

VMAGIK Frequently Asked Questions

Reserving / Packages/Travel

Q: Many services have a travel fee or charge mileage. What is your fee?

A: Video Magik is located in Green bay, and we do not charge a travel fee for many locations such as Sturgeon Bay, Manitowoc, Sheboygan, Appleton, and Oshkosh. If you have a location that extends beyond these locations, then we will work with you to determine if a mileage fee will apply or not.

Q: How do I reserve you?

A: We require a \$100 deposit, and we also have 60 day cancellation policy, so if something were to happen, as long as you cancelled 60 days prior to your wedding, we will refund the deposit in full – no questions asked.

Q: I Really would like Video, but I just can't afford it.

A: A couple of suggestions we've made in the past: (1) We only require \$100 down to reserve your date, and then you don't pay another penny until we deliver the final product (around 6 months later). This allows you time to save and use wedding gift money as payment (2) The Casual settings of a Reception capture a lot of laughter and emotion, and are more suited for video, sometimes photographers offer a packages that excludes the later part of the day and parts of the reception. Creatively allocate your budget to focus on video at the reception.

Q: We are not interested in the Love Story for the all-inclusive package.

A: Two options. You can replace it with a "growing up" photomontage, or we will discount/customize your package. Don't forget that during a love story shoot, we also gather the wedding planning process to help tell the story of your day with unique audio clips. Close family/friend may also participate.

About Video Magik

Q: How long have you been in the industry?

A: 5 years professional - 9 years Hobbyist

Q: What type of training do the individuals who will be taping the wedding have?

A: We are members of WEVA - the national Wedding Event Videographers Association which helps us keep abreast of new emerging technologies, training, new equipment and any new fads in the wedding video business. Also both owners have bachelor degrees in information technology and business so we have had a lot of on the job training with the technology and editing tools.

Q: How do you dress?

A: We dress in professional formal attire. Meet us here: <http://www.vmagik.com/staff.html>

Q: Do you have any standard operating procedures?

A: We actually have a quality - Six Sigma background so everything we do during the day is standard operating procedures. We have checklists created to ensure we cover all the elements of the day.

Video Magik Basic Services and Equipment (lighting, microphones, and cameras)

Q: How many cameras do you use and how many camera operators will there be for the event?

A: We have two cameras on site, one as the main, and one as utilized for backup and different shots such as balcony footage. A smaller third camera may be introduced depending on the setting for certain angled and creative shots.

Q: Are microphones used and if so, where are they placed and being used?

A: We utilize wireless Sony UHF microphones. They are regarded as one of the best in the industry. One lapel mic is placed on the groom, and additional one is placed either on the best man or clergy for backup. Audio is one of the most important elements of your day, and we ensure we capture it clearly. Also, we have editing capabilities to take out background noise and abnormal noises such as coughing or babies crying.

Q: Tell me more about how the mics work. Does the groom need to do anything?

A: The groom will wear a small wireless lapel microphone and will be clipped on the groom's shirt. A small receiver will be placed in the inside of the groom's pocket. We will locate the groom prior to the ceremony to place the mic. About 15 minutes before the ceremony begins, we will have the groom turn the mic on. Audio recording will begin at the start of the ceremony. The backup microphone will be placed on the officiant or the Best Man. Those details will be worked out at the rehearsal or ½-hour before the ceremony begins. The microphones will be removed immediately after the ceremony and before the photoshoot.

Q: What kind of equipment do you use?

A: Video Magik uses all 3-chip broadcast quality video camera equipment. This means our cameras will portray a very good picture in low lighting situations with awesome color. Most churches and halls have low light conditions. We have many other camera accessories that are available to us to create a unique and professional picture.

Q: I've gone to weddings before and the cameraman had a very bright light on his camera – almost blinding – and was very distracting throughout the evening. Do you have one of those?

A: We have the ability to use on camera lighting which can be used for some shots during the reception. The lights have dimmers so they can be used appropriately and sparingly. Sometimes when all the lights are off at the reception, a little light will enhance the quality of your first dance.

After the Wedding

Q: What is the turn around in getting the video put together and delivered to us?

