

EVENT VIDEOGRAPHY BRIEF

KEN CHU VIDEOGRAPHY

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Complete as much as you can; roughly 30 minutes. Anything you are unsure about, leave blank and we will cover it together. Guidance for every section: kenchu.co.uk/blog/how-to-brief-an-event-videographer/

1. EVENT BASICS

Event name

Date

Venue name and address

Event start and finish times

Expected attendance

Crew arrival: entrance, parking, who to ask for

2. PURPOSE AND AUDIENCE FOR THE VIDEO

The most important section. Who will watch the finished video, and what should they think, feel, or do afterwards?

3. RUN OF SHOW

Attach your running order with timings, or summarise it here. Mark essential agenda items, and tell us if timings may slip.

4. MUST CAPTURE LIST

Five to ten specific moments, people, or details that absolutely must appear in the footage.

5. KEY PEOPLE

Hosts, speakers, VIPs, sponsors, award recipients. Note anyone to interview on camera, and who can make introductions.

6. VENUE AND LOGISTICS

Lighting conditions, camera restrictions, venue filming rules, and whether the AV team can provide a sound desk feed.

7. DELIVERABLES

What you need afterwards and by when: highlight film, full session recordings, social media clips, raw footage.

8. FILMING CONSENT AND SENSITIVITIES

How attendees are informed about filming, opt out arrangements, anyone who must not be filmed, children present.

9. BUDGET AND BOOKING DETAILS

Coverage hours and crew size agreed

Budget

Decision maker on the day (name and mobile)

Your name, organisation, and email

DONE? SEND YOUR COMPLETED BRIEF TO US AT KENCHU.CO.UK

We will come back with the right questions and an honest quote.

Over 20 years of filming experience, including work for Samsung and Google.