

THE COMPLETE WEDDING
VIDEO GUIDE

17 INSIDER WEDDING VIDEOGRAPHER TIPS

*The Ultimate Guide
For Choosing Your
Wedding Videographer*

FLARE FILMS

Dear Reader,

The reason I am writing this guide is I know first-hand how difficult it can be for engaged couples to choose the right wedding videographer for them.

Many wedding directory sites are clawing up to the first page of google advertising hundreds of different vendors and it just gets confusing. Social media is dominated by people willing to pay top dollar to get their ads to the top. Social media has become less and less 'social' and is more how much small business is willing to pay to have their work seen by their followers! Yes, this includes Facebook and Instagram. I can't believe the hoops you have to go through, trawling through hundreds of websites and videos to find the perfect wedding videographer for you!

Let's talk about the wedding videography industry.

Unfortunately, wedding videography is largely an unregulated industry... meaning anyone with a camera can shoot a wedding and call themselves a videographer/cinematographer. Create a Facebook page about weddings and make a basic website, charge a couple of hundred dollars for a wedding and now you are a professional!

In Queensland there is about 23,000 marriages annually, and almost every year there is always one or two 'viral' news articles of a disappointed bride being ripped off by a dodgy videographer or complaining about their video (or missing video!)

So, the question becomes... how do you sift through these videographers? How do you find who is good or not so much? That is why I created this guide, to give you insider tips on exactly what you should look for on your quest to find the best wedding videographer that is perfect for your wedding day!

Tip #1. Lock-In Your Wedding Date and Venue First

The first question I and any other videographer will ask you is when and where you are getting married.

We want to know your date so we can check we aren't booked. Knowing the venue is helpful as we can let you know if there will be any extra travel fees.

Actionable Tip: Decide on a wedding date

You do not HAVE to have your date locked in, often couples will enquire with a range of dates and I am happy to send over my availability for these dates. Unfortunately, without a date locked in it is impossible to secure your spot and the more popular wedding videographers are often booked out years in advance.

The top wedding videographers can easily book out one or two years in advance, particularly during peak times like spring or autumn. So, it is important to contact them early. If possible, contact your favourite wedding videographer ASAP. Find out their availability during a certain period and book them based on when your venue is available.



It is not unusual to have couples change their wedding date so they get the videographer that they love.

If you get along well with a particular wedding videographer, contact them to check availability and to get an idea of their pricing. There are only so many Saturdays in a year, so they can book out early.

It is also worth noting, that specialist wedding videographers will only do a limited number of weddings per year. 30 to 50 weddings per year is standard for a full-time professional videographer. Many are happy to do more.

Big wedding photography studios are happy to take on hundreds of weddings per year as they employ or contract out a bunch of photographers/videographers to shoot them. This is not right or wrong, it is just how they run their business. These types of business' will generally be more available as they have multiple 'crews' they can use to film your wedding.

Tip #2. Hire a Videographer with a Video Style That you 'Vibe' With

The worst feeling is playing your wedding video for the first time and straight up not liking it.

While wedding videography often isn't the biggest expense of your wedding day, it is still a significant investment and getting a mediocre wedding video hurts!

My advice?

Watch as many wedding videos as you can!

Actionable Tip: Search YouTube for Wedding Videos and note down your favourite videos.

Start on YouTube and find videos you really enjoy. Ask yourself why you liked it so much... Was it romantic, did it give you a warm fuzzy feeling? Did you like the incredible cinematic shots? Or were you more enamoured with the story of the wedding video?

By digging into the wedding videos you love, you can figure out what style of wedding video you enjoy.

From there start searching on Google and directories (like easyweddings.com.au) for wedding videographers and look through their wedding videos. Try to find wedding videos that match the style of videos you really enjoyed on YouTube.

There are a couple of main styles that I will list on the following pages:

Cinematic / Montage

This is the most common wedding video style. This is where your wedding videographer will pull out all the stops to make your wedding look as 'cinematic' as possible. What does that mean? It means that you could watch your film in the cinema and it wouldn't be too out of place – basically the opposite of a home video.

