



Field Production: Plan... Pivot!

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Agenda

Background

Identify when to pivot

Examples of a pivot

Embracing the change

Q&A





Background

- Broadcast and Digital Content Producer since 2000
- Worked in Broadcast News, PEG Networks, as well as Federal and Commercial Marketing agencies.
- Crew management experience ranges the gamut. From one man band to directing managing crews up to 25 people on location.



Identify When To Pivot

Merriam-Webster defines Pivot as such:

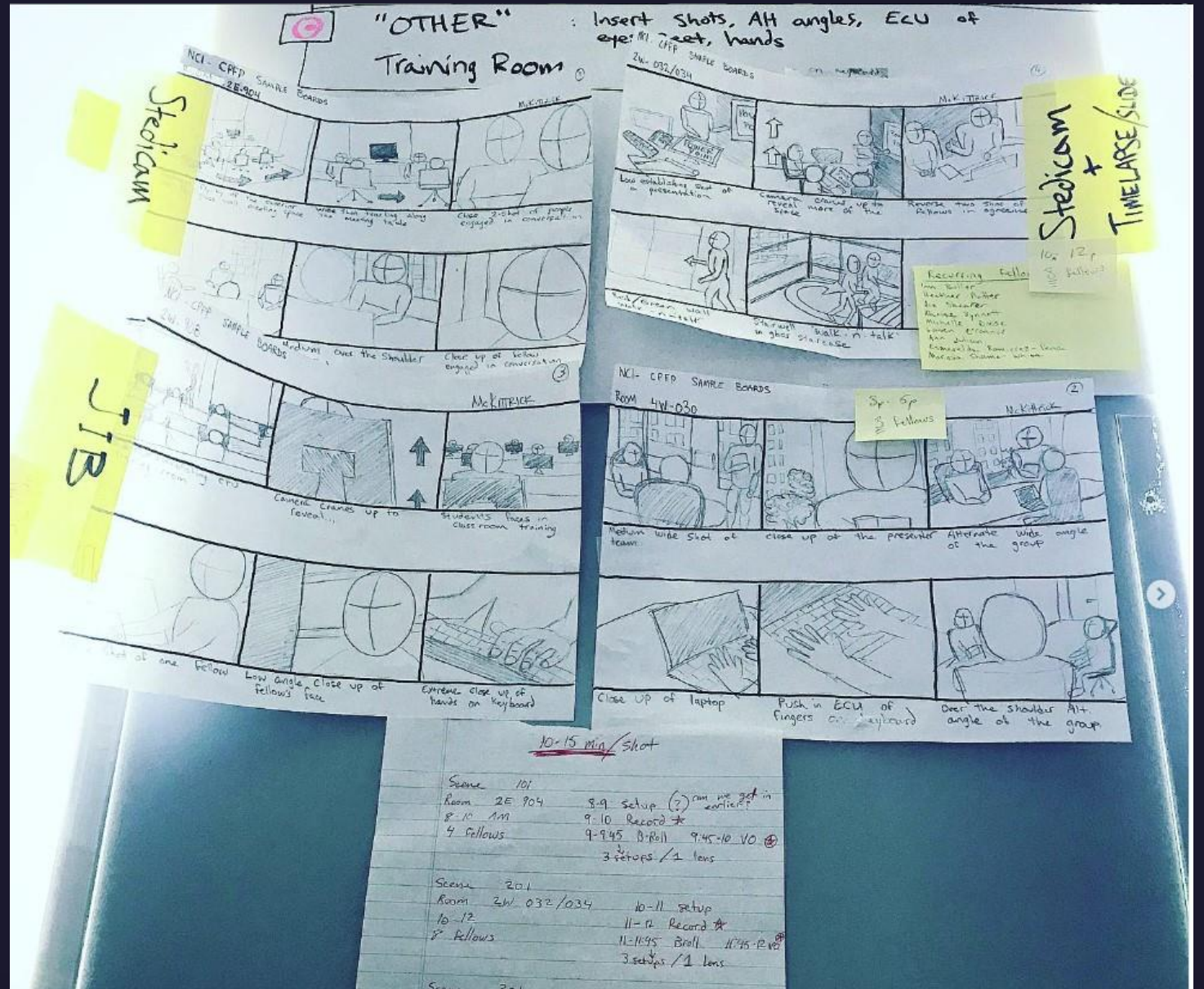
“To adapt or improve by adjusting or modifying something (such as a product, service, or strategy).”



