mhf

FOR EVERYONE ON CAMERA

Preparing for your video interview

You don't need to be a natural on camera. A little preparation is what makes people come across as themselves. Here's everything you need to know before the day.

What to wear

Works well on camera

- ✓ Plain, solid colours
- ✓ Smart casual, unless told otherwise
- ✓ Clothes that match the tone of the film
- ✓ Something you feel comfortable and like yourself in
- ✓ A second outfit option to bring along

Best avoided

- ✗ Busy patterns, fine stripes and checks (they flicker on camera)
- ✗ Bangles, bracelets and chunky jewellery (they spoil the sound)
- ✗ Logos, unless it's your own brand
- ✗ Anything brand new or uncomfortable
- ✗ Very bright white or all-black outfits if you can avoid them

Before the day

- Read the message brief: why the film exists, your 2–3 key points, who's watching
- Say your key points out loud at least once. Don't learn them word for word
- Join the 20-minute prep call if one's offered
- Check your call time, the room and how long you're needed
- If you're reading from a teleprompter, read the script aloud and record a voice note

On the day

- Arrive 10 minutes before your call time
- Bring water and your second outfit
- Our producer will spend time with you before filming to explain how it works
- Retakes are normal and are usually for sound or framing, not because you did badly
- Speak as you would to a colleague. Short, natural answers work best

Questions before the shoot? Ask the person who organised it, or our producer on the day.

MHF Creative
mhf-creative.com

Shoot day readiness checklist

Tick each step off as you go. Send page 1 to everyone appearing on camera with their message brief, two weeks before the shoot.

☐	**3 weeks out**	Every contributor confirmed directly, with a backup for senior people
☐	**2 weeks out**	Message brief sent: purpose, two or three key points, audience
☐	**1 week out**	20-minute prep call held with each contributor
☐	**1 week out**	Logistics pack sent and receipt confirmed: room, call time, what to wear
☐	**Day before**	Reminder sent and holding area booked
☐	**On the day**	Observers kept off set, 20% contingency in the schedule
☐	**Within 24 hours**	Every contributor thanked, with next steps and feedback dates
☐	**Before the edit**	Review stages, rounds of changes and deadlines agreed with stakeholders

Notes

Planning a corporate video? We plan the shoot day around your team.

mhf-creative.com/contact
+44 20 3633 2891
Watford, just outside London