This 'cinematic' wedding videographer will capture your wedding in a more stylised way, parts of your speeches may be overlayed with footage of you posing for photos or getting ready for your day. Often the whole film has some heart-warming background music, along with voice-overs recorded during the day.

Example: <https://vimeo.com/288502022>



Traditional / Romantic

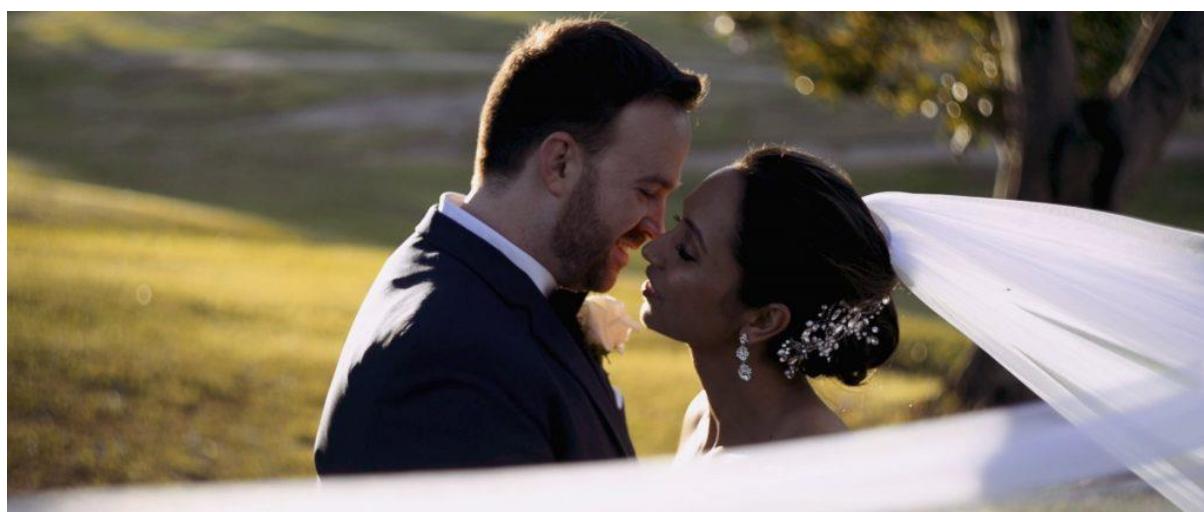
A traditional wedding video will likely capture those important parts of your day and is your everyday stock standard wedding video, including your vows, speeches and first dance. Often traditional styles will have minimal editing or transitions but will include all of the important moments.

Most traditional wedding videos are edited in chronological order, starting with either bride prep, or your ceremony and finishing with the reception dances. Modern wedding videographers are starting to provide a wedding highlight video which is a shorter (5-8 minute) video perfect for sharing on social media. The shorter video allows you to relive the best parts of your wedding, without including any of the boring bits!

A good wedding videography company will have editors who can create these shorter videos for you.

Wedding video highlights are a great way to share the best moments of your wedding with your family and friends – particularly those that couldn't make it to your wedding!

Example: <https://vimeo.com/304119945>



Documentary

This style is relatively new, and influenced by the resurgence of indie, lower budget documentaries. This style is very similar to the cinematic edit; however, you will find that it will be longer and more about the story and what happened on the day.

It is different from the cinematic approach because it takes a more 'in the moment' approach instead of the dramatic and epic videos you will see from montage wedding videos. It's a bit more candid and down to earth, if that is something you are a fan of... These types of wedding videos often include quick interviews with the couple, their family and friends before they get married. Talking about your wedding before you tie the knot makes most couples nervous, but it's a great way to capture your true emotions on your wedding day!

Unlike the cinematic style, this type of wedding video will go through the paces of your wedding day from the very beginning to the very end in chronological order. There will be sections focusing on getting ready, arriving at the ceremony and exchanging your vows, all the way to getting photos taken and heading into the reception. Documentary edits are perfect for those couples who love to tell their story and want to share their feelings before the wedding. This makes watching it and reliving it all the more fun, as there are sure to be surprises and things that were said and forgotten!

