MVP Video Event Planning Guide: Campus Events

OPTIONS TO CONSIDER FOR YOUR CAMPUS EVENT
Events vary in size and scale, this checklist may include options that are not applicable to you.

INFO GATHERING:
☐ LOCATION: classroom or event space, studio, tech enabled class; public or private
☐ PRESENTERS/STYLE: single presenters, panels, concurrent, workshop, # of speakers
☐ MARKETING/PROMOTION: Interviews, B-Roll
☐ INTERACTIVITY: recording audio/video of audience questions?
☐ PRESENTATION MATERIALS: sharing slides, powerpoint, video playback, graphics, music
☐ SERIES: single event, conference, series, course

OPTIONAL VISUALIZATION: CONSIDER YOUR EVENT LOOK AND FEEL
☐ BRAND: available assets to use in event i.e. style guide, animation, logos, website, third party event page, lower thirds, slides [welcome/break/close]
☐ CUSTOM EVENT ASSETS: design and creation of opens/closes, interstitials, transition elements and more to elevate production value during event.
☐ PARTNERS/FUNDERS: considerations for additional recording of interviews or attendee feedback (ROI), alt versions for delivery or streaming

VIDEO PRODUCTION
☐ SCHEDULE: URL, syllabus for course, agenda PDF, draft
☐ RECORDING CLEARANCE: Release forms for speakers, audience Q/A
☐ TECHNOLOGY: single camera, 2 camera, live switch; cinematic packages
☐ SPECIAL EQUIPMENT: staging, event lighting
☐ ADD ONS: video playback, copyright-friendly music, teleprompter
☐ ACCESSIBILITY: ASL, live captions

STREAMING SERVICES: WEB CONFERENCE or LIVE STREAMING [a.k.a. WEBCASTING]
☐ ZOOM WEB CONFERENCE: WEBINAR vs MEETING options may include breakouts, Q&A, chat, recording settings, invite options, attendee metrics
☐ STREAMING MEDIA WEB DEVELOPMENT: MVP URL, Slido, password/login, live lower thirds, analytics
☐ WEBSITE FEATURES: concurrent sessions, breakouts, on-demand video, agenda link
☐ DISTRIBUTION: on-site overflow, MVP URL, embed code for client-hosted page, social media

POST-PRODUCTION AND DELIVERY
☐ SCHEDULE: turnaround time requirements
☐ EDITING: event editing (basic trim/split by agenda), custom editing (creative treatment, writing, storytelling, promotional video)
☐ DELIVERY: source files, web ready, high resolution/archival
☐ ADD ONS: animation, motion graphics, lower thirds, slides/titles, music, segmenting, hard drive
☐ ACCESSIBILITY: post production captions