

## Video and Webinar Process

We are working to simplify the processes related to video and webinar production. Please execute the following steps when submitting requests:

1. Follow the link to complete a Video Request Form:  
<https://business.rice.edu/videorequest>
  - a. Event Date = *Actual date of the event*
  - b. Recording Date = *Date you want the videographer to film. You are responsible for scheduling the students/faculty/staff/client while coordinating the date with A/V and Marketing. We will provide you with a confirmation.*
  - c. Deadline Date = *Actual date you need the finished product.*
2. You will receive an automated email in response to your request within one business day which states that we will review and be back to you within five business days.
3. Once a project is approved you will receive a link to the Creative Brief or Webinar Survey that helps us understand the audience you want to reach, your business objective and what you will do with the finished product, due date, etc.

Video request:

<https://business.rice.edu/branding/material-and-template-downloads>

4. Next, we ask that you attend a meeting with the Marketing and A/V team to review the Creative Brief that you have completed, where we will discuss the goals of your project, equipment needed, studio time (strongly suggested for ALL **webinars**) and audience. We meet each Wednesday, 11:30 – 12:00 in the Marketing Suite. Please notify [dawn.r.kinsey@rice.edu](mailto:dawn.r.kinsey@rice.edu) that you will be attending.
5. If your project is not approved, you will be able to petition the group during the Wednesday meeting.
6. Once confirmed and filmed, we will request another meeting to view the video and discuss edits, music selection, titles and b-roll.
7. Final viewing and approval will be done through unlisted posting on Vimeo with the Marketing and A/V team and the completed project will be posted to our YouTube channel and associated website page once approved. The entire process will take approximately four weeks and will be subject to current workload.