

What Innvideos.tv Provides

- **3 - 5 hours total shooting and discussion time...a half day shoot**
- **Shots of the surrounding area to be completed within the allotted time frame**
- **The edited video will be returned in approx. 4 weeks and the innkeeper will then have an opportunity to suggest and request specific changes to the video**

Innkeeper Guidelines to Prepare for Video Production

- **Write out key points you want to be sure are included and go over these with the filmmaker**
- **Clean and style every room that may be shot...make them picture perfect**
- **Choose rooms with the best natural lighting**
- **Wear a solid color that complements you**
- **Add flowers or plants as necessary, the camera loves color**
- **Have a critical eye of your property in and out by staging or removing things that you may not want in the video, such as a ragged old flag, trash cans, etc.**
- **Include morning or evening shots for contrast, light fireplaces, set tables, stage patios, think of special interest shots and activities in your area to include, botanical gardens, parks, downtown, your lovely neighborhood, cooking, food, etc.**
- **Direct the filmmaker to avoid shots that may not represent your property the best**
- **If you wish to include people in your videos be sure the guests are willing to sign an appearance release provide by the filmmaker**
- **Pretend the camera is a guest, be natural and share from your heart**
- **Remember we are creating a story and you are the storyteller**

Innkeeper List of Talking Points and Things to Include

1. _____
2. _____
3. _____
4. _____
5. _____