

# Video Production Planner

**Client:** \_\_\_\_\_

**Project:** \_\_\_\_\_

**Client's production team and phone numbers:** \_\_\_\_\_

**Client's agent (person who has final authority for project):**

\_\_\_\_\_

**#1 purpose of video:** \_\_\_\_\_ to inform \_\_\_\_\_ to teach \_\_\_\_\_ to motivate/raise funds

**Define the need this video will meet, the problems it will overcome, (Can this video be used with other groups?)**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Objectives

**After your audience watches the video, what will they:**

**Know?** \_\_\_\_\_

\_\_\_\_\_

**Feel?** \_\_\_\_\_

\_\_\_\_\_

**Do?** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**How will you decide whether the video is a success? What will be the measurable results?** \_\_\_\_\_

\_\_\_\_\_

## **Audience**

**Who is the audience?**

**Occupations, sex, age range, education:** \_\_\_\_\_

\_\_\_\_\_

**How have they heard about you and how do they feel about your organization?** \_\_\_\_\_

\_\_\_\_\_

**Is their present knowledge about the video's topic vague or clear?**

\_\_\_\_\_

\_\_\_\_\_

**What images come to their minds when they hear the topic? What words? What feelings and attitudes?** \_\_\_\_\_

\_\_\_\_\_

**What would they say about the topic?** \_\_\_\_\_

\_\_\_\_\_

**Their positive perceptions about the topic:** \_\_\_\_\_

\_\_\_\_\_

**Their negative perceptions about the topic:** \_\_\_\_\_

\_\_\_\_\_

**What obstacles do you know about that will interfere within the program's goals?** \_\_\_\_\_

**List the names and phone numbers of four audience members:**

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## **Content**

**To the audience, what are the main benefits of your video's message?**

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**In one sentence, state the message of your video:** \_\_\_\_\_

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**Name person giving final script approval:** \_\_\_\_\_

**What specific points do you want to convey in the video? (Focus on information that is useful to the audience.)**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

**What are your preconceived ideas for the video? (The story, mood, look.)**

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**How does this video fit in the marketing plan? Will it be used with other material, such as handouts?** \_\_\_\_\_

\_\_\_\_\_

**Describe the plan for presenting the video. (One-to-one? Small groups? Large groups? Always shown with a staff member?)** \_\_\_\_\_

\_\_\_\_\_

**How long do you plan to use the video?** \_\_\_\_\_

**What other resources are available? (Other video, audio, photos, artwork.....)**

\_\_\_\_\_

\_\_\_\_\_

**What are your organization's values and positioning statements?**

\_\_\_\_\_

\_\_\_\_\_

## **Parameters**

**Budget:** \_\_\_\_\_

**Program length:** \_\_\_\_\_

**Completion date:** \_\_\_\_\_

**What is your approval procedure – who has final approval?** \_\_\_\_\_

\_\_\_\_\_

**Do you have any other comments or concerns about producing this video?**

\_\_\_\_\_

\_\_\_\_\_

## Resources

Is there any quality video footage already available which could be used? If so, what and in what format? (VHS, Hi-8, Betacam, miniDV, etc.)\_\_\_\_\_

What financial resources are available (in-hand) to produce this video.

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What are potential funding resources? (regular budget, special grant, partner organization)\_\_\_\_\_

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Please return to:  
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