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Pre-Production Makes Life So Much Better!

Spice Things Up!

*Full disclosure: we are guilty of a lot of these things (nobody's perfect)!

- Recurring content can get repetitive. Salvage your quality and creativity with pre-production!
- Never take anything for granted.



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Spice Things Up!

- Do you need to plan on something different this time?
 - Different location?
 - Different equipment?
 - Unique lighting/audio challenges (visit the location in advance).
 - Does the talent need any unique accommodations?



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Spice Things Up!

- Always look for ways to “tweak the formula.”
- What if you need a drastic change? That starts with pre-production!



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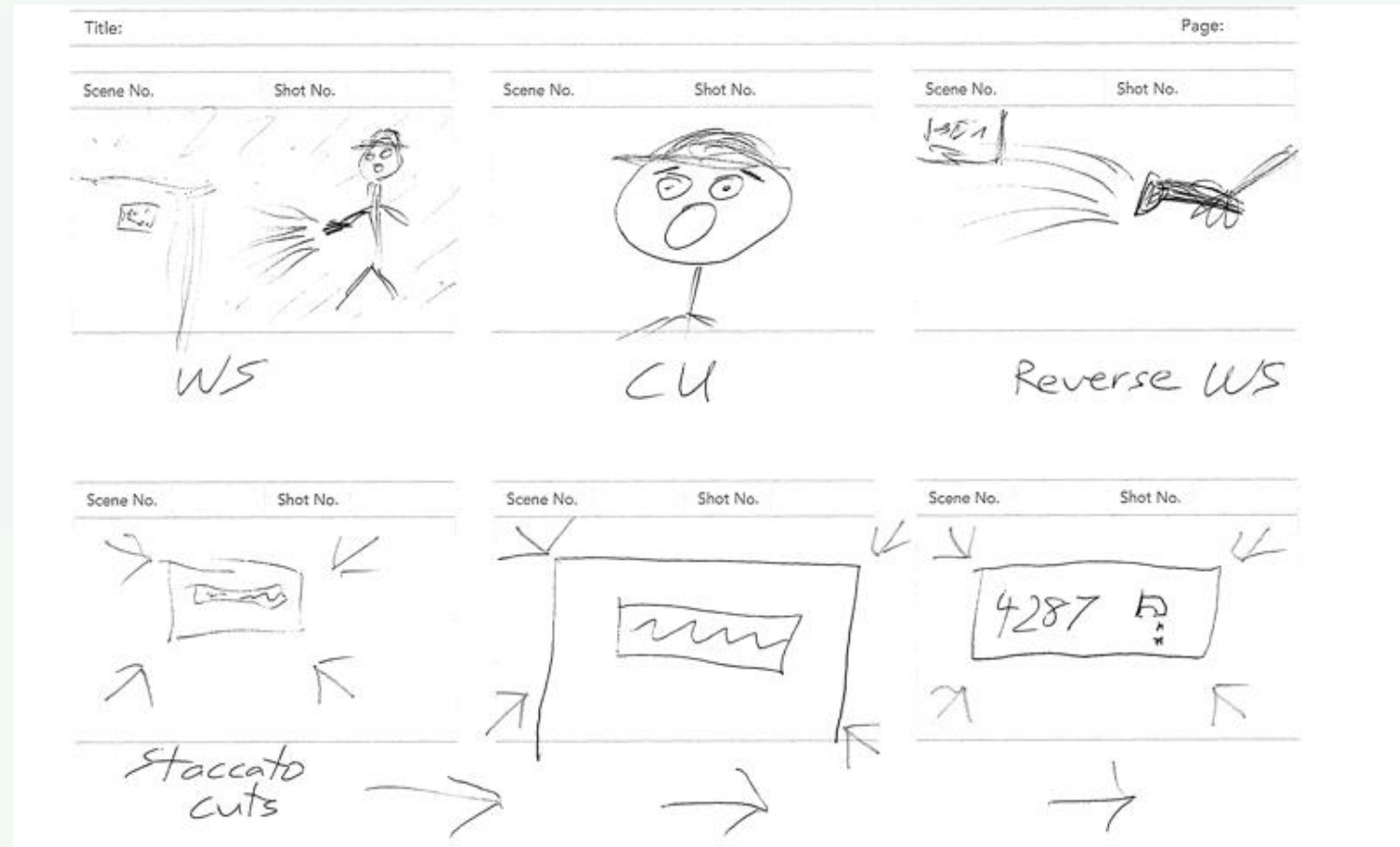
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Pre-Production Tips (We've all heard this before, Scott...)

- Storyboard, even if you are terrible at it.



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Pre-Production Tips (We've all heard this before, Scott...)

- There are different kinds of pre-production depending on the project.
 - Scripted content/movie-like setup.
 - Live, on-location events.
 - Multi-location documentary-style.

- All of these require a degree of prep and planning.



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Pre-Production Tips (We've all heard this before, Scott...)

- Think/write/shoot like an editor – set yourself up for success.
- Communicate clearly with crew and talent.
- Set expectations of what needs to happen to be successful.
- Think about what you can do to make this project great/unique/special.



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Pre-Production Tips (We've all heard this before, Scott...)

- Have a contingency plan when possible.
 - What if somebody gets sick?
 - What if equipment breaks?
 - What if the weather changes?

- Know what ultimately HAS to get done.



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How to Pivot or: How I Learned to Stop Assuming Everything Would Just "Work Out" and Started Taking Control

Tips for making "pivoting" easier:

- Get contact info from interviewed people when possible.
- When possible, give yourself as much time to regroup/reschedule.
- Take extra gear (DJI Pocket, extra mic, lights, batteries, etc.).
- Consider what might be an angle that you didn't think of before.



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How to Pivot or: How I Learned to Stop Assuming Everything Would Just "Work Out" and Started Taking Control

- Expect the best and plan for the worst.
- Consider a mental checklist on a scale of "what is the best case" to "what would get me fired?"
- Be confident. Even when things are falling apart around you, you are the resident expert.



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How to Pivot or: How I Learned to Stop Assuming Everything Would Just "Work Out" and Started Taking Control

Ultimately, the audience is not going to know what they missed out on. Just tell the story the best way possible.



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