

Video Brief Template 1: Event Video Production

We recommend this template for someone who's looking for a video production company to record a live event. This template works as an initial brief for:

- Weddings
- Celebrations/Birthdays
- Live music
- Social events
- Corporate conferences and events

Event details

Event date/s:

Time (start to finish):

Location/s:

Type of coverage and type of video wanted

- I want to cover the whole event and I want everything professionally recorded (video and audio)
- I want to cover part of the event and I want this professionally recorded (video and audio)
- I want a highlights video of the event, so I need to capture only specific things
- Something else: _____

Length of edited video

- I'm looking to produce a 2-3 minutes highlights
- I'm looking to produce a 1 minutes highlights
- I'm looking to produce a 5 minutes highlights
- I want a long video that shows everything that happened at the event
- Something else _____

The final edited video will need to be (format)

- Full HD - 1920x1080 (standard and most common format for most video productions)
- Ultra HD 4k - 3840x2160
- DCI 4k - 4096 x 2160
- Social media vertical video
- I'm not sure, I need to talk to the videographer

Do you have any specific technical requirements in terms of footage?

- Some (or all) shots will need to be in slow-motion
- I prefer steady shots, from a tripod or a gimbal
- Hand-held shots (a little shaky) are ok
- I need a specific camera profile so I can better colour grade in post (log, flat)
- I have specific requirements regarding camera equipment and settings, and I'll be sending these specific to the videographer in advance
- I will need to speak to the videographer about all this, I'm not sure

Do you need things captured from multiple cameras?

- Yes - how many camera angles _____
- No

Is there anyone speaking during this event and do you need this captured with good audio?

- Yes - how many speakers _____
- I don't need good audio, I'm ok with ambient audio recording
- I don't need any audio recording

Is there live music performed during this event and do you need this captured with good audio?

- Yes
- No

Is there an audio department present at this event? (a sound engineer on site, usually with an audio mixer/board)

- Yes
- No
- Not sure

Video references

Please share, if any, some examples of video productions that you would like to use as references. Watching examples of what you have in mind helps the videographer better understand the type of video production that you're aiming for.

- Link 1: xxx
- Link 2: xxx
- Link 3: xxx