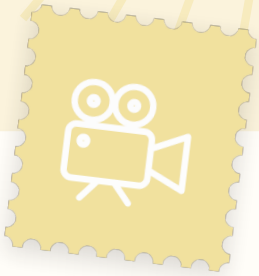
Mirjan
FILMS

VIDEOGRAPHER & FILMMAKER IN CORFU, GREECE



FREE GUIDE · PDF

Video Brief Template for Hotels & Businesses

A fill-in worksheet to plan a video that does its job

STORY — LIGHT — SEA

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A video brief is the page or two that turns "we need a video" into a plan everyone can work from. Fill in this template before you speak to me or to any production company, and you will save shooting time, editing rounds and money.

It follows the questions that matter on commercial shoots in Corfu, like the kumquat cocktail film I made for Angsana Corfu or the work for Corfu Palace Hotel and Ariti olive oil. Short answers are fine. Leave blank what you don't know yet; that is a useful answer too.

About your business

Business name _____

Type of business _____

Contact person _____

Phone and email _____

Website and social media accounts _____

1. Goals

Choose one main goal. A video that tries to sell rooms, recruit staff and announce a new menu at the same time rarely does any of them well. Then write down how you will know it worked: more direct bookings, more enquiries, more people at the bar on a Tuesday.

Main goal _____

Second goal, if any _____

How we will measure it _____

Why now _____

2. Audience

Describe one real guest: where they come from, roughly how old they are, what they care about, which language they search in. A couple from London planning a honeymoon and a Greek family booking August need different films.

Main audience _____

Countries and languages

When they book, and on which device

3. Platforms and formats

Decide where the video will live before the shoot, because framing depends on it. **16:9** is horizontal, for your website, YouTube and screens. **9:16** is vertical, for Instagram Reels, TikTok and Stories. If you need both, the shots are planned to work in both.

- [ ] Website (16:9, often a short silent loop on the homepage)
- [ ] YouTube (16:9)
- [ ] Instagram Reels and TikTok (9:16)
- [ ] Instagram and Facebook Stories (9:16)
- [ ] Instagram and Facebook feed (4:5 or 1:1)
- [ ] Paid ads on Meta or Google
- [ ] Booking sites, travel agents and tour operators
- [ ] Screens in reception, at events or trade fairs

Other



TIP

Vertical video is not an afterthought. If Reels matter more to you than the website film, say so in the brief, so the shoot is planned for 9:16 from the first shot.

4. Deliverables

List every file you expect at the end, with length and format. The quote is based on this list, so the clearer it is, the fewer surprises later.

DELIVERABLE	LENGTH	FORMAT	HOW MANY
Main film		16:9	
Short versions			
Vertical cuts for Reels and Stories		9:16	
Silent loop for the website			
Photos			
Subtitles or other languages			

5. Key messages

Write up to three things a viewer should remember after watching, in plain words. If you can't narrow it down to three, the film won't be able to either.

Message 1 _____

Message 2 _____

Message 3 _____

What makes you different from the place next door _____

Words, claims or topics to avoid _____

6. Locations

List each place you want filmed and the time of day it looks its best: the pool at sunrise, the terrace at sunset, the kitchen during service. Filming at monuments needs permission from the Ephorate of Antiquities, and drones follow EU and HCAA rules, so check what is allowed well before the shoot day.

LOCATION	BEST TIME OF DAY	ACCESS OR PERMISSION	NOTES

7. Schedule

In Corfu the season changes everything. A shoot in April or May gives you fresh, empty spaces and soft light before guests arrive; a shoot in high season gives real atmosphere but less freedom to close areas off. Work back from the date the video needs to be online.

Preferred shoot dates _____

Dates to avoid _____

Finished video needed by _____

Date it goes live _____

8. People on camera and releases

Decide who appears. Everyone who can be recognised should agree in writing to the use of their image, and children need consent from a parent or guardian. Guests who have not agreed should not be identifiable. This touches on GDPR, so check the wording of your release forms with your legal adviser.

- [ ] Staff
- [ ] Owners, managers or the chef
- [ ] Models or actors
- [ ] Real guests, with written consent
- [ ] Children, with consent from a parent or guardian

Who prepares and collects the signed releases _____

9. Music

Music sets the mood more than any single shot. Well-known commercial songs can be expensive or impossible to license for advertising; production music libraries exist for exactly this. Describe the mood and share a couple of reference tracks.

Mood _____

Reference tracks

Voice-over or on-screen text, and in which languages

10. Budget range

A range, even a wide one, helps me suggest the right scale: one day with a small crew, or several days with models, a stylist and a second camera. It is not a commitment, just a map. Note anything you can provide yourselves.

Budget range

What you can provide (rooms, meals, props, staff time)

Payment terms you need

11. References

Send two or three videos you like and one you don't, with a line on why. "The pace of this one, the colours of that one" is far more useful than "something cinematic".

Reference 1, and why

Reference 2, and why

Reference 3, and why

One we don't like, and why

12. Approvals

Name one person who gathers all feedback and gives the final yes. Two rounds of combined feedback work much better than six people sending separate emails.

Day-to-day contact

Who gives final approval

Feedback rounds expected

Dates when key people are away

13. Usage rights

Say where and for how long you plan to use the video. Usage affects the licences for music and for people on camera, so it is much easier to settle before the shoot than after.

- [ ] Our own website and social media
- [ ] Paid social and online advertising
- [ ] Partners, tour operators and booking sites
- [ ] TV, cinema or outdoor screens
- [ ] Trade fairs and presentations

Countries _____

Period of use _____

Before you send the brief

- [ ] One main goal, written in one sentence
- [ ] Platforms chosen, so the 16:9 and 9:16 needs are clear
- [ ] A deadline that leaves time for two rounds of feedback
- [ ] One person responsible for approvals
- [ ] Release forms arranged for everyone on camera
- [ ] A budget range written down, even a rough one

Notes

Send it over

When the brief is ready, or even half ready, send it (a photo of the printed page is fine) to info@mirjanfilms.com or message me on WhatsApp (link at mirjanfilms.com). I'll reply as soon as I can, and you can see my commercial work at mirjanfilms.com.



Planning something in Corfu?

Send me your date, your idea or your brief. I reply within 24 hours.

mirjanfilms.com/contact · info@mirjanfilms.com

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