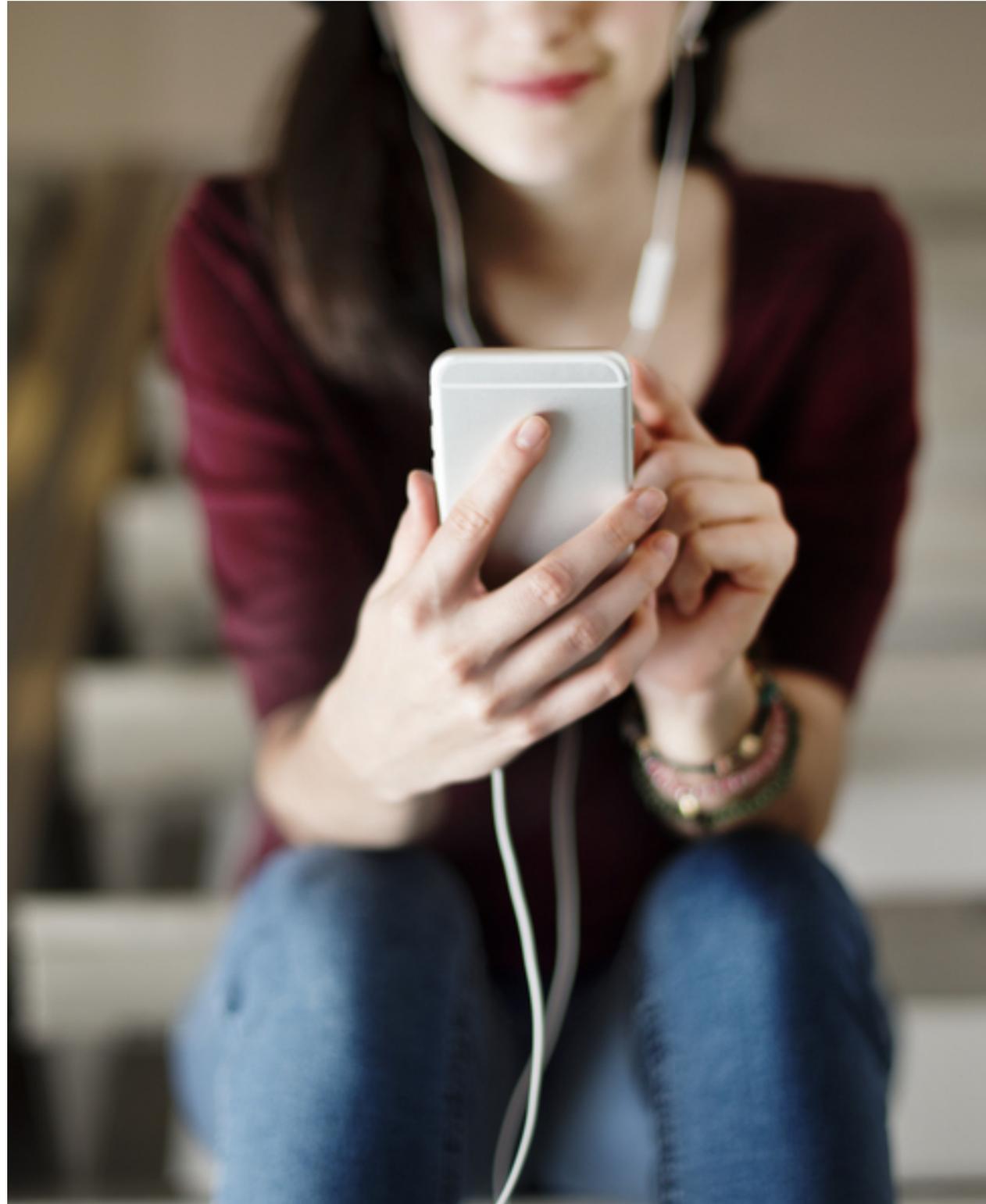


Things to think about when

Planning Your Video

01 Who is my audience?



Who do I want to reach and what do I want to say to them. These are first things you ask yourself when making a video.

Maybe you have more than one audience.

Is there some person or group out there you might not have thought about. These are all things to consider when planning a video.

Once you have an ideal viewer and listener in mind everything else tends to fall into place. Visualise who they are, what sort of things are they concerned about, why would they be interested in what you have to say or have to offer. Think about your story and how it connects with others.

