's ONE THING that you learned from the speaker that will help you improve' and if they could think about this while the event is happening.



DURING THE EVENT

You get some footage of the speakers in action and the audience reacting to them. Let's say a dozen shots for each speaker.

AFTER THE EVENT

Do quick interviews where you ask your pre-primed audience members to tell you the ONE THING that impacted them during the presentation.

Now you have the building blocks for your event video.

You have saved so much time not shooting a lot of material you will never use and you have saved yourself countless hours and \$\$\$ in the editing process.



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