



PLEASE COMPLETE THIS FORM **PRIOR TO** YOUR SCHEDULED SHOOT AND REVIEW WITH YOUR FILMMAKER UPON ARRIVAL.

Business Name

Industry

Time and Day of Shoot

**MY BUSINESS WILL BE: (PLEASE TICK ONE)**

**OPEN**

(I will notify customers of the filming and post 'Filming in Progress Sign')

**CLOSED**

(My business will be closed to the general public and I will have my family/friends/models, acting as customers)

## INTERVIEW PREPARATION

We recommend a documentary style on-camera interview using the Q&A method. Practice your answers or write a 60-90 second script highlighting your best business facts. Our filmmaker will direct all visuals and voice on the day.

**NOTE: All persons appearing in video must sign a separate release form. This includes parents of anyone under 18 years of age.**

## SOME QUESTIONS TO CONSIDER...

- 1) Please give a short (15-20 second) description of your business.
  - 2) Describe your main products and services.
  - 3) How long have you been in business and what motivated you to start?
  - 4) What are you best known for and why? (i.e. Signature Dish, Intricate Design Process, Special Service You Offer, Innovation, Unique Selling Proposition, What Distinguishes Your Product or Service from Others?)
  - 5) What sets you apart from others in the field and keeps your clients coming back?
  - 6) Do you have an anecdote about your business that summarises what you are all about? (any special stories, special moments).
- Finish these sentences...
- a) "When a customer walks into our business they can expect..."
  - b) "What really makes us unique is..."
  - c) "What makes us stand out is..."

**INTERVIEW /VOICEOVER (TICK ONE PREFERRED OPTION)**

I am prepared for an on-camera interview

**IF YOU DO NOT WISH TO BE ON CAMERA, WE OFFER THE FOLLOWING OPTIONS (PLEASE TICK PREFERRED ALTERNATIVE OPTION)**

I am prepared for an interview, but want to use only my voice not appearance.

I decline an interview, please use Music only

Hire professional Voiceover / Model / Actor / Actress / Makeup Artist \*Additional Fee Apply for each of these. Call +2348054318481 to order prior to shoot



**\*Be Prepared.** Complete this LDN Productions Production Outline & Practice your interview topics before your Shoot and discuss these items with your filmmaker upon arrival.

**LOCATION OF SHOOT (ONE LOCATION – ADDITIONAL LOCATIONS AVAILABLE FOR ADDITIONAL FEE)**

**Quiet Location | Single Location | 60 – 90 Minutes** Interviews should be concluded in a quiet and controlled environment.

Location

Choose the space that best represents your business. Your Shoot will happen at a single location, last 60-90 minutes and will include a brief consultation with your filmmaker to ask questions, review your Production Outline, request specific shots, and complete the interview.

**SHOOT LIST (HIGHLIGHT WHAT MAKES YOUR BUSINESS UNIQUE MAKES FOR AN ENGAGING VIDEO)**

Please list People, Items, Products, Services, Store Front, Office Premises, Awards, or Examples you would like included in the video. Also list anything you would like excluded in the video shoot so that this will serve as a guide to the filmmaker and the team. Motion and still images will be captured on the agreed day and time of shoot. **PLEASE HAVE THE ITEMS & PEOPLE LISTED PREPARED AND READY FOR THE SHOOT.**

**NOTE: All persons appearing in video must sign a separate release form. This includes parents of anyone under 18 years of age.**

**\* REQUIRED SIGN-OFF (PLEASE INITIAL EACH SQUARE BELOW)**

- I understand that the shoot is limited to 60 – 90 minutes in one location. Additional Locations or Re-Shoots requested are reviewed on a case-by-case basis and, if approved, will incur additional cost
- I am prepared for an interview, but want to use only my voice not appearance.
- I decline an interview, please use Music only
- I discussed this form with my filmmaker prior to the interview and any videotaping

CLIENT SIGNATURE & DATE

CREATIVE SIGNATURE & DATE