We all love stories. These are easiest to share on video.



Make it beautiful

Keep it short and make it beautiful. 2 to 3 minutes is often enough. People decide very quickly when they watch video whether or not they want to hear more, so grab them at hello!

If you have decided to make a video, to pitch your product or yourself that is a great idea. Videos connect with people. When potential clients see you in person, they make a connection straight away, it's like they know you, so it is important to make your video as professional as possible.

Web videos allow you to reach more people on their phones and on their laptops and tablets than any networking event. A web video is more likely to lead customers from click to sales on your website.

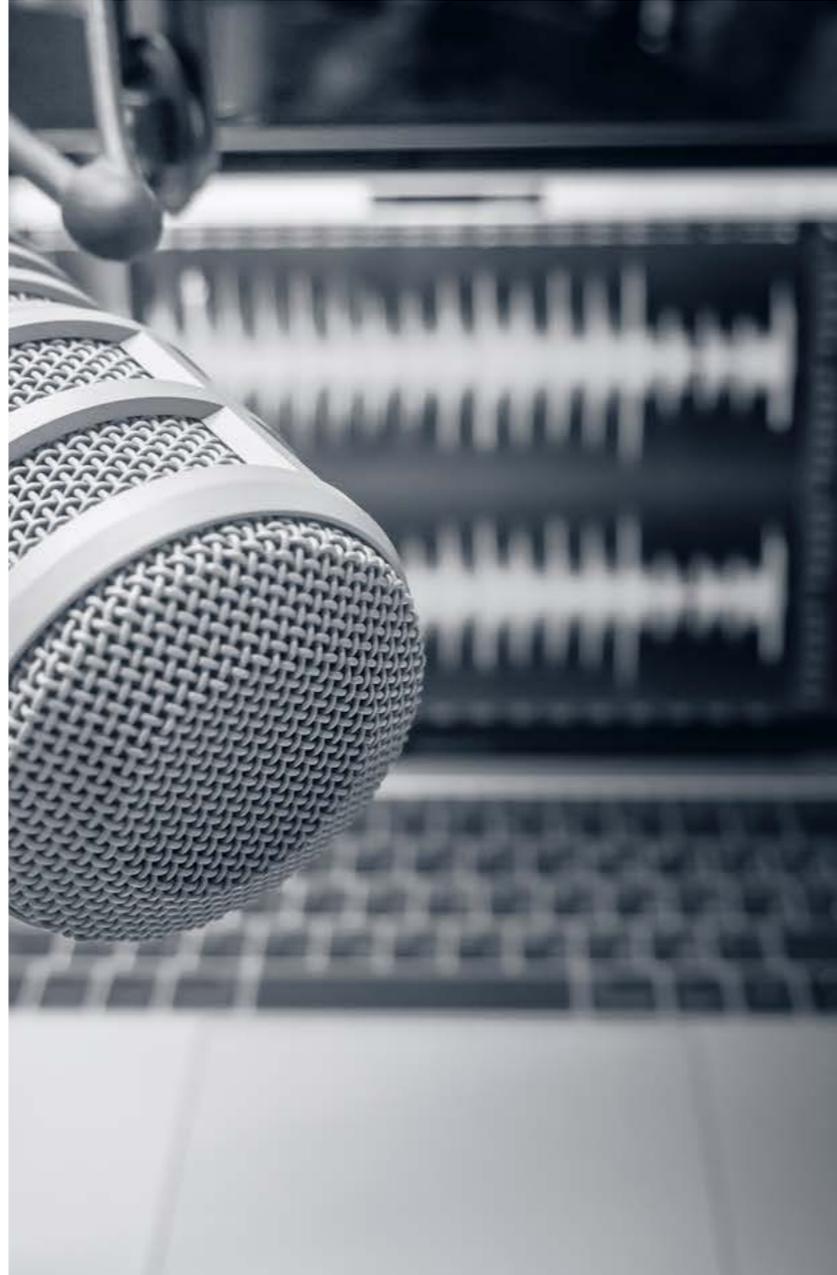
Make sure the sound is great. We know that pictures are vital but very often amateur video makers neglect the quality of sound on a video and it is really important that what you say can be heard clearly. This is even more important if your clients are in any way hard of hearing.

