

Video Shoot Preparation Checklist

A practical checklist to help your filming day run smoothly.

1. PEOPLE

Make sure everyone who needs to be involved knows what to expect.

- ☐ Contributors have confirmed their availability
- ☐ Everyone knows when and where they are needed
- ☐ Contributors know the topics they will be discussing
- ☐ Clothing guidance has been shared where needed
- ☐ Release or consent requirements have been considered

2. LOCATION

A little preparation can save a lot of time on the day.

- ☐ Permission to film at the location is confirmed
- ☐ Rooms or filming areas have been reserved
- ☐ Background noise and interruptions have been considered
- ☐ Branding, signage and visible confidential information have been checked
- ☐ Parking, loading and crew access have been arranged
- ☐ Any PPE, inductions or security requirements are organised

3. WHAT WE'LL FILM

Think beyond the interviews and consider what will help tell the story visually.

- ☐ Interview contributors are confirmed
- ☐ Products, equipment or materials we need to film will be available
- ☐ Relevant staff or customers are available for supporting footage
- ☐ Any processes or activities we want to capture will actually be happening
- ☐ Important shots, locations or moments have been identified

Before the Cameras Arrive

A few final checks can make the production day easier for everyone.

4. ON THE DAY

- ☐ A main client contact will be available for the crew
- ☐ Contributors know where to go when they arrive
- ☐ Enough time has been allowed for interviews
- ☐ Filming areas will be ready and accessible
- ☐ People who need to approve locations, products or activity are available
- ☐ Refreshments or lunch have been considered for longer shoots

5. CONTENT & DELIVERY

Useful things to confirm before filming begins.

- ☐ The main purpose and audience for the video are clear
- ☐ Any must-have messages or information have been identified
- ☐ Brand guidelines, logos or graphics have been supplied if needed
- ☐ Any social, vertical, subtitled or additional versions have been discussed
- ☐ The main deadline and any fixed launch or event dates are confirmed

A quick note about interviews

Try not to memorise answers word for word.

Know the points you want to cover, but speak naturally. A good interviewer will guide the conversation and help you give a clear, comfortable answer.