Briefing: Title

|  |
| --- |
| **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 reviewTarget delivery date: Date when video will be completed  |

|  |
| --- |
| **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**

|  |  |  |
| --- | --- | --- |
| 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
 |
|  |  |  |
|  |  |  |
|  |  |  |