

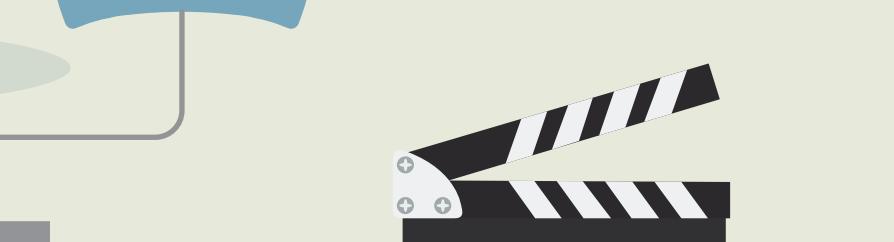
# PROJECT MANAGEMENT PROCESS

## About the PM Process

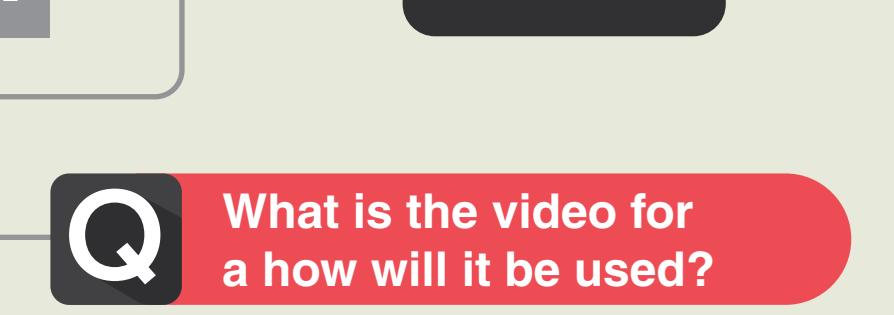
Project Management contains three main categories:



PREPRODUCTION

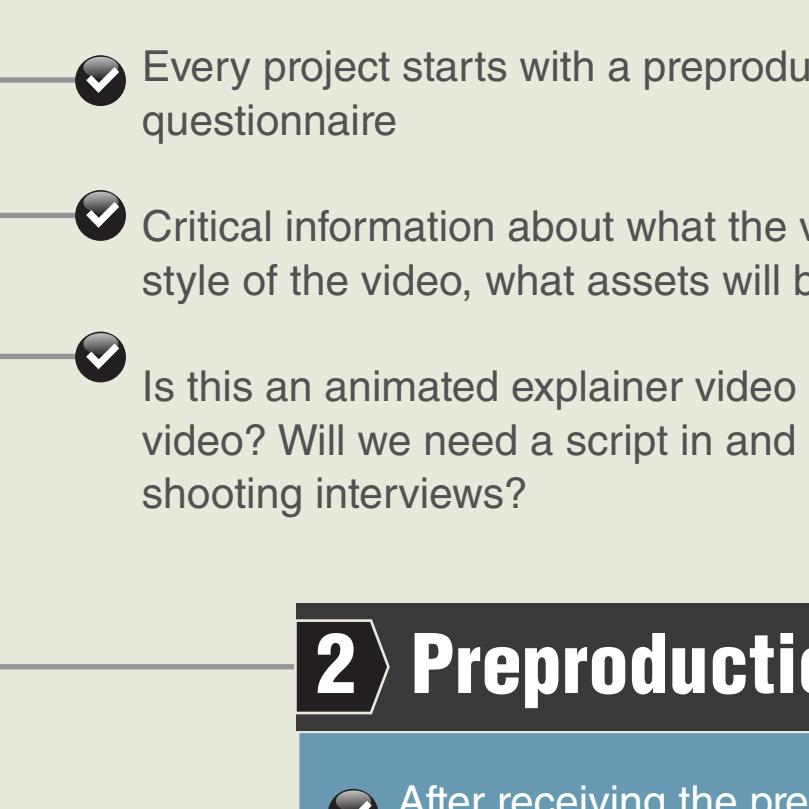


PRODUCTION



POSTPRODUCTION

## STAGE 1 → PREPRODUCTION



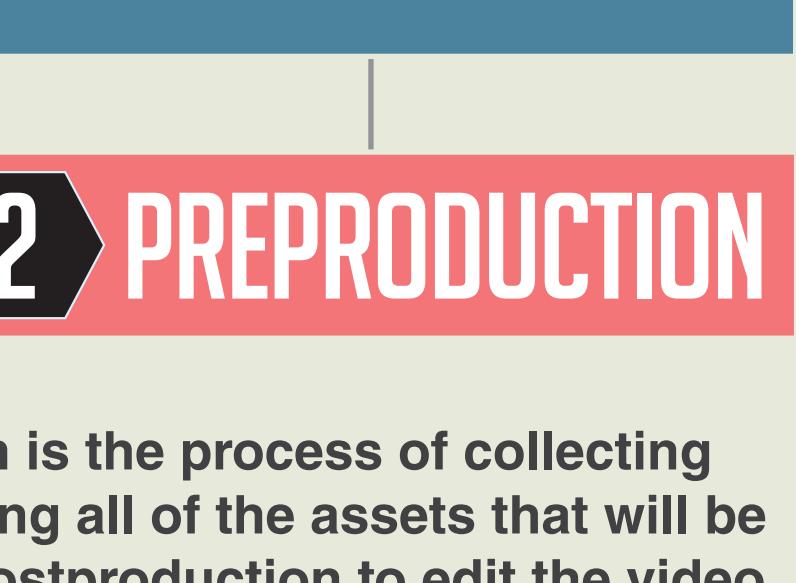
Q What is the video for a how will it be used?

Q What is the video style?

Q What assets are available or will be required?

### 1 Preproduction Questionnaire

- Every project starts with a preproduction questionnaire
- Critical information about what the video is for, what style of the video, what assets will be used, etc.
- Is this an animated explainer video or a live action video? Will we need a script in and a voiceover or shooting interviews?



### 2 Preproduction Call

- After receiving the preproduction questionnaire we'll schedule a call to ask follow up questions and answer any questions.
- The call will be scheduled by the Account Manager & will include anyone who will be involved in the project.

## STAGE 2 → PREPRODUCTION

Production is the process of collecting and/or creating all of the assets that will be required in Postproduction to edit the video.

### REQUIRED ASSETS 1 • 2 COMP FILES

Any assets provided by the customer such as photos, videos, graphics, others are uploaded to Box.

Video shoots if required are scheduled and performed.

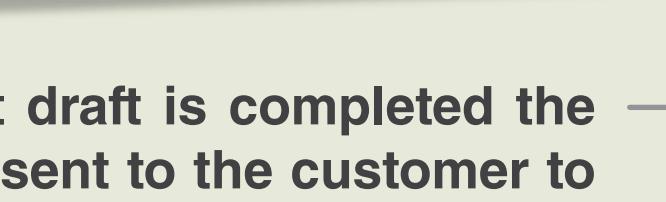
All assets are uploaded to Box

In the case of interviews, conference shoots, and other events captured by Association Studios comp files will be created and emailed to the customer.

The purpose of a comp file is to create a single video of the many raw video files making it easier for the customer to review the footage.

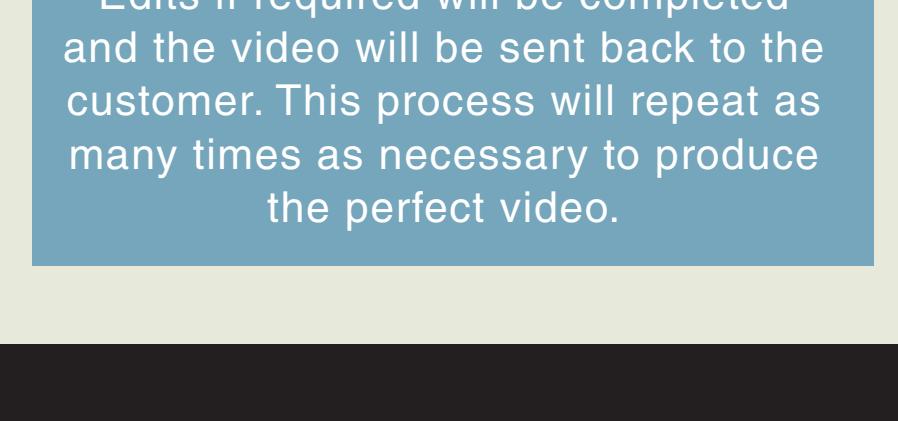
## STAGE 3 → POSTPRODUCTION

Postproduction is the editing of all of the assets to create the final video.



## FINAL STEPS

After the first draft is completed the video will be sent to the customer to review. At this point the customer will use our feedback form to approve the video or suggest any edits.



Edits if required will be completed and the video will be sent back to the customer. This process will repeat as many times as necessary to produce the perfect video.

When the customer approves the video a link will be sent to download the video file and the embed code will be provided for websites.

Video files will be permanently stored on Box.

Contact Us: (800) 820-6020

Web: associationstudios.com

AS ASSOCIATION STUDIOS