



**2 MINUTE  
VIDEO**

Every company has a story  
Let us help you tell yours...

## 2MV Checklist

### Advance information

*(please provide to Print Planet no later than 10 days prior to shoot date)*

- Please provide a brief description of what the video will be about
- Name and title of presenter(s)
- Official name of the subject product
  - The name of the product will usually appear in the title of the video. If there is a specific logo for the product that you wish to include we need to have a version of that. Logos should be a minimum of 1280 x 720 pixels and 72 dpi.
- Please provide the exact wording and any branding marks you would like to appear in text components of the video. We want to be sure we get your branding correct.
- If you wish to have a company logo appear in the lower corner of the video please provide the logo in advance. Logos should be a minimum of 1280 x 720 pixels and 72 dpi
- Outline of presentation
  - Please provide a checklist to help us make sure all your points are covered.
- Video components
  - This may include short standardized introductory video clips, existing video that could illustrate speaker's talking points, or simply as background. Video clips to be inserted should be a minimum of 1440 x 1080 pixels at 72 dpi.
  - Please provide images, logos or links for download. Images must be 1280 x 720 pixels at 72 dpi or larger.
- We often use on-screen text to emphasize key points or supplement audio.
  - Based on your outline, please provide copy or links to material or preferences for what will appear on screen
- What are your plans for video deployment?
  - This helps us understand the video formats you will need.

### SCHEDULING NOTE

All 2MV filming sessions are done on a pre-determined schedule. For example, we typically allow 1 hour in a booth for a 2-minute video, allowing time for multiple takes and to capture any additional footage (b-roll). Because we often have multiple sessions scheduled throughout a day we must to adhere to a schedule and keep moving.

We will base your time slot on the number of videos you request and ask that you work with us so that we can maintain our daily schedule.

#### Our Location

We understand that planned schedules go awry, but we ask that presenters and any assistants be ready to help create the video at the scheduled time and location. Waiting for a presenter to be available disrupts the schedule and delays other scheduled shoots. **We reserve the right to reschedule a video session if the presenter(s) or equipment is not available at the scheduled time.**

- Production assistance
  - It is helpful in a busy show booth if one or two booth personnel can be available to help prevent show attendees from walking between the camera and the presenter. Walk throughs delay the process and require re-shooting.
- Presenter recommendations:
  - Please wait five seconds after the producer/director/cameraperson gives the go ahead before you begin speaking.
  - Presenter should be prepared to talk about the subject product without having to refer to product brochures during the video shoot.
  - The presenter should limit his/her speaking time to two minutes. The finished video will not be much longer than 2 minutes.
  - The presenter should not hold reference materials or samples in their hands. If showing material is necessary we need to know in advance so we can incorporate it into the finished video as smoothly as possible
  - Please prepare a one or two sentence closing statement for the presenter that sums up the presentation.