

Checklist: Successfully prepared for video production

Your guide to a professional appearance in front of the camera – created by Steffen Buchert, video expert at awikom.

1. Before shooting the video: Clarity is key

- Key message:** What message should your video convey? (A working title helps with orientation.)
- Target audience:** Who do you want to address – customers, applicants, partners or employees?
- Location:** Trade fair, website, social media or sales?
- Tone and style:** Emotional, factual or dynamic?
- Company values:** What attitude or brand message should it convey?
- Interview planning:** Who will speak in the video? How can you prepare them?
- Multilingualism:** Do you need subtitles or different language versions?
- Texts and approvals:** Who will provide the content, and who will review it internally?
- Consent forms:** Clarify the use of image and audio material.

2. Preparation of the filming location

If filming takes place at your company

- Room selection:** Choose bright, quiet rooms with enough space for cameras and lighting.
- Tidiness and neutrality:** Remove personal items, sensitive documents, or distracting backgrounds.
- Corporate look:** Ensure that logos or products are authentic but not overly prominent.
- Power and access:** Ensure that sockets and pathways are freely accessible.
- Plan procedures:** Inform colleagues to avoid disruptions (telephone, visitors, deliveries).

When filming takes place at AWIKOM in the studio

- Theme briefing:** Let us know your goal and the desired mood in advance – we will create the appropriate setting.
- Props:** Bring relevant products, materials or corporate elements with you (e.g. brochures, devices, packaging).
- Timing:** Allow for some lead time to familiarise yourself with the lighting, camera and sound.
- Feel-good factor:** Our studio offers a protected environment – perfect if it's your first time in front of the camera.

3. Clothing and appearance

- Outfit:** Video-friendly, plain, no pure white tones.
- Brand reference:** Clothing may discreetly reflect the character of the company.
- Naturalness:** No dressing up – remain authentic.

- Appearance:** Please do not make any spontaneous changes shortly before filming (e.g. hair colour, beard, glasses).
- Accessories:** Avoid reflective jewellery or loud logos.

4. During filming

- Stay relaxed:** Slip-ups are normal – we edit professionally.
- Speak naturally:** Speak as you think – no memorised texts.
- Follow instructions:** Your video producer will guide you safely through the scenes.
- Stay calm:** Switch off mobile phones, keep walkways clear.
- Stay creative:** Spontaneous ideas or alternative wording are welcome!

5. After filming

- Provide feedback:** Let us know what worked well – this will improve future productions.
- Music and branding:** Check whether the sound and look match your corporate identity.
- Approval process:** Who decides on the final cut internally?
- Publication:** Where and when will the video be played (website, LinkedIn, YouTube, etc.)?
- Measuring success:** Which metrics are relevant (reach, engagement, conversion)?

**Expert tip from
Steffen Buchert**

„A well-prepared shoot not only saves time – it ensures natural, authentic results. The more comfortable everyone involved feels, the stronger your message will be.“

Ready to start your next video project?

Then let's take the first step together – with a clear concept, professional support and the feeling of being really well prepared in front of the camera.

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