

## Minutes Meeting

### Participants:

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

**Date:** 5/10/18

**Duration:** 1 – 2pm – 1 Hour

### Key points:

- **Spoke to the client in person discussed ideas back and forth they mostly didn't have so much of a creative direction more of a message and mood they want to be portrayed.**

- **Assets:** Locations, Dates and times.(See Schedule)
- **Purpose:** Community outreach to inform others of what we provide and do.

**Primary Message:** Let the community know we exist, What we provide and do and what is available for all ages. – Perhaps use some motion graphics saying we welcome all ages, open to all.

- **Tone:** Show Friendliness, warmth,
- **Creative Style:** Smooth movements, Rhythmic Cutting, with some invisible cuts using push ins and pull outs to transition, Show shots of people chatting, having a good time, have some nice slider/ shots – pleasing to the eye, use of some time-lapse cut with smooth push in shots to invite the audience in to show the work behind the activities available.

- **Target audience**

- **Mandatories**

- **Mosborough Salvation Army**

**Our story so far:** Mosborough Salvation Army is a small but growing Corps() it doesn't have its own building (not yet but hopefully soon) We have a successful monthly coffee morning, weekly cafe, fortnightly art, craft and chat. All events at the moment seem to be mostly for older folk but all ages are welcome. – we aim to start moms and toddlers and other children clubs but accommodation is difficult.