

Ron Branscombe

Unlimited Media

- **Determining Competence**
- **Commissioning a Video**

Determining Competence

- **Professional?**



Determining Competence

Track record?



BMW Isetta

Determining Competence

Track record?



Messerschmitt KR200

Determining Competence

- **Show reel?**
- **Referees?**
- **International experience?**

Determining Competence

- **Company registered?**
- **Self-employed status?**

Determining Competence

INSURANCE

- Public liability/third party
- Employer's liability

Determining Competence

HEALTH & SAFETY POLICY

- Evidence it is active
- Recent risk assessments?

Determining Competence

TRADE/PROFESSIONAL BODY MEMBERSHIP?

- Union of Journalists
- Guild of Directors & Producers

Determining Competence

ENVIRONMENTAL & SUSTAINABILITY POLICY?

- Carbon/energy audit on typical production flows?
- Policies on re-cycling/waste minimisation?
- Travel/accommodation policies – carbon offsets?

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- **Commissioning a Video**

Commissioning a Video

FIRST MEETING

- Who is your audience?
- Key points/goals?
- Formats/length?
- Locations?
- People to be featured?
- Languages?
- Key dates?
- Research/background

Commissioning a Video

SECOND MEETING

- Draft budget
- Draft Schedule/delivery date

Commissioning a Video

THIRD MEETING

- Final Budget
- Final Schedule/delivery date
- Contract/advance payment

Commissioning a Video

FOURTH MEETING

- Pre-production
- Production
- Post-production
- Draft script
- Final Script
- Rough Cut

Commissioning a Video

FIFTH MEETING

- Final Cut screening
- Delivery & sign-off
- Final payment
- Feedback

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