

How to Make a Video: Part 4

(3) Checklist for people being filmed

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CHECKLIST FOR PEOPLE BEING FILMED

Preparation:

- Ensure you have been well briefed and are clear about your role and what you need to convey
- Ensure you have understood and are happy to sign the consent form you have been given
 - Don't forget to sign and return the form **before** you start filming [\[link to 1.4\]](#)
- Don't write or learn a script off by heart beforehand
 - Unless you are a consummate professional this never looks natural, genuine or sincere
- In most cases whoever is making the video will be preparing guide questions to help prompt you [\[link to 1.8\]](#)
 - You can ask to see the guide questions to help you think about what you want to say (*but whoever is making the video may not want to share them in advance*)
- You may want to try out some responses with a colleague, but don't over-rehearse so you lose your spontaneity [\[link to 1.3\]](#)
- Be prepared! Make sure you have any relevant facts and figures at your fingertips
- Think of any relevant anecdotes you could use to illustrate points

Before you leave:

- Have a copy of the guide questions that will be used to prompt you to tell your story (*if provided*) [\[link to 1.8\]](#)
- Plan what you are going to wear – avoid stripes, too much red, white or black, and jangly jewellery [\[link to 3.1\]](#)
- Ensure your hair is neat, nails clean and, if worn, your make-up is natural and nail varnish is not chipped
- Make sure you have everything you need
- Give yourself plenty of time for travel so you are relaxed when you arrive at the filming location

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Before filming starts:

- Check where you are being filmed and at what time you need to be in place
- Check your appearance – hair, nails make-up, clothing [\[link to 3.1\]](#)
- You can do some deep slow breathing and stretches to help you relax
- You will be given a sound check before filming starts, but it is a good idea to have some water nearby in case your throat becomes dry during filming [\[link to 2.4\]](#)

During filming:

- If you are being fed guide questions, keep your answers short, concise and on message [\[link to 1.8\]](#)
- Start by introducing yourself: your name, job title or role and why you are making this recording
- Speak in short sentences ('sound-bites') – one or two sentences on each topic should be enough, and is more likely to be used in the final film than a five minute speech!
- Be relaxed and enthusiastic: exactly as you would if you were talking to a friend. You should be speaking about something you are really experienced in or excited about, so let that show in your response
- It's important to explain why you feel the way you feel, so phrases like "I feel really passionate about this because...", or, "We need to ensure people understand, so these changes can be made..." will really resonate with people watching
- It really doesn't matter if you stumble or make a mistake: just go back to the start of your answer and say it again until you are happy