



Coordination - On-Site Coordinator

This procedure details the responsibilities of an on-site coordinator for Avinu Productions.

Professional Attire: The coordinator should arrive at the venue looking professional. For men, this includes black slacks and a white button-down shirt. For women, attire should be dark and cover shoulders and knees, suitable for respectful attendance at potential religious events.

Vendor Communication: Introduce yourself to all significant vendors, ensuring not to impose during busy times. Collect business cards and other contact information to provide to the relations team after the event.

Media Collection: Actively take videos and pictures during and after setup. This includes recording Avinu's services, capturing the setup, and any unique features of the event. Conduct mini-interviews with staff members and send all materials to the media team.

Client Testimonials: Build a positive relationship with clients and gather brief video testimonials capturing their feedback on the event.

Post-Event Summary: Summarize the event in a paragraph, highlighting major occurrences to support future marketing materials such as newsletters and blogs. Send this along with all gathered information to the relations team and media graphics department.

Link for adding all information collected during the event:

www.avinumusic.com/eventreports

Effective Ways to Frame the Request for a Video Testimonial

When asking a client or vendor for a video testimonial, it is important to make them feel valued and appreciated. Here are some effective ways to frame your request:

1. **Highlight the Positive Impact:**
 - "By the way, it's been wonderful talking to you today. Positive words from you can really make a difference for our business. Do you mind if I quickly capture a few words from you on my phone for a testimonial?"
2. **Leverage Established Rapport:**
 - "Hey, we've had such a great experience working together. Can I get a quick testimonial from you? It will really help us showcase our collaboration and also give you more exposure through our platforms."
3. **Make the Process Enjoyable:**
 - "I know it can be a bit daunting to get on camera, but your feedback means a lot to us. Let's make it fun and quick!"

Video and Footage Guidelines and Ideas

Ceremony

1. Chuppah Close-Up*: Capture the chuppah with flowers and decorations, the singer visible in the background.
2. Bride and Groom under Chuppah*: Angle focusing on the couple with the singer/musician behind them.
3. Singer Performing During ceremony: Close-up of the singer with the couple in soft focus.
4. Film when the groom walk in and when the bride walks in (capture a bit of the singer singing as well).
5. For Jewish ceremonies, film while Bride & groom are doing the 7 circles.
6. Guests' Reactions*: Guests wiping tears or smiling during the performance.
7. Singer with any musicians, performing during a ceremony (string quartet, String duo, Piano, Guitar or all together).
8. Close up of instruments of musicians (hand playing piano), hands steaming guitar, violinist playing/ and others.
9. Film musicians playing as a group during ceremony, and get close ups of each of them.
10. Film the whole ceremony setup (wide angle) when all decor is ready and before ceremony starts.

Reception

1. Film MC or DJ introducing the bride and groom and then capture the couple while they enter.
2. First Dance*: The bride and groom's first dance with Singer, DJ, or musicians in the background.
3. Singer on Stage*: Close-up of the singer performing on stage with dancing guests in the background.
4. Band Close-Up*: Detailed shots of each band member playing their instrument.
5. DJ Booth*: DJ mixing tracks with dancing crowd in the background. Film close up of DJ being exited while playing.
6. MC Hying Crowd*: MC interacting with and energizing the crowd.
7. Dance Floor*: Wide shot of guests dancing with vibrant lighting.
8. Guest Reactions*: Close-ups of guests laughing, clapping, and having fun.
9. Film any special moments that happen through out any event
10. If its a jewish wedding or mitzvah, film Hora performances, clients being lifted up in chairs, guest dancing and jumping while singer, musician, or DJ perform

Details and Atmosphere

1. Decorative Lighting*: Shots of the venue's decorative lights and their effects.
2. Sound Equipment*: Detailed shots of the sound equipment being set up or in use.
3. Musicians Preparing*: Behind-the-scenes shots of musicians tuning their instruments.
4. DJ Setup*: Close-up of the DJ's turntables and equipment.
5. Candid Moments*: Guests mingling and enjoying the event.
6. Artist Interactions*: Shots of the artists interacting with guests, taking requests, etc.
7. Instrument Details*: Close-up of instruments like guitars, drums, or keyboards.
8. Film LED panel setups, make sure they look great with nice graphics being displayed.

Special Moments

1. Speech by MC*: MC giving a heartfelt speech or announcement.
2. Special Performances*: Unique performances by singers or musicians, Hora loca dancers, magician, Graffiti artist.
3. Guest Performers*: Guests joining the band or DJ for a special song.
4. Interactive DJ*: DJ engaging with the crowd, inviting them to dance or sing along.
5. Musician Solo*: Solo performance by a musician, spotlighted.
6. Lighting Effects*: Dramatic lighting changes during key moments.

Conclusion

1. End of Ceremony*: Bride and groom exiting the ceremony with music playing.
2. Farewell Dance*: Final dance of the night with the singer or band playing.
3. Artist Thank You*: Artists thanking the crowd, with applause from guests.
4. Testimonial from Bride or groom, client, or any guest that wants to say some kind words about our services

Special videos instructed by Content Creator (TBD)

These will be talking head videos, like interviews or the talent talking about why they love their craft and other Ideas. This will be updated shortly