



## Video Kickoff Questionnaire

Point of Contact (POC)


Deadline:

### Overview

Please describe your organization.

What services or products do you provide?

What are the objectives and goals of the video?

How will the video be used?

Who is the target audience for the video?

What type of video will this be?



What messages do you want viewers to talk away from the video?

Anything to note for the team to not capture or items they should be mindful of while filming?

Do you have any ideas for possible imagery?