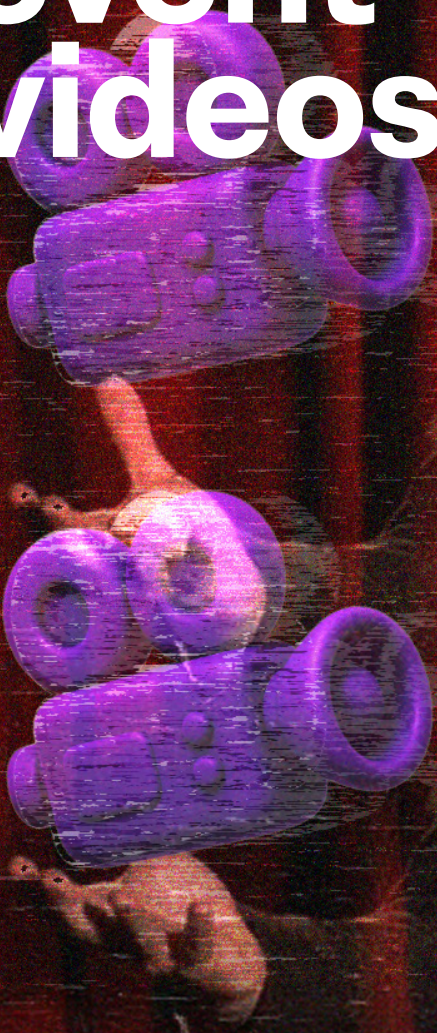


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Cheat Sheet ✨

*What's the
deal with*
**corporate
event
videos?**



Before filming or briefing your team, ask

- ☐ What is this event trying to achieve?
- ☐ What should people understand after watching the video?
- ☐ What is the story beyond “this event happened”?
- ☐ Who are the key people we need to capture?
- ☐ What moments will show the purpose of the event?
- ☐ Are there conversations, reactions or behind-the-scenes moments worth looking for?
- ☐ Have interviewees been given enough context before the camera appears?
- ☐ Are we asking questions that invite perspective, not just “its a great night” answers?
- ☐ Are we filming people more than signage, catering, rooms and lanyards?
- ☐ Does every shot help explain why the event mattered?
- ☐ Are we capturing atmosphere, emotion and meaning — not just activity (like mouthfuls of canapes)?
- ☐ Will the final video feel memorable after the event is over?



Final check

*Are we capturing the day, or
are we capturing the reason
the day mattered?*

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Thank you

**Questions? Please don't hesitate to get in touch.
We'd love to collaborate.**



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