

## 2010 WACVB Destination Marketing Tech Summit Destination Videos: Get the Full Picture

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### **Top 10 Video Essentials** *(lessons learned rather painfully)*

**1. Don't Be Afraid**

- Fear is the mind killer. Just Do It. Make glorious mistakes and learn from them.

**2. Storyboard**

- Take the time to plan up front- it's a lifesaver!

**3. Lighting**

- Invest in some cheap lighting and reflectors. White Balance.

**4. Sound**

- Invest in extra microphones. Listen through headphones as you record.

**5. Shoot Extra**

- Two takes are better than one (especially with amateur talent) - gives you options in editing.

**6. Organization**

- Develop meticulous video cataloging, file labeling, organization and storage systems.

**7. Copyrights**

- Make sure you have rights to your music. Search Google for stock music to purchase.  
Contact local musicians and use their music (have them sign releases).

**8. Get a Mac**

- iMovie and iDVD can be used by anyone. Macs are better. (I'm a Mac).

**9. Publicize Your Videos**

- A favorite site is [www.tubemogul.com](http://www.tubemogul.com) (be sure to read what content is allowed on what sites).

**10. Expand Your Mind**

- Take Classes. Find a Mentor. Learn. (See #1)  
Google when you don't know something- odds are there is a video tutorial about your question.

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