International research shows that web videos on your website increases your SEO or Search Engine Optimisation. Video makes you easier to find on the internet. Once your video is made, you can use it on your website and on platforms like Facebook, LinkedIn, Youtube, Pinterest, Whatsapp, and of course twitter. Video is made to share.





Tell a story. Connect with your audience.
People want to hear from you



Ensure professional clear sound. Let
people hear your authentic voice.



Excellent camerawork overlaid with clear
graphics sell your message, your brand
and you.

04 Numbers are important

Know Your Budget

You want a really great video. Take that as given. How do you begin the process of getting value for your money, your investment? You know what you want to say but know that videos can be expensive. Not knowing where to start, can stop people from making their video in the first place. Start with numbers and plan a ball park budget. Ask yourself how much are you prepared to spend to get what you want.

If you have a figure in mind, you can start working out how far that will get you. It is also a big help when you go to a production house like Ocarina, who can tell you what can be delivered for your budget range.

Duration of video

How long you want the video to be depends on several factors. Ask yourself how can the video serve your purpose. Remember one video shoot could serve several purposes. It is all in the planning. Ask yourself and your team

- Do you want to show off your product, a golf course, your hotel, or to tell a story.
- Think do you want to include people in interviews, providing information and knowledge.
- Consider having testimonials on a product or service you provide.
- Beautiful images will be needed to go with a good script for a VoiceOver. You might need stills as well as video.
- Maybe you want a training video for practical classes. This could be a longer video with a combination of interviewee and VoiceOver with beautiful imagery to tee up a lesson or maybe start a discussion.
- Do you need activity footage for your online training course.
- Maybe you want to communicate with a 'hard to reach' group think how can you film sensitively.

Whatever your needs are, you can spend a day or two shooting footage that can be used in several ways. It all comes down to thinking about what you want and planning, distilling that plan and then going for it.

Where Ocarina Comes In

We can help you with all stages of planning and your first consultation is free. Call us or make an appointment online to discuss your initial thoughts and ideas. This is our number +353 1 2895264 or Tom 087-2540834 Angie 087-9726973 or book through the website ocarina.ie

Plan Shoot Edit

You want your video to have impact and to look, sound and feel professional and to last. This is done in three phases.

Get out a pen and paper and start sketching out in words and pictures what you would like to see and hear.

You don't need to be artistic just get the ideas onto paper.

It will take time to plan, shoot and edit. Not too much time, but enough to ensure the quality and the longevity. It will be worth the wait and the impact of video is phenomenal.

Clients tell us that training videos that Ocarina shot for them 10 years ago, still ring true in the training scenarios they use them for.

You need your video to reflect well on you. It will take careful planning and that starts with you.



People like you

Being Yourself, Sounding Like You

We excel in making people feel at ease and like their normal selves on camera. This comes of years of experience working in broadcasting and media training in the IMI.

Who we have filmed

We have filmed with business people, athletes, writers, actors, academics and people from all walks of life who are passionate about what they do and who tell wonderful stories.

Thanks to our client the Irish Hospice Foundation, we have filmed with Gabriel Byrne, Colum McCann, the late amazing poet Seamus Heaney and many people in the caring professions and academia.

We have filmed in Trinity College with TCGEL Trinity Centre for Gender Equality and Leadership with Provost Patrick Prendergast and former Vice Provost Linda Hogan and Former TCD Chancellor and President of Ireland Mary Robinson and Professor Eileen Drew Director of TCGEL.

We have made training videos for IHF and educational videos for large and small companies and organisations. We have even made videos on how to maintain a golf course in pristine condition for Dun Laoghaire Golf Club which has been seen by golfers all over Ireland and around the United States.



What clients say about us...

The Irish Hospice Foundation has worked with Angie Mezzetti of Ocarina on a number of projects over many years. We have always been highly impressed by the standard of her work; her sensitivity in dealing with difficult subject matter and her ability to communicate complex issues. She pays attention to detail and is very dedicated to the work she does.

Sharon Foley CEO Irish Hospice Foundation

IMI have worked with Angie and her team on a number of our most innovative programmes and the service we have received has always been first class. Angie brings a wealth of great ideas, experience, creativity and attention to detail combined with an extensive network of contributors which has enabled our participants to experience the real world of media scrutiny in a safe and developmental space.

Dr Colm Foster Director Executive Education IMI

Call us now +3531 2895264

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Call us now on +353-1-2895264 or email info@ocarina.ie and tell us what you want in your video

