



Shoot Preparation Checklist

This list has everything you need to make your shoot a success. A videographer will come take photos of your office and film the video interviews.

Our videographers are freelance professionals whom we work with regularly, and have been carefully vetted by our team.

Pre-shoot Prep

- Select employees who are great storytellers for the interviews.
- Fill out the pre-production form and let your project manager know if there are key themes or messages you want to communicate.
- Provide your office address with entrance instructions, and a contact person & phone number to your project manager.
- Review the interview questions, and let us know if there's anything else you'd like to cover.
- Share "The Muse Interview Guide" with employees being interviewed so they can review the interview questions and what to wear.
- Block calendars for interviewees based on the schedule sent by your project manager.
- Block calendar for The Muse host (you or someone on your team) for the full shoot.
- Scope out & reserve a quiet area for the interviews. Videographer will advise once on site what works best.
 - ✓ Avoid areas with high foot traffic and noticeable HVAC noise.
 - ✓ Near natural light, avoid areas where interviewees have their back to the window.
- Book a home-base conference room for the shoot day to leave photography equipment and as a back-up interview location.
- Send "The Muse Shoot Memo For company" to let the rest of your employees know we're coming. Gather some photo volunteers—photos look best with people in them.
- Let us know if there are any special events going on in the office that our videographer should be aware of.
- Print Appearance Release to obtain signatures from interviewees the day of.



Shoot Preparation Checklist (continued)

During The Shoot

- Provide tour of the office, decide on best interview location with your videographer.
- Listen to the interviews, take notes on things you like or don't like. Provide live feedback so your videographer can retake if needed.
- Consider any proprietary information in the office and point it out to your videographer so they can avoid photographing it.

Post Shoot

SEND TO YOUR PROJECT MANAGER:

- Notes from the shoot so The Muse editing team can take into account.
- A company logo (720x320px, PNG format) if you haven't already
- The signed Appearance Release forms

Your profile will be sent back for your review approximately **2-3** weeks from your shoot. We can't wait!