

SHOOTING DAYS

“Briefing Deck Film Production”



LET'S CREATE MOVING CONTENT

We've created this deck to give you an idea of what to expect on a shootingday, when you open your doors for I-MOR to create moving content at your company.

This deck will explain:

- What will happen
- When it will happen
- Who will be there
- What we need from you



LIGHTS, CAMERA, ACTION!

What will happen?

Prior to the shooting day, we'll schedule a **PPM**. This is a pre-production meeting, where we'll go over all points regarding the shooting day.

On the shooting day, our film crew will be visiting your workplace to shoot content for your film. After careful planning and preparation it all comes down to this day.

The crew will be shooting imagery and sound at several places in your office. They'll know exactly what to do so don't worry about that. **They only need a little help getting around.**



A man in a military uniform, identified as Hannibal Lecter, is shown from the chest up. He is wearing a light-colored, button-down shirt with a tactical vest. He is holding a handgun to his lips with his right hand, which is wearing a black glove. He has a serious expression and is looking slightly to the side. The background is a dark, smoky, and fiery environment, suggesting a battlefield or a scene of destruction.

I LOVE IT WHEN A PLAN
COMES TOGETHER!

— HANNIBAL - THE A TEAM



SHOOTINGDAY



SHOOTING

Interviews of the speakers
that are in the script.
Scenery shots of the interior
and exterior of your office.
B-roll of people working alone
and/or together.
Extra location?



CREW

Aprox. 2 or 3 crewmembers
moving in and out of several
places throughout the day.



INTERVIEW

The interviewee always talks
to the person next to the
camera, not straight into the
lens. It is more of a
conversation than a recital.
You don't have to know the
words by heart.

TIMETABLE

When is everyone expected?

To make this day as efficient as possible there will be a custom made timeframe. A so called callsheet, which you will also receive beforehand.

A common example of what a timeframe could look like is this:

09:30-10:00 Arrival crew and company contact

10:00-10:30 Check locations

10:30-11:00 Build-up and arrival cast

11:00-13:00 Interviews

13:00-13:30 Lunch

13:30-14:30 Interviews

14:30-17:00 B-roll with interviewees present

17:00-17:15 Wrap and breakdown

* Please note that this is an example, timings are always subject to change due to availability of people and locations. A specific timing will be made in a callsheet that will also have clear times for each individual castmember, crew and stakeholders.



A full-page background image of Buzz Lightyear from Toy Story. He is in his iconic green and white space suit, running towards the viewer with a determined expression. The background is a blue wall with stylized white clouds and a wooden floor at the bottom.

‘TO INFINITY AND BEYOND!’

— BUZZ LIGHTYEAR - TOY STORY



CREW & EQUIPMENT

Who will be there and what will they bring?

The crew size approximately 2/3 people depending on the nature of the production. The technical crew consists of:

- Director
- DOP / Cameraman
- Sound engineer/ Light engineer
- Production lead / Producer

Sometimes certain roles are combined due to availability or budget limitations.

Besides the technical crew there could be an additional interviewer, client stakeholder, partner stakeholder, etc.

The equipment is mostly mobile and fits in a small van and two carrying carts. The crew will only need a couple of power sockets to charge batteries with and will follow any safety measures if needed. A space to lock and store some equipment would also be nice. Please let us know if there are any specific measures to take into account such as safety glasses/shoes/etc. If a crew needs specific licenses such as VCA, we'll make sure we're compliant.



YOUR TO DO LIST

What do we need from you?

- **Permission and clearance** to film places and people across the company. Naturally, we respect individual requests not to be filmed, however we can not blur or delete anyone after the shooting day. The more freedom of movement we have, the more dynamic the film will be.
- **Quitclaims.** Signed permissions by the ones who will be in the video. I-MOR can also advise and take that off your plate by providing those.
- **Dress business casual.** It's just an ordinary day and authenticity matters. Avoid wearing fine stripes, patterns and big logos. Keep make-up and hair as you would normally have.
- **Keep an eye on company sensitive information.** We will doublecheck before hitting record. However, in the speed and enthusiasm we cannot replace information in post-production without going out of scope.
- **Parking spaces** as close as possible to the entrance of the company for crew and their equipment.
- **Food.** Is it possible to have lunch at your location and can that be provided by i.e. your facility? Or do we need to arrange this ourselves?



REMARKS OR QUESTIONS

Please feel free to ask questions and share remarks, by picking up the phone or through e-mail. We are available to supervise and assist.

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A hand is holding a burrito wrapped in brown paper. The burrito is filled with green lettuce, orange carrots, and brown meat. The background is a solid teal color. An orange speech bubble with the text 'I-MOR' is positioned near the burrito. The text 'IT'S A WRAP' is written in large white letters across the bottom of the image.

I-MOR

IT'S A WRAP