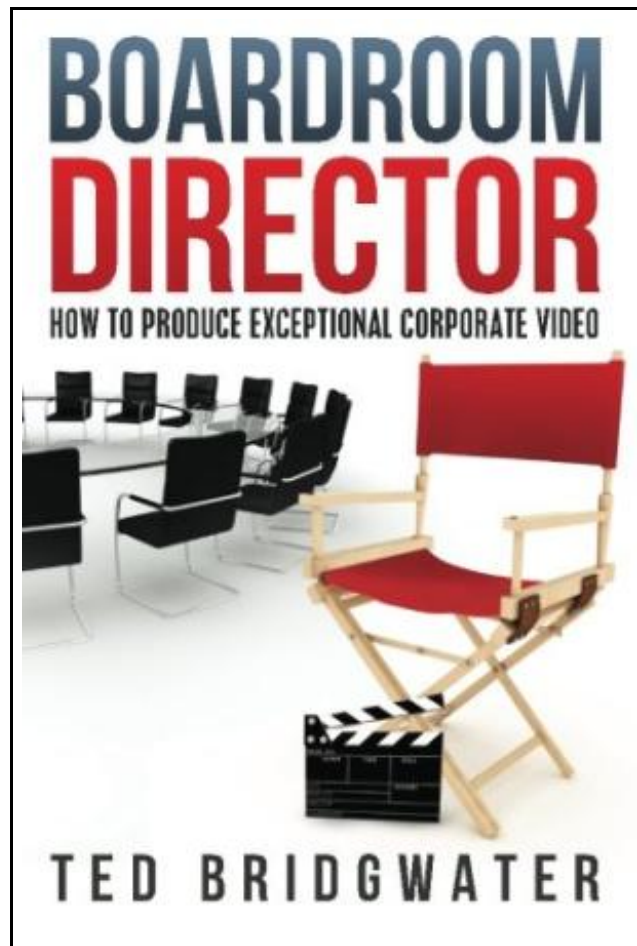


## Boardroom Director: How to Produce Exceptional Corporate Video



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Foresight Corporate Communications Inc. Paperback. Book Condition: New. Paperback. 298 pages. Dimensions: 8.9in. x 6.0in. x 0.8in. Film and video production is an exciting career. And every year, more than a million students worldwide enrol in a film or video production course or program, many of whom pin their hopes on becoming the next Quentin Tarantino or Kathryn Bigelow. And yet, the odds of achieving this are extremely low. Even for the most talented individuals, getting that first lucky break can be incredibly elusive. More often than not, people spend most of their time wishing something would happen and zero time doing what they really want to do namely, make films. Boardroom Director: How To Produce Exceptional Corporate Video opens the door to a totally different filmmaking opportunity known as corporate video production. Corporate video is used by businesses everywhere to sell, train, motivate, inform, recruit and inspire. And hundreds, if not thousands, of videos are produced every day. Indeed, no website can be considered complete without at least some video, and the uses continue to explode. For would-be filmmakers everywhere, this is a huge opportunity to be practicing their craft regularly. Based on the authors extensive hands-on experience and award-winning career, Boardroom Director is filled with far-ranging and highly actionable advice, industry resources and downloadable tools designed to give filmmakers the edge they need to succeed. Included are step-by-step guidance and exclusive insights on how to: get that all-important first job uncover a clients true needs structure winning proposals choose the most compelling storyteller craft scripts quickly and creatively master razor-sharp (and profitable) budgets deliver the one thing that clients always want but never request and much, much more. Designed to bridge the gap between the technical expertise taught in school and the practical knowledge required to start and build...



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