A: The typical turnaround is 4-7 months and sometimes sooner. This can depend on the amount of footage captured, as an example ceremony only packages have a turn around time of about 2-3 months. Every wedding is unique, and our main goal is quality, but we also realize how anxious the couple is to get their special video.

Q: Are there any guarantees should there be any malfunctions in equipment and the service promised is not received? Do you have back-up equipment with you on site?

A: Yes, we have backup equipment for all the technical things we do. If something were to occur in which we could not deliver your product, then you would not be charged for the day.

Q: How long is the final version?

A: This normally depends on the length of the ceremony, reception, and activities. It also depends on your taste and special request you've made in the Wedding Video Questionnaire. Traditional weddings usually range from 45-70 minutes. Non-traditional videos tend to run shorter.

Q: Does the wedding video become our property entirely, or do you hold the copyright on it?

A: We have an agreement that is signed before hand to discuss some of this, Similar to movies, copies are not allowed as we try to keep the integrity of our product in tact. We do offer duplicates at a very low cost. We also ask for the right to use your footage for future demos.

Q: What is done with the raw footage? Do we get to keep the material that hits the cutting room floor, or is that lost?

A: Video Magik retains all the captured footage and archives them. We do not sell raw footage. We have made exceptions in past, for example we have done some work with the past footage as anniversary gifts, and have had couples contact us for footage of a passed loved one.

Preproduction Meeting / Video Shoot

Q: Do we have to schedule a meeting and meet in person prior to the wedding?

A: No. But we recommend the meeting to interview the bride and groom in a comfortable and quiet setting. This allows for us to capture details and information about your wedding elements and each other which will be used as fill-in's during your video and narration to build your wedding story.

Q: Can I include my mom and dad in the meeting?

A: Definitely. You can invite others to the meeting for us to interview and ensure they are captured in your wedding video or share in your love story.

Q: What is the Love Story?

A: The love story is something that sticks out in your relationship that you want to elaborate on. Sometimes the love story falls into place as we began talking with you. Most couples will pick a topic such as "How we met", "Our first Kiss",

“The Proposal”, etc. in advance. Some have chosen to recreate the proposal, or a special moment. We will talk with the Bride/Groom separately, and then we will put you together and elaborate more on the story.

Q: We really don't have a love story. Are there other options?

A: Definitely. When we meet with you, we will ask you general questions about each other, and ask specific questions about your wedding planning experience and all its elements (the cake, brides dress, etc. We will ask questions that will capture your thoughts and emotions, as well as your thoughts on others that will be sharing in your day. All those elements can be inserted into your video to create your wedding story instead of having a separate scene.

Q: We're short on time. Can I meet with you before or after the rehearsal?

A: Sure. If you plan to meet on the rehearsal day, please allow ½ hour.

Misc

Q: Is there anything else we need to be aware of on our wedding day?

A: One thing: We ask that you set aside about 15minutes for a quick videoshoot on your wedding day. This can be scheduled before or after your pictures with your photographer.

Q: Do you preview the event site prior to the day of the wedding? What other prep work do you do?

A: We normally attend the rehearsal, and we may also include some footage from that night in the video. This gives us a chance to review the layout of the site and we also work placing arrangements out with the clergy so we know where we can and cannot be. This also gives us an opportunity to meet special family members and friends so we know who to interview and capture footage of.

Q: My Friend is taking video of me getting ready at my home and will take video at a few stops before the reception. Will you include that?

A: We cannot guarantee the quality of any final product in that instance. We specifically plan our shots and coordinate them in advance to enhance the editing process. We do provide video editing services which is basically editing video not captured by Vmagik. If that is something you'd be interested in, please contact us.

Q: Would you be able to incorporate wedding photos from the day in the video also?

A: Absolutely. In the past we have included a small watermark image to give credit to the photographer when we display work that is not ours. It is a good idea to get the photographer's permission since their work will be published on video. We have you provide a list of photos and other elements (on the Video Planning sheet)

Q: How early do you arrive to the ceremony location?

A: This depends on your package. Pre-ceremony capture, on an average, is about 2 hours before the ceremony starts. Although, we work this out in advance depending on what services you've selected.