

TIPS FROM



**When you are looking for a vendor:**

1. Ask for a quote on a "not-to-exceed" basis
2. Ask to view samples of their work
3. Ask for references
4. Ask what timeframe they can complete the project in

**When Hiring a Vendor to produce a Video, DVD, or internet site the following are questions to have answered from your organization before approaching a vendor for a bid:**

What is the purpose of your project?

Is it to train?

Is it to market your people or product or organization?

Or to market a product?

Is it for fund-raising?

For public relations?

For information dissemination?

Why do you think video/DVD/or the internet is the best means of communicating to your audience?

Would "audio-only" work as well? Or Print? Both audio and print are often less expensive than electronic mediums such as television, DVD and the internet.

What goals would you like to achieve with this project?  
(Look for no more than 3 to 5 measurable goals in any form of communication)

Who is your audience? What are their demographics?

Where and how will the product be viewed?

In a small group?

In a room with many others?

At a function or trade show?

On a computer screen?

All in one session or several?

How many copies will you need when the project is complete?

What is your budget?

Do you have any ideas for what you'd like visualized?

What would you like the length of the piece to be ?

(i.e., training programs are usually two or three times longer than P.R. or recruitment or marketing programs)

What have you done already?

Do you have any footage you/we can incorporate into the program?

Music?

A script?

Pictures?

Do you have a deadline?

For more questions re: multi-media and e-training and marketing tools call us at Cinecraft Productions, Inc. at 216-781-2300