

In preparation for your project kickoff call with the TourismOhio team and video service partner, please answer the following questions.

Your answers will help your video production team get a better sense of your project and how to best create a video that supports your marketing needs. During our kickoff call, we'll discuss your shoot and the details that make a successful shoot day. Please note that the final shot list with all details regarding contacts and access must be complete 10 business days before the scheduled shoot date to hold the date.

Organization Name:

1. What is the story you want to share?

2. Who is your target audience?

3. Where will your video be used – broadcast, internet, digital/social, trade show?

4. Is this video for a special event ? If so, please share details.

5. What specific locations do you want to feature?

6. When can we film your video?

a) Month/date

b) Weekend or weekday

c) Day/night or both?

7. What additional services do you require?

☐ On-camera talent/casting ☐ Stylist/makeup ☐ Music other than provided ☐ TourismOhio music ☐ Props/wardrobe

8. Is there anything special we should know about your destination?