Example: <https://vimeo.com/306556524>

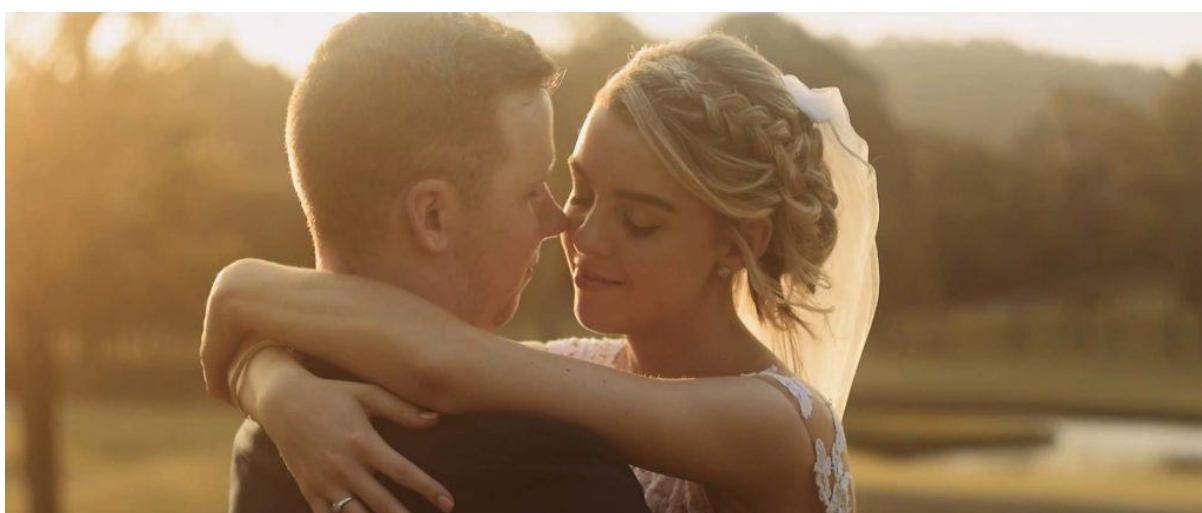


Vintage / Retro

Finally, the last major popular wedding style is vintage, with 12% of couples choosing this style. Vintage editing will often include filters to give it that old-style similar to that of videos back in the 1970s. Elements on your day are captured in a specific tone, lighting and colour.

Vintage style videos are unlikely to suit most wedding themes but are well suited to rustic, vintage and boho style themes. These themes already carry vintage themes in them so will be a great way to capture that atmosphere in the way that you film. Mostly, vintage videos capture the more candid side of your wedding day, making it well suited to a lot of candid photography. So, if you're looking for something that's stylised but still natural, vintage is definitely for you.

Example: <https://vimeo.com/308646538>



My Wedding Video Style

I like to think that my wedding video style is a mix of all of the above styles. I love capturing candid moments, I try my best to make my shots look 'cinematic' as if they wouldn't look out of place in a cinema. When it comes to editing, I feel as though my style is a mix of the montage and documentary style – I try to keep my wedding videos engaging, but I also try to add as much 'story' as I can to my wedding videos so your wedding video is personal and memorable.

You can check out my wedding videos here:

<https://flarefilms.com.au/wedding-video/>

Tip #3. Research the Top Wedding Videographers

Invest some time into doing some research around wedding videography – most videographers will have their packages and some FAQs on their website. Search for wedding videographers in your area and look at what they include in their packages. Here are some common things to look for:

- Do they offer one or two videographers?
- Do they offer drone footage?
- What films are included in their package?
- How long are the videos they provide?
- How much coverage do you get VS. the cost you pay?
- Do they have solid reviews and testimonials from previous couples?
- Have they worked with any photographers?
- Most importantly... do you like their wedding videos?

A little research will quickly show you that you are not comparing apples with apples – each videographer will have their own style, their own vibe and it's up to you to find the one that best resonates with you.

When researching wedding videographers, don't solely focus on price, read their 'About Us' page and try and find out more about their goals and their style of film-making. You are looking for someone that is organised, creative and shares similar values around their approach to filming your day as you do.

It's a common misconception to assume that videography and photography are basically the same thing – in reality they're totally different – from the equipment and cameras to the lighting requirements, the audio requirements and the end result photography and videography are different kettles of fish.

