

Timeline

Estimate the amount of time you think it will take you to develop your video content using the chart below*:

* Not all tasks may be required for your project.

Task	Hours to Complete the Task
Identify your audience	
Assemble a production team	
Agree video concept	
Consider accessibility requirements	
Storyboard/script the proposed video	
Write a production brief	
Source a production company	
Source a location	
Management of production company	
Film video	
Record voice over	
Edit video footage	
Test video with target audience	
Internal stakeholder sign-off	
Post content online	
Develop promotional content of the video	

Total hours = _____ + contingency = _____ hours

We would recommend a minimum of 2-3 days be allocated for contingency time where possible, as this will provide a reasonable amount of “buffer” time between completing production and launching your video.

Although your timelines may not always be flexible enough to include 2-3 days, allocating as much contingency time as is possible for your specific project will always ensure a smoother delivery.