

# SHOOTING VIDEO FOR EVENTS & ATTRACTIONS TOP 10 QUESTIONS & ANSWERS

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# VIDEO REPORT

Thanks for Downloading this Free Video Report from Rogues Hollow Productions! Whether you're hiring someone or shooting your own, you should never go into a video project blind. With this Free report you'll get the answers to the questions you should be asking.

## 1: WHY DO I NEED A VIDEO?

Once upon a time a customer wouldn't learn much about your event or attraction until they arrived at your front door. Today they will make a decision to visit your attraction based on the information you present to your customer on your website and social media! Never before have quality video and photos of your event been more important. The first impression of your event will be your web site, your photos and your video and not having those will put you at a tremendous disadvantage.

## 2: DO I NEED A HIGHLY PRODUCED AND EXPENSIVE VIDEO?

Obviously this question has a huge bearing on what your competition is doing and what you hope to accomplish with your video. The majority of videos I've done have been walk through videos that I later edited together with some great music and exciting titles and they didn't cost an arm and a leg to make. Best of all they created a massive amount of traffic and views for that event.



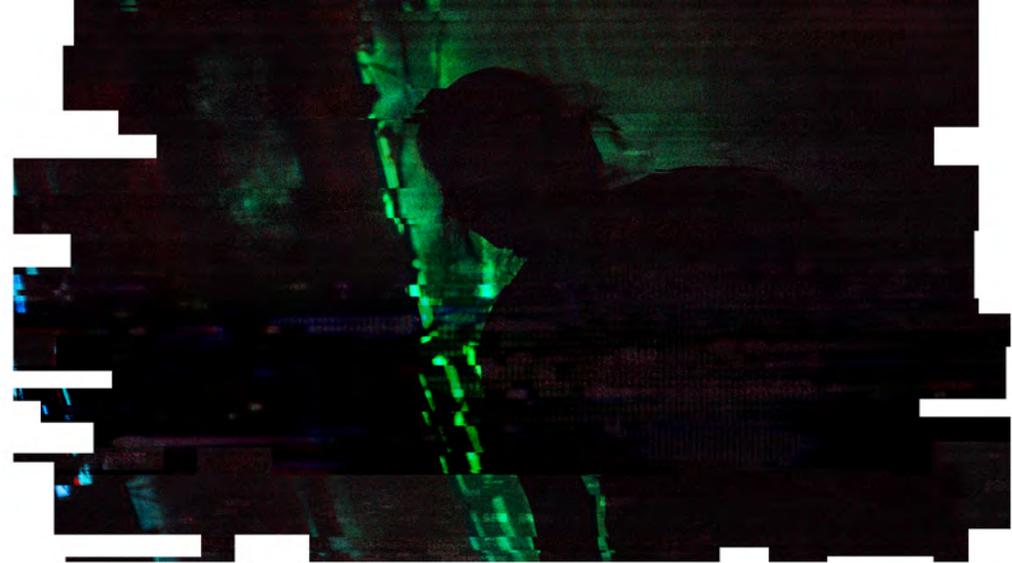
Expensive film crews often have very different expectations when they come to your event. I'd like to share a true story about my experiences with professional film crews.

I had a new client that wanted me to shoot a commercial/ web video for their event. He had never hired me before and he wanted to make sure he had backups in case I didn't deliver on what I said I was going to do. So he had another two guys there with massive high end production equipment. They had a camera that was the size of a small child, the largest tripod I'd ever seen in my life, and lights, lights and more lights.

In comparison I had my travel kit which consists of a DSLR low light camera with 4 lenses, hand held lights that I could whip out when needed, a travel size Steadicam, and a basic tripod that would fit in my bag. The "pro" film guys walked up to me, looked down their nose at my equipment and scoffed.

I work with the actors and the sets I have access to and shoot as much footage as I can and make it look as good as possible. I bring ideas on what I want to get to the scenes and ask everyone present that if they have a good idea for something to not keep it a secret, say it! I'm not precious about it! Whether this is a narrative type video or just a collection of scenes from the haunt I'm going to value the actors input. After all they work these rooms and know what the scenes and characters are about better than I because they live it for 2 months out of the year!

