



## WEB WALK VIDEO - SHOOT PREPARATION TUTORIAL

Creating an effective Web Walk Video will require proper preparation. From selecting the right character to do the presentation to writing an effective script.

We have developed several tutorials in PDF and video format to make things easier for you and ensure that you are prepared for the shoot.

In this tutorial we will be giving you some tips on how to prepare yourself for the Web Walk Video shoot.

### So let's get started.

It is good to come in prepared!

### For the ladies

It is good to be looking your best. A little make up is good but no blue or green, a bit of blush and a bit of eye liner to bring out the eye's is fantastic.

### For the Gents

Guys, it is good to be well presented.

### Clothing

Remember that you will be standing in front of your website so make sure that your clothing matches your website colours. Stay away from anything blue or green, shiny or reflective.

### The script

It's good to go over your script the night before and possibly practice in front of an audience.

### The shoot

Please don't stress as our experienced crew will talk you through the best way to present in front of a camera.

This has brought us to the end of this tutorial. Check out our website for any additional information  
<http://surgemedia.net.au/Solutions/web-walk-video.aspx>