

ATLANTA, GA, October 03, 2013 **/24-7PressRelease/** -- Video shoots are an investment in your company that will typically give you a solid return. However, if you are unprepared for your video shoot, you can waste time and money.

[Atlanta corporate video](#)

production company Optimum Productions encourages you to be well-prepared for your video shoots to ensure that your shoot goes as planned.

Before the video shoot, you will need to have an idea and a script prepared. If you have specific shots or a sequence of specific shots you desire for your [Atlanta video production](#), consider creating a storyboard for your production team to use. Optimum Productions recommends that you keep several copies of this information readily available on set to avoid wasting time searching for them.

Once you have the script and storyboards prepared, you will need to make a list of any props, costumes, and talent you will need. Obtain and organize your props and costumes based on their usage in the video. Book and schedule the talent. [Atlanta video production company](#), Optimum Productions, reminds you to have any required legal paperwork filled out prior to filming to ensure that you can use the talent's likeness.

When the shoot is a day or two away, double check your materials and confirm call times. Pack the props and costumes and put them somewhere where they will not be forgotten. Make copies of the script for the crew and the cast, and have enough storyboards for the crew to reference.

Learn more about Atlanta video production at <http://www.optimumproductions.com>.

About Optimum Productions:

Optimum Productions is your resource for video production in Atlanta. Our video production staff is comprised of creative innovators dedicated to superior video production. Since 2007, we have been creating compelling content for a long list of discerning clients. We offer the tools, skills, and talent that are essential to the highest level of video production.

Learn more by visiting <http://www.optimumproductions.com>.