I went from scene to scene getting great footage that looked cinematic with my equipment. I pulled out my lights when I needed too if a scene was too dark but usually I was able to get what I needed without it.



The pro crew was following me from scene to scene shooting with the actors as I was getting done with them. They soon fell behind and after about 2 hours of shooting they disappeared entirely and I didn't see them the rest of the night. Their equipment was very nice but also very large and unwieldy. They took a lot of time to set up for a shot. They had to bring in large lights because the camera couldn't shoot well in the low light conditions. After a while they couldn't keep up with how fast I was going from scene to scene and getting the shots the client needed.

A few weeks later the footage was finished and cut into a trailer. The client was over the moon about it! He called me a few weeks after I submitted the finished trailer just to tell me he watched the trailer every night before he went to bed during the season. He said it was the first video he had done for his event that he felt captured what they were doing at the haunt. I asked what the fate was of the pro crew that had shot video and he didn't have an answer. They just turned in what little video they shot but didn't edit it into a commercial as they were tasked to do.

The Lesson here is that having tons of gear, a film crew, and expensive huge production cameras doesn't mean you're going to get a good product. I often find people get way too caught up in gear and obsess over getting the latest and greatest camera, lenses, lights etc. It depends on who's using the equipment and knowing what to shoot.

Time and time again I hear the same stories from clients, especially haunters about how they hired someone to do a commercial and they just didn't "get it". They took all day to get a few minutes of footage that didn't really represent the haunt. Its Important to Focus on "What to Shoot" and not how much gear and people you need to do it.

### **3: DO I NEED TO SHOOT IN 4K OR HIGHER?**

No. While 4K looks great when you view it on a 4K capable display you have to take into account your audience. The majority of people that view your video will do so on small devices such as phones and tablets that usually can't support 4K video. But, even if they do support 4K you wouldn't be able to see a difference between watching a 1080HD video and a 4K video on a 5" screen. At that screen size the difference in resolution isn't really visible to the human eye. That's not even taking into account the much larger file size of 4K videos which most likely won't stream to a mobile device anyway without a lot of interruption.

I've started using 4K video and shoot with it pretty regularly but I've found its more unwiedly in editng and the file size requires more expense in storage. In the future 4K will likely become more widely used and even be a necessity for internet video but I'm pretty certain that's at least a few years off yet.



