

<b>Organisation:</b>
<b>Contact Name:</b>
<b>Project title</b>
<b>email:</b>
<b>Phone:</b>
<b>Date:</b>

**Job Brief: Video Production**

**About:** Use this section to tell the video maker about your organisations and project.

**Requirements:** In this section write out what is required of the video.

**example:**

We are organising an online event on 22 September, and we would like this to include a 5-7 minute video that includes:

- Interviews with 2/3 project participants\*
- Clips of existing video footage
- Photos
- Text
- Closed Captions

**Result:** Think about the outcome of your video

**example:**

An engaging video highlighting the positive opportunities European Solidarity Corps provides.

**Target Audience:** Who do you want to see the video?

**example:**

Community Development groups, Volunteering organisations and people who are generally curious about the work Léargas does and the opportunities available in the next programme.

**Key Messages:**

What do you want your key message to be?

**We would like our audience to:**

- Think:
- Feel:
- Do:

**Reference materials:** This is a good place to share example that you like or content about your project and organisation for the video maker.

**Timeline:** When do you need it by?

**Final deliverables:** Do you need a long version and then a shorter version?