

# Tips and Tricks on hiring a good filmmaker

## Hiring a good Videographer

### 1. Don't get dazzled by a demo reel.

A lot of production companies host a demo reel on their homepage. Typically, it's a minute-long series of clips from past projects set to music. The purpose is to prove to you that they're an established company with variety clients. Sounds good, right? What demo reels *don't* show you is what those finished projects really looked like. You need a video that does more than look pretty: It needs to be effective for your business and communicate the message you're intending to send. Dig deeper into their website and find the actual videos they were hired to create. Don't see any? It's a red flag.

### 2. Find their most recent projects.

I'll admit it: The company I work for -- Plum Productions -- doesn't always showcase our most recent projects on our website. Updating our website is time consuming, so we only refresh the videos every few months. Our most recent projects can be found on our Vimeo and Facebook pages, because it takes just a few clicks to upload them to those sites, and I can easily send direct links to specific videos to potential clients.

Visit a production company's social-media sites to see what their most recent works look like. Recent projects deliver an accurate representation of the current equipment and talent they'll bring to your shoot.

### 3. Get several quotes.

Getting several estimates is the only way to make sure your project is priced right. It can be time consuming going through the bidding process with several vendors but well worth it in the end as pricing can vary wildly.

Last year, we had our team assess our pricing structure to see where we fit in our local market. We sent out a fake RFP to see how other companies would bid on a project compared to us. (Yes it was very sneaky, but how else could we do it?) What we found was that for the same project bids came in anywhere between £800 and £10,000!

Consider the price along with the quality of their past projects. The company that seems like the best value is the one you should choose.

### 4. You really do get what you pay for.

No matter what your budget, you'll be able to find someone to create videos for you. If your finances are really tight, there's nothing wrong with hiring a college student who does production on the side, or someone who's really new and just trying to build up his portfolio. Just know that the production quality won't be the same as if you hire a professional team. On the flip side, if you have a bigger budget, use it. Professionals who command higher rates do so because they're confident in their product. They have the bells, whistles and experience to make your video sizzle.

To find a local production company, visit a site like ProductionHUB. You can simply post an RFP and let companies bid on it (be prepared to get inundated with phone calls and emails) or browse listed companies and contact those who are a good fit. Remember, doing some legwork up front is the best way to ensure the end product is what you had envisioned.

## Hiring a Wedding Videographer

1. Start researching as early as possible: The earlier you start researching about your wedding videographer, the better your chances are to find the perfect wedding videographer who will match your style and expectations.

You must keep a list of important questions ready for him. Some of the questions that you should ask him in the first meeting are as follows:

- *How many years experience you have in wedding videography?*
- *Have you ever worked with the photographer whom I have hired? (Provide the name of the photographer)*
- *Will there be any more videographers to accompany you?*
- *What will be the production style of the wedding film? Will it be cinematic, vintage or documentary?*
- *Which parts of the wedding day would you film?*
- *What type of camera do you use?*
- *How do you generally incorporate music to the wedding film?*
- *What are the packages that you offer?*
- *How long do you take to deliver the final video? Will you show me a finished sample?*

2. Hire early: After conducting research on a couple of wedding videographers and taking interviews of them, hire the wedding videographer who has managed to impress you the most.

3. Do not forget to check some sample videos of the wedding videographer before you hire him: It is extremely important to look at some sample videos so that you get an idea of what you will get if you hire this particular wedding videographer.

4. Choose a company that provides customizable service: A good video production company will strive to offer customizable service instead of the same approach to all clients.

5. Hire a wedding videographer who has an amicable personality: While hiring a wedding videographer, consider his personality, way of talking and appearance. It won't be a nice idea to hire someone who is arrogant and rude. The wedding videographer must have an endearing personality so that he gets along well with all the guests present on the day of your wedding. The appearance of the wedding videographer is also equally important. You should tell him what you want him to wear on the day of the wedding. If more than one videographer shoots your wedding, then do meet the other person also beforehand.

6. Talk to the wedding videographer about the special effects, mood and style that you are looking for: Wedding videography is all about capturing the moments and presenting them with special effects and style. You should talk to your wedding videographer about the expectations that you have from your wedding film. You can bring some samples to show him exactly what you are looking for.

7. Ask the video production company about the various video styles they offer: Nowadays, most video production companies offer modern video styles such as Couple Stories, Save the Dates and Vignettes. Another hot video trend nowadays is Cinematic Weddings. Thus, you should choose a wedding videographer who can provide you these latest trends and styles.

8. The wedding videographer should not be obtrusive: It would be much better if you hire a videographer who has some experience working in television. They are more likely to know the right etiquette and how to stay unseen. You should clearly tell your wedding videographer not to interrupt guests with several questions. A nice wedding videographer can stay unseen while capturing all the important moments of the wedding.

9. The video production company must be able to offer HD (high definition) throughout the wedding video: Most video production companies offer HD but the quality is not good always. You should make sure that the wedding videographer uses the latest HD camera with a resolution of 1080p.

10. Stick to a budget: Before going to meet the wedding videographer, decide how much you are ready to spend on your wedding video. Stick to the budget so that the wedding videographer cannot lure you with expensive packages. Since the money would be refundable, read the terms and conditions properly before hiring the videographer. Ask for special promotions and discounts from the videographer.