#### **4: WHAT ABOUT THOSE AWESOME (INSERT VIRAL VIDEO STYLE OF THE MOMENT HERE) VIDEOS?**

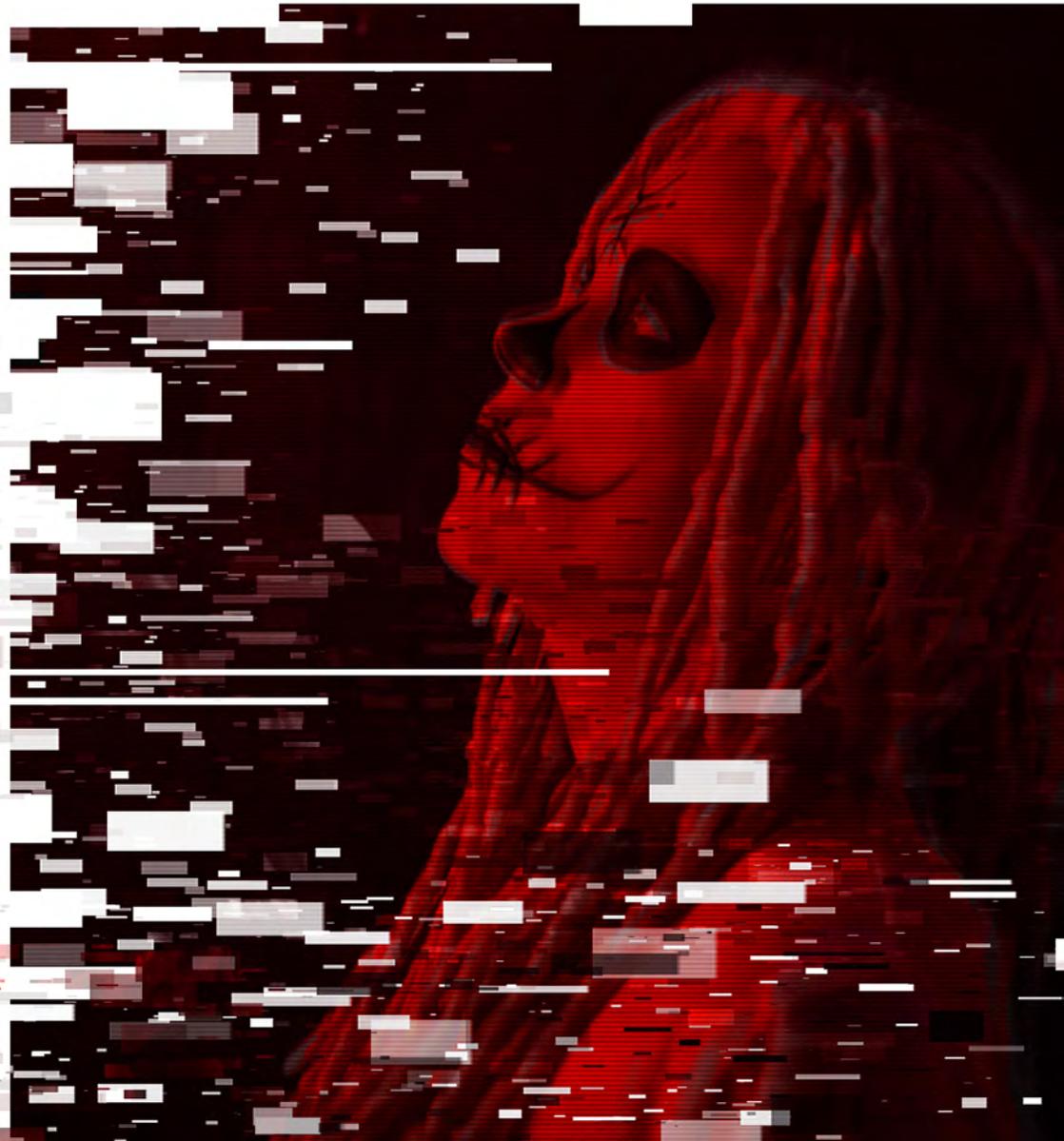
Every year or two some film maker comes up with a cool idea for a commercial and it becomes the go to style that everyone runs into the ground soon after. Several years back it was the “Harlem shake” video that found lots of haunts and events doing their own versions. But sometimes it’s not something quite as silly as a comical internet meme. A better example is still motion or mannequin videos. These are videos that move through a scene where everyone is “paused” meaning their staying perfectly still giving the illusion that its some kind of high end 3d video technique. I think Rob Zombie may have started this style off with his 2007 Halloween remake in which he used it fairly effectively.

Since then I’ve seen insanely long haunted house trailers that use the technique. It looks very cool and I’ve been asked to do it for clients and it’s not that hard to do. However, just be sure you’re not doing something because your competitor did it. Gimmicky videos can be really innovative and exciting but when the market becomes oversaturated with them then you just blend in with the herd and no longer stand out.

#### **5: HOW CAN I MAKE MY VIDEO GO “VIRAL”?**

If you are going into a video production with the goal of making the next “Viral sensation” video that will get millions of hits then you are going about it all wrong! There is no secret formula to making a viral video. It’s more about luck and timing of getting your video in front of the right eyes.

Your goal when making a video should be simple: “Make a good video that represents my event or business in an exciting way”.



## 6: HOW LONG SHOULD MY VIDEO BE?

We live in the era of ADD (Attention Deficit Disorder) brought on mostly by our modern internet technology. We have so much information coming at us every time we're on our phones and computers that we tend to skip around and not fully watch videos. That's why it's important to take into account that most people only give you about 15-30 seconds to get their attention so giving them something awesome to pull them in in that first 15 seconds is a must. I usually try to keep my videos around 1 minute or less for trailers and commercials on the web. Obviously if you are making something for Instagram or TV then you will have time constraints to consider for those formats. 

