



## **Top Tips from Anthony Davies, Video Producer**

1. To be successful in this branch of the creative industry, you have to be able to use your imagination and you have to be able to communicate your thoughts to others so that they get a clear picture. You are working on a visual medium; you have to have a visual mindset.

2. In this business you have to be able to trust people. If you are a freelancer or have a small business then using people costs. Before you part with your money, make sure that you know what it is you will be getting in return. Before starting a task with other people involved, make sure they know exactly what they are doing and they have the capabilities to do it.

3. It is very important to be on top of everything when you are involved in video producing. You need to have a range of technical abilities when working with lights and cameras. Also you need to be prepared. You need to know that you have every eventuality covered. Make sure you have spares of things if they break etc.

4. Also, make sure that you keep up to date with all the technological advances. As a video producer, you want to make the best videos, and that will only happen if you have latest technology. Keep up to speed about what is available and make sure that you are competent in using the latest camera and the latest computer software.

5. Make sure as well that you take other factors into account. As a video producer you are always out and about. Make sure that you know where you are going, make sure you know how to get there in plenty of time. Taking things like this in what seem small considerations will help you maintain that high level of professionalism.

6. To be successful in any branch of the creative industry, experience is key. Why not spend some time with people who do the same thing as you but perhaps are a little better or who have been doing it longer. You could go on to a set of a TV drama or something similar.

7. As far as the personal traits are concerned, firstly you need to be nice. You need to maintain a good manner when working with people. Remember they are paying you to do something, you are offering a service. Good communication skills as well as a lot of patience will help you be successful.

8. As well as this (especially if you are a freelancer) you need to be motivated. Because you are your own boss it is very easy to take time off, relax a bit more and take the attitude of 'I will do it later'. You have to make sure that you are motivated for two reasons: 1; getting the work done and 2; making sure you get it done to the best of your ability.

9. Know your limits. Make sure that when you agree to take on some work, that you know what is involved and that you know how to do it. Don't say that you can do something when you cant, simple in theory, but not so easy in practice.

10. Working as a freelancer, the times that you work may well be determined by someone else. If you have got a deadline, you might need to work through the night to get it finished. Equally you may also have to miss out on some pleasures to get things done. It is a sacrifice, but missing a deadline is not an option. Remember, this business is built on reputation.

**INSPIRE: Through real career stories - experience, advice, challenges & triumphs**

**INFORM: Industry's needs, demands, expectations and job requirements**

**GUIDE: Those who are lost, providing practical tips to reach the next step.**

**EXPOSE: The realities of the business, as well as new industries, careers and growing opportunities.**

**MOTIVATE: Next generation of creative professionals to act on their talents and pursue their dreams with pride – reinforcing their passion.**

