

## Contrast Video - Guide for Wedding Videographers

<b>Contrast Video Training guide.....</b>	<b>2</b>
<b>A Personal Introduction from Richard.....</b>	<b>2</b>
<b>So you want to make wedding videos? .....</b>	<b>6</b>
Before you buy anything.....	6
Creating a positive working environment.....	6
<b>Buying equipment.....</b>	<b>7</b>
Buy or hire? .....	7
Capturing.....	7
Camera .....	7
How hi spec should I go?.....	8
Spare camera .....	9
Headphones .....	9
Accessories .....	10
Batteries .....	10
Tripod.....	10
Tapes .....	10
Microphones .....	10
<b>Editing .....</b>	<b>11</b>
PC or edit solution.....	12
Video editing PC .....	13
Software .....	13
Essential vs. luxury items .....	14
<b>So you have a camera and an edit suite – now what? .....</b>	<b>14</b>
Striping your tapes.....	14
<b>Practice, practice, practice!.....</b>	<b>15</b>
<b>Camera craft .....</b>	<b>15</b>
Less is more .....	15
Establishing shots / groups / half shots / heads / close ups.....	16
Example of sequence – bringing the viewer into the scene.....	16
Pans and zooms .....	16
Create a showreel .....	17
Checking out the competition.....	17
Pricing for bookings and to maximise profits .....	17
Marketing materials.....	18
Website.....	18
Contracts .....	18
Insurance .....	19
<b>Getting bookings 1.....</b>	<b>19</b>
Contact .....	19
Wedding fairs .....	19
Sources of marketing.....	20
Guerrilla marketing .....	20
<b>Getting bookings 2.....</b>	<b>21</b>
Closing.....	21
Telephone follow up.....	21

## Contrast Video - Guide for Wedding Videographers

Client visit.....	21
<b>Contract .....</b>	<b>22</b>
Managing expectations .....	22
<b>Filming .....</b>	<b>23</b>
The rehearsal.....	23
Church / marriage venue.....	23
Parking.....	23
Establishing shots.....	24
Relationship with Vicar / church (venue) officials .....	24
Payments for filming and permissions.....	24
Special events – pipers / songs and readings / miscellaneous.....	24
Reception venue .....	24
<b>Filming: The big day.....</b>	<b>25</b>
Concept – filming a series of short stories.....	25
Concept – filming for the edit.....	25
Preparation the night before.....	26
Preparation on the day.....	26
<b>Preparations at the bride’s house .....</b>	<b>26</b>
Establishing.....	27
Essential shots.....	27
Leaving.....	27
<b>Church / venue – before the service.....</b>	<b>27</b>
Establishing shots.....	28
Groom and best man / ushers .....	28
Arrival of guests .....	29
Moving into church .....	29
Arrival of bride and bridesmaids.....	30
Walking to church entrance.....	30
Church / venue – during the service.....	31
Arrival of the bride into venue and walkdown.....	31
The service (vicar, obstructions, sound).....	32
Signing of the register set to music .....	32
Moving up to alter for blessing .....	33
Filming hymns.....	33
Walk down and photographs in church entrance .....	33
Church grounds .....	33
The bells the bells.....	33
Guests / flowers / crowds / action .....	34
Photographs – filming as a short story or montage.....	34
Leaving the church for the reception .....	35
Bride and groom (confetti throw).....	35
<b>Reception.....</b>	<b>36</b>
Establishing shots.....	36
Arrival .....	36
Cake cut.....	37
Receiving line .....	37

## Contrast Video - Guide for Wedding Videographers

‘Official’ entry into reception.....	37
What to do during the meal.....	37
<b>Speeches .....</b>	<b>38</b>
Where to place your tripod .....	38
Lighting.....	38
Sound.....	38
<b>Wrapping up if there is no first dance .....</b>	<b>39</b>
<b>First dance / evening reception.....</b>	<b>39</b>
Lighting and sound for first dance .....	39
Filming bands .....	40
Wrapping up and saying goodbye .....	40
<b>Editing - Creating a video which people will want to watch .....</b>	<b>40</b>
General editing rules and guidelines:.....	41
Rough cut.....	41
Less is more .....	41
Titles.....	42
Creating short stories.....	42
Clever stuff – J and L splits. Adding music and editing to music.....	42
Editing on the fly – creating a wedding video in a day.....	42
Editing the photo montage.....	43
DVD chapters .....	43
Extra copies and other extras to consider. Maximising the profit from each job.....	43
Creating the finished article, packaging and delivery .....	43
Lessons to learn from every video .....	44
<b>Dealing with difficult customers and situations.....</b>	<b>44</b>
<b>Keeping your costs down and profits up.....</b>	<b>44</b>
<b>Running your business, claiming tax refunds and keeping accounts.....</b>	<b>44</b>
<b>Expanding your business.....</b>	<b>44</b>
<b>Get out there and get earning!.....</b>	<b>45</b>
<b>Useful links: .....</b>	<b>45</b>
<b>Appendix 1 – sample contract .....</b>	<b>46</b>
Wedding Video Contract .....	46
Contract for Wedding Video Services.....	47
Service Selected .....	47
Delivery .....	47
Other Contacts.....	48
Miscellany .....	48
Terms & Conditions .....	48
Notes.....	49