

Video planning questionnaire

These questions will help you plan your project and highlight what value it will drive for your team or business. **We recommend filling in all fields and running it by someone else for approval.**

Project Lead:

Team:

Approved by:

What is the project? *i.e. Team Intro, Recruitment Video, Event Highlights, etc.*

Why is this video being made?

Who is the target audience for the video?

What are 2-4 key takeaways from the video?

Is there another video you could compare the style to? *Company video or otherwise.*

Is there a call to action? Words of inspiration to leave the viewer with?

How should the viewer feel after they've finished the video? *i.e. Inspired, ready to do something, wow this company is fun, etc.*

Where will this video live? Blog? Social media? Intranet?

What are the deadlines for your video?

Filming starts:

Filming ends:

First Edit:

Final Edit:

How are you going to measure the success of this video?

Views, actions taken, survey, feedback, email replies, leads generated, etc. Note:

If you don't have the ideal tools to measure, do your best or get creative!

