

DIY Video Production

Agenda for your first production meeting

- 1) Talk through with the team what video is good at and what video could do for your organisation – situate this production within a wider video strategy
- 2) Agree purpose, message and audience

Purpose	
Message	
Audience/distribution platform	

- 3) Talk through your resources:

The team		
	Who?	
	Existing skills	
	Skills you want to develop	
	Time	
Money		
Equipment		

- 4) Bring some creative ideas to the table, share.....brainstorm ideas!
- 5) If you can, decide now on a vision for what you will make – write down the storyline, and the visual style/styles you will use.
- 6) Do some practical planning: when, where and who is doing what? Do you need to buy any equipment or find contributors early on? Set 'to do' targets and the next meeting date.

Share and keep this document so that you can refer back to it and check your production is keeping to your original intentions.