Identify When To Pivot

Once you have recognized the need to pivot, it is time to structure your approach.

Here are some tips to help reduce the risks associated with pivoting and increase your chances of a better outcome:



Pivot Like a Pro

- Pivot as soon as you recognize the need
- Pick new goals that align with your mission
- Don't throw away your initial effort
- Listen to your team
- Always keep your end goal in sight
- Design your new plan with the revised strategies laid out
- Communicate, communicate, communicate!!
- Monitor and revise as necessary

“The best way
to beat a
problem is
make it work
for you.”

Angus MacGyver



Examples of a Pivot



We'll need a volunteer

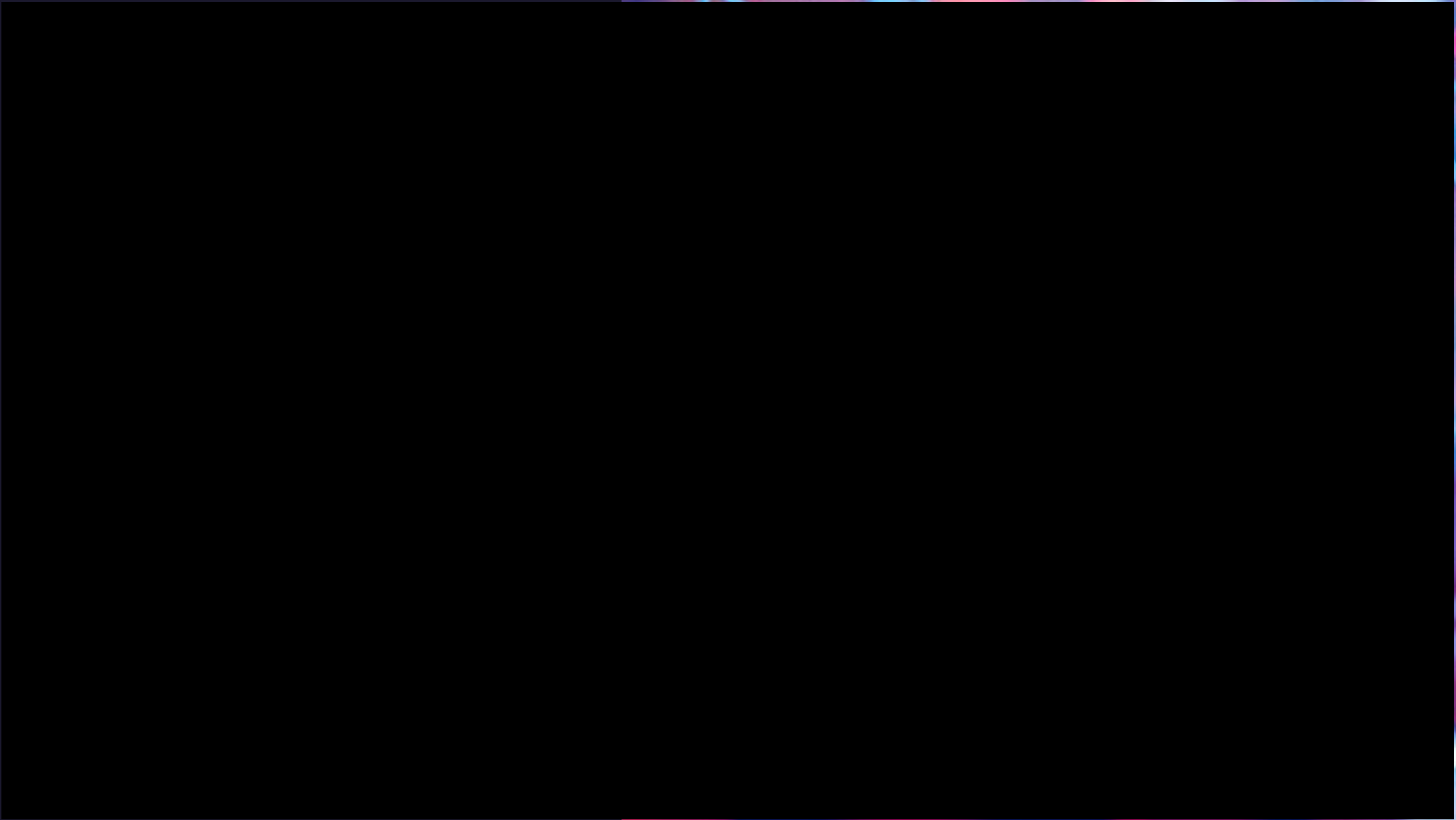


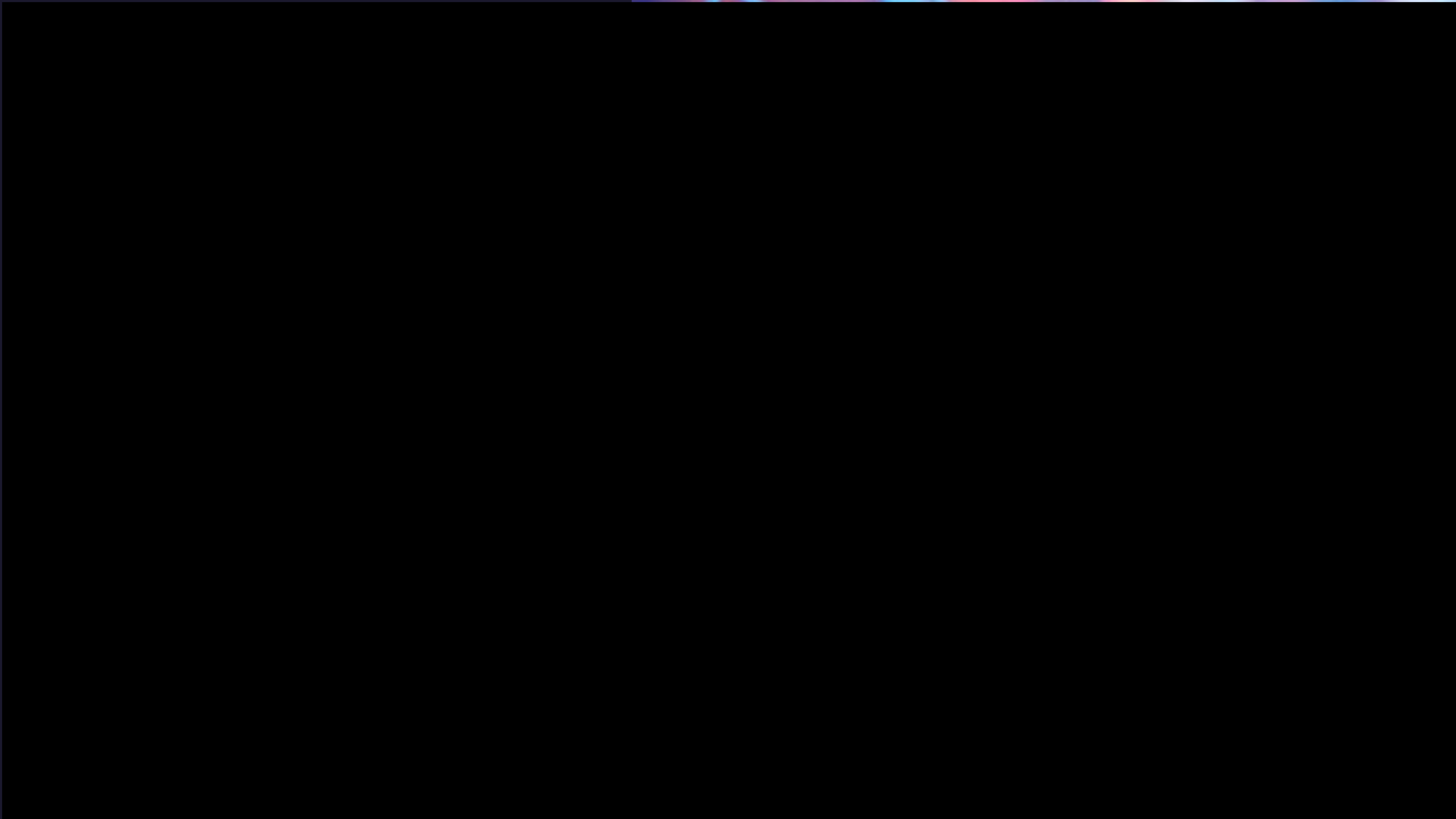
We got that b-roll!



Oh, THAT button!











Granted, some things just aren't happy accidents. Sometimes a project just turns into a complete no-go...

But, you'd be surprised how you can overcome most issues with a slight change in perspective.

And don't forget to have fun!

Thank You

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