

VIDEO PRODUCTION BRIEF

Company Name:		Main Contact:	
Tel No:		Fax No:	
Mobile No:		Date:	
Address:			
Email address:			
Company website:			
Date you require our written proposal:			
1. Why is the programme being made?			
2. Who is the target audience?			
3. What do you want to communicate?			
4. What duration do you want the programme to be?		5 - 10 mins <input type="checkbox"/> 10 - 15 mins <input type="checkbox"/> 15 - 20 mins <input type="checkbox"/> Over 20 mins <input type="checkbox"/> Other - please specify <input type="checkbox"/> <input type="text"/> mins	
5. How do you want the message to be put across?			
6. Where and how will the programme be shown?		Sales Meeting <input type="checkbox"/> Training <input type="checkbox"/> Exhibition <input type="checkbox"/> Induction <input type="checkbox"/> Mailings <input type="checkbox"/> Conference <input type="checkbox"/> TV Ad <input type="checkbox"/> Website <input type="checkbox"/> Other - please specify <input type="checkbox"/>	

<p>7. When is the programme needed?</p>	<p>Sales Meeting <input type="checkbox"/> AGM <input type="checkbox"/> Exhibition <input type="checkbox"/> Conference <input type="checkbox"/> Budget Planning <input type="checkbox"/></p> <p>Please specify the deadline date <input type="text" value=" / /"/></p> <p>Other - please specify <input type="checkbox"/></p>
<p>8. What is your budget?</p>	<p>Under 10K <input type="checkbox"/> 10K - 25K <input type="checkbox"/> 25K - 50K <input type="checkbox"/> 50K - 100K <input type="checkbox"/> Over 100K <input type="checkbox"/></p> <p>Other <input type="checkbox"/> Please specify your budget <input type="text" value="£"/></p>
<p>9. Who will be the principal point of contact along with a deputy in case of holidays or absence?</p>	<p>Name: <input type="text"/> Phone no: <input type="text"/></p> <p>Email address: <input type="text"/> Mobile: <input type="text"/></p> <p>Alternative Contact Name: <input type="text"/> Phone no: <input type="text"/></p> <p>Email address: <input type="text"/> Mobile: <input type="text"/></p>
<p>10. Does the programme need to include interviews with relevant staff or people?</p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>If Yes, please provide more details</p>
<p>11. Do you have any existing video material that can be used for this programme?</p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>If Yes, please provide more details</p>
<p>12. Do you require foreign language revisions?</p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>If Yes, please provide more details</p>
<p>13. What platforms do you require the programme to be delivered on?</p>	<p>MPEG CD <input type="checkbox"/> QuickTime Movie <input type="checkbox"/></p> <p>DVD Disc <input type="checkbox"/> Website <input type="checkbox"/> Other <input type="checkbox"/></p> <p>Please specify</p>

<p>14. What quantities do you require?</p>	<p><i>CD's/DVD's</i></p> <p>25 <input type="checkbox"/> 50 <input type="checkbox"/> 100 <input type="checkbox"/> 250 <input type="checkbox"/></p> <p>500 <input type="checkbox"/> 1,000 <input type="checkbox"/> 2,000 <input type="checkbox"/> 5,000 <input type="checkbox"/></p> <p>Other please specify <input type="checkbox"/></p>
<p>15. Do you require printed packaging and labelling?</p> <p><i>Does this need to match existing promotional material?</i></p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>If Yes, please provide more details</p>
<p>16. What products or services do you supply?</p>	
<p>17. Further Information?</p> <p><i>Please supply any relevant company literature which will assist us.</i></p>	

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