



speaker marketing success

SHOWREEL / ON-THE-DAY VIDEOGRAPHER INSTRUCTIONS

OVERVIEW

This document is designed to be a brief for your on-site videographer engaged to film your showreel / on stage performance.

SHOTS REQUIRED (PRESENTATION)

- ▶ Full on-stage footage (either fixed or preferably with follow-me movement)
- ▶ B-roll of different on-stage angles
- ▶ Gimble shot of speaker stage approach
- ▶ Behind stage of speaker and audience (if possible)
- ▶ Audience reaction shots

FORMAT

- ▶ 4K (croppable for high res)
- ▶ Raw footage preferably supplied in a Google Drive

AUDIO

As a minimum take an audio feed from the AV desk, preferable to also have a secondary back-up.

SHOTS REQUIRED (B-ROLL BEFORE)

- ▶ Speaker walking into venue
- ▶ B-roll of venue
- ▶ B-roll of audience / conference banner / ambience
- ▶ Speaker mingling

PRESENTATION TO CAMERA PIECE (30-60 SECONDS)

- ▶ Speaker presenting to camera explaining
 - Where they are
 - Who they're there for
 - What they'll be speaking about and why
 - How they're feeling
 - Any other point of interest

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AUDIENCE TESTIMONIALS

- ▶ Full answer testimonials (looking slightly off camera in interview style)
- ▶ Instructions for videographer for audience member as follows:

'I'm going to ask you a few questions about your experience in the audience today. It's a super casual chat and we're only going to take your answers so try to answer in complete sentences so for example if I asked you what you had for breakfast instead of saying 'vegemite toast' you'd say 'this morning for breakfast I had vegemite toast.'

FORGET THE CAMERA IS EVEN THERE AND YOU CAN STOP AND RE-DO AT ANY TIME.

- What did you think of (speaker)'s presentation today?
- What were your key take-aways?
- If you were describing (speaker)'s presentation to a colleague what would you say?
- What do you feel differentiates (speaker) from other presenters?
- How would you describe (speaker)'s performance in three words?

FOR REFERENCES / EXAMPLES OF FINISHED EDITED VIDEOS:



amandastevens.com.au/video/modere-2022



amandastevens.com.au/retail