



# PRO-TIPS

for Marketing Mangers, Training Professionals  
& Business Owners

## Scouting Locations for a Business Video

01



### Time of day

Scout **when** you will record to get a sense of what is typically going on during your recording hours.

02



### Plan on an hour

Schedule an hour from the time you arrive until the time you leave for each location.

03



### Get directions

Note the address, where to park, where to unload gear, and how you will gain access to the building

04



### Take photos

Capture images will help you visualize camera angles, backgrounds, and lighting configurations.

05



### Locate access to electricity

Find power outlets you may need for certain types of gear (lights, monitors, etc.)

06



### Listen for audio levels

Pay attention to auto traffic, people talking, and the HVAC system. Will there be an issue?

07



### List people involved on-site

Note who to contact, who you will interrupt, and who will be in the video.

08



### Identify permissions

Determine who needs to sign-off for you to gain access to rooms and equipment.