

# Media Shoot

## INTRODUCTION

The team at Kana is looking forward to working with you on your new website, and along with that, in producing media for you that is specific to your practice! A member of our Media Production team will be at your location to shoot video and photos soon, and in preparation for their arrival, here is some information on how to make the shoot a successful one.

**Shoot Length:** the shoot usually lasts 3 hours, and includes 4k sequences shot with a professional full frame cinema camera and drone, as well as high-resolution photos. During the shoot, we'll ask you to have certain personnel available for various shots. (See "Personnel" section below.)

**Point of Contact:** we ask that there be a single point of contact for shoot planning and management of personnel on shoot day. This can be a practice manager, front office staff member, or even a doctor. We will plan with this person for the shots we'd like to get, and they can help us include the right people at the right times.

**Three-Phase Approach:** we like to shoot in three phases: for the first hour, we shoot interiors and exteriors of the office; hour two is front desk/assistants/hygienists and patients; the third hour is the doctor(s), patients, and team headshots. This way, we get a wide variety of footage without tying anybody up for too long.

**Dental Tools and Equipment:** while we try to focus on capturing positive interactions between staff and patients (and avoid "instruments in the mouth" shots), we may occasionally ask you to turn on and use a specific piece of equipment so that we can gather video of the movement or usage — especially when it is a featured piece of technology that your practice is proud to show off.

**Patients:** we would love to feature your actual patients in your footage, as long as they have a waiver for their appearance; otherwise, having some office staff act as patients is just fine, as well.

**Creativity Encouraged:** we welcome your creative ideas! We're always looking for those little moments that make your office unique, whether it be specific office decor, awards on a wall, technologies, or something else. If you have a shot in mind, let us know!

## BASIC SHOT LIST

### Exterior

- Fly to/from front door
- Aerial orbit of building
- Signage (lifts/reveals)
- City landmarks (if applicable)

### Interior

- Waiting Room
- Front Desk
- Interior Logo/Signage
- Specific decor
- Operatories

### Interaction

- Patient entering front doors
- Patient being greeted at front desk
- Patient(s) in waiting room
- Patient(s) being called back
- Patient walking with Assistant
- Patient in chair (Assistant)
- Patient in chair (Doctor)
- Doctor using props to explain care
- Doctor and Assistant talking to Patient
- Patient checking out and leaving

## PERSONNEL

- Front Desk [1-2 people]
- Assistants [1-2 people]
- Hygienists [1-2 needed]
- Doctor(s)
- Patients [1-2 needed]

*\*Note: We recognize that everybody's time is valuable, and we will do our best to shoot in such a way that people can be free to go after their shots are complete.*