

PREPARING FOR A VIDEO SHOOT

This list outlines video shoot expectations and preparation tips:

Plan ahead

- We'd love to learn more about your objectives for the video. Who is it for, what do you want to communicate and what does success look like?
- Depending on what the video is being used for, also informs the format and style. A 30 second advert has a much different format to a corporate video for a conference.
- Share your inspiration with us. In order to bring your vision to life, having real examples we can see before the shoot, ensures we can help you achieve it.

Dress appropriately

- Depending on your desired look, wearing something comfortable while looking professional or casual is crucial.
- Wear solid-coloured clothes and avoid distracting patterns.
- Ensure your clothes have been washed and ironed before the video shoot.

Practice good posture

- Maintaining good posture reflects professionalism and confidence. Remember to straighten your back, relax your shoulders, and look straight ahead.
- Depending on the type of video, it may be crucial to stay in the same spot while filming.

Speak clearly

- Take deep breaths before you speak. Once you feel ready to talk, speak clearly at a moderate pace.
- Have a script ready. This enables you to rehearse before filming, allowing you to familiarise yourself with the topic. This lets you speak confidently, clearly, and in complete sentences.
- Also, a script helps you avoid unwanted stuttering, and the use of words such as "like" and "um".
- During filming, don't be afraid to pause to gather your thoughts, we want you to speak comfortably and confidently.
- Maintain your breathing by speaking on the exhale. This lets you control your breathing rather than sounding breathless.

- Once you finish with a sentence, be sure to pause for a few seconds, this helps us to easily modify it in the editing process.

Maintain eye contact

- Find a focus point to look at during video taking, the spot you look at varies depending on the type of video being filmed. You may want to look into the camera lens, at the interviewer, or a specific point/area.
- If you are speaking directly to the audience, maintain eye contact with the camera lens. This can include a presentation.
- In the case of an interview, keep eye contact with the interviewer. This establishes a connection and keeps you appearing more engaged with the conversation.

Microphone set-up

- After setting up your microphone, it is important to keep the microphone area clear to avoid interrupting sounds. This includes touching the microphone itself once filming and touching the surrounding areas like your clothes and hair. This is because the microphone will pick up rustling noise and you wouldn't want to hear any disruptions while you speak.
- If you wish to touch the surrounding areas to change your hair or fix your clothing, simply let us know as Lavalieres can be sensitive.

Be yourself

- Finally, remember to be yourself! Don't try to be someone you're not, and don't overthink things too much. Just relax, be natural, and let your personality shine through.

Overall, preparing for videography involves paying attention to your appearance, posture, speech, and eye contact. By following these tips, you'll be able to present yourself confidently and professionally on camera.