

Minutes meeting(Phone call)

Participants:

- **Videographer:** Dale Salter
- **Client:** Salvation Army – Mrs Linda Foster

Date: 18/12/18

Duration: 1 hour

Key points:

Heather playing an accordion video.

Discussed strategies with the client that could be used in the future to make a post/video more successful. Shown below.

- Step One: get more page followers to expand the audience
- Step Two: get people to share the link to the page aka current followers.
- Step Three: could add the link to the facebook page to posters and the salvation army website.
- Step Four: Could spend money to advertise the post on facebook.

Christmas Fair video

- Talked Client through my vision of how the video would look through use of a developed shot list/order and described shot movements.