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Many brides figure that videography and photography as essentially the same thing – they are actually quite different. From the equipment and cameras used, to the lighting requirements and professional audio equipment used.

Wedding videographers will be different in their approach to capturing your day. Wedding videographers want lot's of movement and sound, whilst your photographer want's you to stand still. Good videographers and photographers will touch base with each other before the day, team up and work closely together to achieve the best result for you!

How I film wedding videos on the day:

Personally, I work fast and candidly to capture natural moments, without taking away too much time from your photographer and being a burden on your wedding day.

Spending some time researching what's on offer in Brisbane in terms of wedding videography will help you decide the wedding videographers you will get along with.

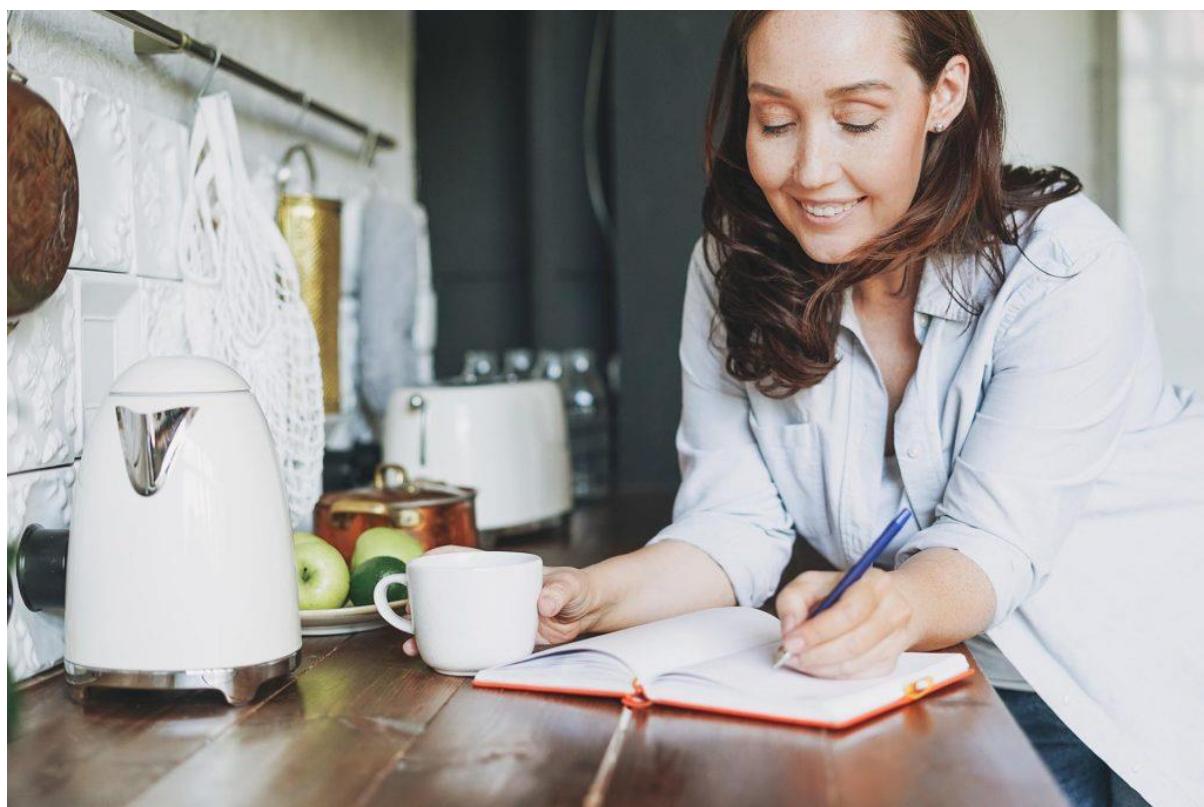


Tip #4. Calculate Your Wedding Video Budget

It is important to set a budget for your wedding video. So shortlist your favourite wedding videographers and contact them to learn more about their packages and pricing or to get a custom quote.

Before reaching out to your prospective wedding videographers try to understand what your non-negotiables are. For example, you may 100% want your speeches captured, but having drone footage is something you can live without. Knowing what you're willing or not willing to let go of can immensely help you choosing the right videographer for you.

