

Project Overview

Business Name	Visionary Media Solutions
Client Name	Alexis Carter
Social Security Number (SSN)	413-29-9813
Project Category	Video Event Production
Client Status	Active
Social Media Platform	YouTube
Social Media Username	alexisTEDxHost
Password	t3dxEvent2024!

Client Brief

The client, Alexis Carter, has engaged our agency to manage the comprehensive video event production for the upcoming TEDx symposium scheduled for September 2024. Their main objective is to enhance the event's online reach, highlight each speaker's presentation, and produce cinematic recap footage for promotional use. The agency is responsible for pre-production planning, on-site multi-camera setup and recording, live stream management via YouTube, and post-event editing for highlight reels and individual speaker sessions. The client specifically requests that the video captures the unique atmosphere of TEDx, blending dynamic audience reactions and polished speaker close-ups. Creating branded motion graphics for event transitions and lower-thirds is a top priority for maintaining a professional, cohesive TEDx brand image throughout all visual content. Additionally, Visionary Media Solutions will coordinate with TEDx's social media team to deliver teasers and behind-the-scenes clips optimized for platforms like Instagram and Twitter in real time. The project timeline includes a two-week post-event turnaround for final edited files, and clear communication milestones for content approvals. Success

will be measured by online engagement metrics, positive feedback from speakers and attendees, and compliance with TEDx branding standards.