



Preproduction Plan

Point of Contact

Name	Email	Number
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Objective

Discuss the business objective for creating the video. What do you want to happen when people finish watching your video?

Audience

Who are you trying to influence? How narrow is the focus?

Concept

What is the big idea? What are the top themes or messages that you need to communicate?

Distribution

How are you planning to attract viewers to the video?

Treatment & Storyboard

Do you have thoughts on the style or sections of the video? Are there key players and/or projects to be included?

Length of Video(s)

How long is necessary to make our point? Discuss ideal length for your intended distribution channels.



Scheduling and production logistics

Discuss thoughts on locations, any necessary approvals, key players to be included, indoor/outdoor, etc.

Timing and Final Delivery

Discuss a desired final approval date and any timeline factors/preferences.

Next Steps/Questions