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Five Tips on Hiring a Videographer

If you're a business, organization, or a foundation you more than likely have thought about using video for promotional purposes. I highly suggest you hire a professional videographer to do the video work for you. You may have a decent camera laying around at home, but trust me, it's not the tool that is being used, it's the highly-trained professional behind the camera that counts. Here are a few points you should consider when looking to hire a videographer for your promotional needs.

1. How many years has the videographer been a videographer? Now days people who pick up a camera for a few weeks think they are a true professional. One needs to know how to light a particular scene, whether it be for interview purposes or for broll also known as (video footage). Does the videographer come out to site survey the location? Videographers who take the time to site survey the location they will be shooting video helps with production. If the videographer knows the layout of the area, they can be better prepared for shots that deal with light and other production needs.
2. Does the videographer have any work they can show you? And if they do, do they have any samples that relate to your vision for promotion?
3. Who has the videographer worked for in the past, and do they come highly recommended? Are they known for a quick turnaround if needed? How is the quality of their work? How well do they communicate with their clients?
4. Will they be renting the equipment (most do) but now days equipment is affordable. If you hire someone who has their own equipment they more than likely will not pass on the equipment cost to you like those who rent equipment. Also, hiring a videographer who has their own equipment will know their equipment very well oppose to trying to learn new equipment on the job.
5. Is the videographer willing to meet in person to go over ideas? Many clients want to have a face-to-face conversation with who they hire or at least talk to them over the phone.

There are many more things to consider but these top points will stir you in the right direction. Feel free to email me any questions at jeff@cookfilms.co

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