Briefing: Title

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| **Logistics for shoot** |
| **Date | time:** Day, Date | Time  **Location:** Room, directions, how to access  **Setup:** What type of camera setup, will there be a teleprompter, will they be sitting, standing…  **Contact:** Name, number, other contact means    **Targeted end result:**  xx minute (type of) video  **Intended use:** How/when will the video be used (including distribution channels)  **Purpose:** What’s the desired outcome of the video  **Other participants:** Who else will be participating in the video    **Audience:** Who will see the video (internal audience, external audience or both)  **Tone:** what’s the end tone of the video: e.g. Upbeat, conversational  **Format:** will the video be a talking head, an interview, a conversation, a story…  **Dress code:** Business formal, business casual, casual, shirt supplied  **Special dress considerations:** (use this if there will be a green screen or a dark background)  Target review date: Date when the video will be available for review  Target delivery date: Date when video will be completed |

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| **Objectives/Key Messages** |
| * Kee message 1 * Key message 2 * Key message 3     **Think:** What we want people who watch to do  **Feel:** What we want people who watch to think  **Do:** what we want people who watch to do |

**Talk track**

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| Key message | Talk track (or talking point bullets) | Image |
| Main message of this section | * + Script (if you’re using a prompter)   + Or talking points if there’s no prompter | * + Will there be any type of image or graphics associated with this section |
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