When it comes to creating a budget for a wedding videographer on average **Brides spend about 7-10% of their wedding budget on Videography.**



Tip #5. What Do Wedding Videographers Cost?

If you're looking at adding a wedding videographer into your wedding budget then you're in luck, because it's one of the few categories where the average hasn't gone up in price over the last few years. Nationally, an Australian videographer should cost you around \$2,695.

Here is a chart showing the average cost of videography broken up by states:



If you were after a closer estimate of how much your wedding video will cost – try out our free wedding video calculator where you can get an estimate of the prices:

<https://flarefilms.com.au/wedding-videographer-cost/>

Tip #6. Exactly How You Should Send Enquiries to Wedding Videographers

If you have found what style of videography you like and found a few videographers whose work you absolutely LOVE then it's time to contact them.

Here is a template you can follow when reaching out to wedding videographers.

Hi [Name/Company Name] I really liked your wedding video style particularly [Your favourite video from them]. We're planning on having our wedding date on [wedding date]. We're still deciding on our wedding venue but we are looking for something rural with a rustic feel [change this venue sentence to your preferences]. Could you send more information about your packages? We are looking for [how many hours coverage you want] coverage. What package suits that best?. We are having a first look – can you cover this as well? [add any specifics at the end here]

Thanks!

The more information you give upfront, the easier the process will be for both of you!

Don't be scared to let your wedding videographer know a little about you – your fiancé's name, your wedding plans, what you like about that wedding videographer's style and any other specific information about your wedding.

Things to do:

- Let the videographer know a little about you – your fiancé's name, what you've planned for your wedding – what you like about their style and what information you'd specifically like them to provide you with.
- When sending an email enquiry (or using a contact form) include as much information as you can about you and your wedding! They'll need to know your wedding date and venue address.
- They'll also need to know what package you would like to choose and how much coverage you would like (less coverage doesn't always equal a smaller price – often full day coverage is the most cost effective).

Things to avoid:

Please don't write, "Hey, could you send your pricing? Thanks!" Videographers want to capture weddings for couples that are excited about working with them and having an awesome wedding video.

A common misconception:

Here is a common misconception: *If you sound too interested – videographers will rip you off.*

This is completely false.

Let me explain... wedding videographers for the most part, are delicate creatives! We are insecure about our work and are always comparing ourselves to others in order to better ourselves. We WANT to video weddings for couples that love our work. It is more likely that your wedding videographer will appreciate your excitement and work hard to create the best wedding video they can for you.

So there is no need to be shy!

When a videographer gets an enquiry, we are always super excited... "Wow I got this awesome enquiry from a couple in Brisbane at a wedding venue that I would LOVE to shoot at – and the couple sounds really nice". So, if you like their work enough to contact them... let them know!

With that said, if you enquire and decide to go with someone else, please have the courtesy to write back and let them know. You don't have to say why you didn't go with them if you don't want to... just a quick... "Hey Richard, thanks for getting back to us with all of the info, we love your work but we've decided to go with another videographer. Thanks!"

Tip #7. Are They Your Perfect Match?

Out of all the vendors and suppliers you invite to be a part of your special day – your photographer and videographer will be spending the most time with you – they'll not only be witnessing some of your most intimate moments on the day, you're also trusting them to craft a gorgeous wedding film that reflects your story and style – in order to do that it really helps if you all like each other!

Think of your vendors as experts that you are working with – your wedding vendors, suppliers and venue staff are not robots that you ask to do tasks. Great vendors will be invested in making your day be the dream wedding you want it to be, so give them room to make that happen for you!

Once you have found the PERFECT videographer, watch as many of their previous videos as you can and let them know what you like about their style.

You can talk with your videographer over email before you book them and they can answer any questions you may have! If they don't have time to chat with you, or they don't seem interested in your wedding – they probably aren't a great fit for you.

One piece of advice for wedding couples when hiring wedding vendors is to see how they interact with you before your wedding and use that as an indication for their performance on your wedding day. If it takes them days to get back to you. It's likely that when you need them on your day they might be disorganised.

