

Production Planning Guide

Here are the key questions covered in the early stages of planning a BCN.tv production. Having your business objectives and key leave-behind messages carefully identified is an important step towards leaving an impact on your audience.

1. Background to need to communicate - topic	
2. Business objectives	
3. 3- 5 message being communicated	
4. Type of event (Road Show, Town Hall etc.)	
5. Audience/ viewer profile	
6. Total Participant/ viewer numbers, and by geography	
7. Who are the presenters? Is there a moderator?	
8. Length	
9. French Translation / Dubbing – Required?	
10. Delivery Options and Preferences <ul style="list-style-type: none"> - Live TV broadcast - Live video webcast - Live audio webcast / Webinar - Teleconference - Video-on-demand (VOD) - Podcast - DVD or CD 	

<p>Main Topics or Chapters</p> <ol style="list-style-type: none"> 1. 2. 3. 4. 		
<p>Format Options and Preferences</p> <ul style="list-style-type: none"> - Interview style - Head shot presentation - Panel Discussion - Pre-recorded video - Role Play - Participant break-outs - Q + A session 		
<p>Production Management</p> <ul style="list-style-type: none"> • Program strategy + development • Storyboarding, script development and review <ul style="list-style-type: none"> ▪ Studio/ on location shoot ▪ Editing ▪ On demand access ▪ Hard device access ▪ Overall project management 	<p>Key Resources/ Client</p>	<p>Key Resources/ BCN.tv</p>