

Video Production Needs Assessment

Date: [Insert Date]

To: [Recipient's Name]

From: [Your Name]

Subject: Video Production Needs Assessment

Dear [Recipient's Name],

As we prepare for our upcoming video production project, it is essential to assess our needs to ensure a successful outcome. This letter aims to outline the key elements we should consider during the needs assessment process.

Project Goals

1. Clearly define the purpose and objectives of the video.
2. Identify the target audience.

Content Requirements

1. Outline the key messages to be conveyed.
2. Discuss potential scripting and storytelling approaches.

Production Resources

1. Determine budget constraints and funding sources.
2. Identify necessary equipment and technology.

Timeline

1. Establish a timeline for pre-production, production, and post-production phases.
2. Set deadlines for feedback and approvals.

I would appreciate your input on these points and any additional considerations you might have. Please let me know your availability for a meeting to discuss this further.

Thank you for your attention to this important matter.

Sincerely,

[Your Name]

[Your Position]

[Your Contact Information]