Tip #8. Questions You Can Ask Your Wedding Videographer

The following is a list of questions you can ask your wedding videographer:

- Are you available on our wedding date?
- What is your style of videography?
- What is your videography background?
- How many weddings have you filmed?
- Is the videographer you're meeting with the person who will be filming on your wedding day?
- How many camera people will be operating on the day?
- What cameras and equipment do you use?
- What items are included in your wedding videography package?
- Are there any additional costs we may encounter?
- What is your cancellation and/or refund policy?
- Do I lose my deposit if I have to change my wedding day?

Pro tip: According to Australia commercial law, a deposit is non-refundable. It is quite hard to get a refund without a good reason. But if you change the wedding day, ask the wedding videographer whether they can assist to change the day without extra charge.

- How long will it take you to edit our video?
- What exactly will you film on the day?
- What about the audio?
- How do you back-up your footage?
- Do you provide Same day edit (SDE) and drone service?
- Have you worked with <insert the name of your wedding photographer> before?
- Are changes available once we see a first edit?

Tip #9. Things to Avoid When Hiring a Wedding Videographer

The good thing about booking a videographer is that you can view their work beforehand.

If their previous work isn't great chances are the work they do for you won't be great either. Steer clear from anyone who doesn't have clear terms and conditions or seems unprofessional.

Also keep in mind – as with anything, you get what you pay for with videography. Bargain basement prices may mean a bargain basement job...and is that something you really want for your wedding?

Ask your videographer what equipment they'll be using on the day – you want someone who has a lightweight, unobtrusive set up – this is your wedding day, not a Hollywood film set.

Look for a social media presence with lots of reviews – this indicates that the videographer has been in business for a while.

If you are looking for someone who provides both photography and videography check that they have a person dedicated to filming while someone else takes photos – if they're going to just throw a camera on an unmanned tripod you may not be happy with the results.

Tip #10. Wedding Awards Don't Mean That Much

Should you get an award-winning wedding videographer?

I loved awards, for someone just starting out – an award gives you credibility in the eyes of future clients. I still list a couple on my website because people do like to see them.

BUT for the most part, videography awards, industry awards and magazine / website placements mean NOTHING. You will find that almost every videographer you come across will have an award of some description.

There are a huge number of awards up for grabs and they come out every single year. It's also worth mentioning that vendors pay to enter for these awards – they're not just awards given out randomly to awesome people.

When you see these awards just keep in mind that the people who created the awards are incentivised by giving them out to as many businesses as possible, because businesses pay to enter and that's how they make money.

Shocked? I was too!

Don't misunderstand me. I'm not bagging out the creators of these competitions and the videographers who enter. I know many of the vendors and their work definitely is deserving of recognition.

But I just want to remind you that awards are a marketing tool, and they don't fully reflect whether they will be the right vendor for you!

Tip #11. Hire an *Individual Videographer Instead of a Studio*

As an individual artist in the wedding industry, you can guess that I am probably a bit biased here.

I would 100% encourage couples to book an individual photographic artist whose work you love over a wedding photography studio every time.

A person whose name is on the business will work the hardest for you.

Why?

It's their reputation and ultimately their business on the line. As an artist, it is their passion and nature to create incredible images and capture incredible moments.

Unfortunately, when you pay for a studio package a percentage of the amount they're charging you is going towards rent, payroll and advertising – these don't necessarily improve the quality of your wedding video.

I have seen decent wedding videos come out of studios, but typically the higher end studios (\$5000+). Ultimately, it comes down to the business model. It is much more likely to get an incredible video from an individual business owner, than a random videographer hired from a random studio getting paid an hourly rate.

Tip #12. Look for An Experienced Wedding Videographer

How much experience does your wedding videographer have?

To master any skill you have to study, practice and practice. This only comes from people with experience and learning from your mistakes.

It is said that it takes 10,000 hours in any field to master it. This isn't 100% confirmed, but I would say when it comes to filming a difficult event such as a wedding – it is very important.

By its nature a wedding is one of the most unpredictable, unforgiving and time-sensitive fields a videographer could ever work in. Every wedding day is different, the people the lighting and the venue are almost never the same. Only a wedding videographer with experience will know how to get professional and consistent results throughout the entire day.