## 7. WHERE SHOULD I MARKET MY VIDEOS?

You want to get your video up in front of as many eyes as possible and social media helps make that easier. YouTube is of course a must for getting your video up across multiple platforms. It's the best way to embed your video on your website and make it easy for others sites to do the same when they promote you.

The next place is Facebook. Facebook's video app has become wildly popular in the last couple years. So you really need to upload your video to your Facebook page using their video service. It works better than YouTube for one simple reason, it -

auto plays. When a user scrolls down through their feed and your video post comes up on it the video will automatically play and hopefully catch their eye and make them stop and watch it. The negative part of Facebook is that it counts someone scrolling past your video as a view even if the user never actually stops scrolling to watch it meaning you can't 100% trust the number of views your video has on Facebook as being full length views of the video.

In 2015 I had a couple clients tell me the videos that they put up on Facebook easily received 100,000 views within a week or less which is very impressive!

Even if people aren't watching the whole video when it plays, it's still going to make an impression.

Beyond Facebook and YouTube you have Instagram and twitter. With twitter you can link up your YouTube video into your tweet. On Instagram you can create clips that can play on your feed. It's something I highly recommend taking advantage of.

## **8: HOW CAN MY VIDEO GET THE ATTENTION OF SPONSORS FOR MY EVENT?**

Yes your video can have applications beyond just pumping up your customers. It can also be a great tool for giving potential sponsors and good idea of the production values of your event and your marketing prowess. In fact we've often made variations of trailers for our clients that perhaps tone down more bloody or violent aspects specifically for showing to potential sponsors. We've also created full sponsorship videos with voice over narration that explains the benefits of sponsorship. Including a video with your sponsorship kits can make a big difference and it visually sells your event in a way a power point presentation can't!

## **9: WHAT GEAR DO I NEED TO MAKE MY TRAILER?**

It's easy to spend a lot of money on cameras and equipment but it's not really necessary. It's more about how you use that equipment and knowing how to shoot good footage. That's not really something that can be learned by just watching movies, internet videos and trailers. It's something that takes experience and patience to learn from mistakes and overcome them. Do you need that \$5000 camera to shoot a trailer? No, you just need something that can take good quality video and the "know-how" to shoot good footage. There have been entire movies shot on phones so it's more about knowing what you want to shoot and just doing it.

## **10: OK SO I DECIDED I WANT TO HIRE SOMEONE TO SHOOT MY VIDEO. WHAT SHOULD I ASK?**

First and foremost make sure the person or company you hire has some examples of their work. You wouldn't buy a car sight unseen nor should you hire a videographer without seeing their show reel or examples from other completed commercials or shorts they've done. So make sure you know their work and like it. Make sure they Videographer understands what your event is and what you want out of your video. If they're going to shoot while your actually open to the public then just be sure they have what they need to do so and that you've walked them through the haunt to tell them which scenes you definitely want them to shoot.

If you're having them shoot a commercial or something more narrative for your event be sure to coordinate with them. Explain to them the scenes you have ready to shoot and the actors you will have on hand. They should be willing to work with you on a concept for the video and have a good idea of expectations.

Make sure you know what the videographer includes for the price. How many revisions are included in the price? How much say do you have in the editing process? If they're editing a video together for you with music, be sure it's all royalty free music that won't cause you problems down the line. Using a commercial song will likely get your video pulled from major video sharing platforms! And finally find out what formats the video will be provided in so you can share it on youtube, facebook and other social media easily.

# THANKS!

Thanks for Downloading this Free Video Production Report! I hope you found it useful and informative. If you have more questions, I'd love to hear them! Just email [help@rogueshollow.com](mailto:help@rogueshollow.com) and I'd be happy to try and answer it!

More reports and tutorials for haunt operators are in the works so stay tuned to your inbox for more!

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