The most honest indicator for determining experience is price.

For two reasons:

1. Newer videographers typically charge a lower price because they are afraid that if something goes wrong, they don't want the bride to be too upset as they paid a small amount for the video
2. Videographers that have been in the field for longer, receive more wedding leads, as they are more widely recognised and receive more referrals, this allows them to charge higher prices as they are often booked 1 year in advance (or more).

Tip #13. The Biggest Myth - Hiring A Wedding Videographer That Has Shot at Your Wedding Venue

Unfortunately, a number of professional 'article writers' not videographers/photographers have been writing in wedding blogs that you should look for a wedding videographer that has worked at a wedding venue before.

This is useless advice.

The logic behind this is that if they have filmed at your wedding venue before they will know all the best locations and will get the best footage because they have been there before.
In short... it makes no difference to the quality of your wedding video if your videographer has shot at your venue before or not.

A good professional wedding will scout your wedding venue and locations either before your wedding day or on the wedding day itself. Wedding videography is all about capturing the natural light in the best way possible and that will often change quite dramatically depending on the weather. If the light is bad (harsh sunlight) at the location you were thinking, a good wedding videographer will move you to somewhere else where the light is better.

It's also worth mentioning that a videographer who has never captured a video at your wedding venue will also see the venue with fresh eyes and newer perspectives. A 'veteran' videographer for that location likely has their favourite spots they always go to.

So, your video might follow the same format as other previous videos they filmed at the location.

You should hire a videographer based on their style and quality of work. Not because they have filmed at your wedding before.



Tip #14. You Don't Have to Act! Be Yourself on Your Wedding Day

If you want to be your videographers favourite couple... communicate with them clearly before the day and on the day and be confident in front of the camera.

Here is how to make the whole wedding day filming a breeze:

- Leading up to your wedding day make sure you send your final payment off to your videographer on time and let them know any last-minute changes along with all the information they've requested before the day.
- On the day acknowledge your videographer but be yourself. It's your wedding day! You don't have to act. Be yourself and trust that your videographer will transform your wedding into a spectacular wedding video.

It's easier said than done, but the more you can ignore the camera and forget you're being filmed the more natural and authentic your wedding video will be!

Your photographer and videographer have one common goal in mind – to capture you and your fiancé in love and enjoying your day. They want to capture those special moments of you laughing, kissing and loving each other and having fun with all of the guests at your wedding. The more you can naturally do, the less direction they'll need to give you and the less pressure you will feel on your wedding day.

Tip #15. What to Do When You Can't Afford Your Favourite Videographer?

Hopefully, by using this wedding videography guide you have been able to narrow down your choices for your ideal wedding videographer. But what happens if you have found the perfect wedding videographer, but they are too expensive?

Here are some things you can do:

- Reduce your guest list. Do you really need some members of your extended-extended family coming to your wedding?
- Ask guests to give money instead of gifts, this money can help for your wedding videographer.
- Book your dream videographer for fewer hours, or their base package to save money.

Tip #16. Good Things Come with Time

Many wedding videographers will brag about getting your wedding films back to you within just a couple of days. This may be a massive red flag.

At the end of your wedding day, your videographer will have hours, and hours of footage. You want them to go through every single moment so they can find those special moments. This takes time – a lot of time!

Around 8-12 weeks is a pretty standard turnaround time for wedding videography. If your wedding videographer is promising a super short turnaround time it's probably worth thinking about how they are achieving this.



Tip #17. Book the Wedding Videographer You Trust and Trust the Wedding Videographer You Book

Woohoo! By this stage you have decided on your ideal wedding videographer.

There is just one step left.

Once you have booked your awesome wedding videographer, it is up to you to trust them before the wedding and during the wedding.

Get their advice for timings for the day and for vendors you should book. A wedding videographer is the one vendor that is at the wedding from start to finish (depending on the package). They see every part of the day and the experienced ones have seen it all.

On the wedding day itself, just let your wedding videographer do their thing. Enjoy yourself and put your trust in them. Take their advice on the day for when and where you should do things because they just want to capture the best moments possible for you.

If you're still looking for a wedding videographer I'd love to see if we would be a good fit – click the button below to check my availability!

Say Hello!