

BEAT SHEET

*Fill out one beat sheet **per video***

TOPLINE

A one-sentence summary or description of the central message of the video

KEY MESSAGES ('BEATS') AND CONTRIBUTORS

List of key messaging points for the video:

List of contributors who may be suitable for the video:

E.g., Joe Bloggs, CEO of organisation, London-based

CONTRIBUTOR	KEY MESSAGE
<i>Name and role of the talking-head</i>	<i>key messages/ sentences you would like the particular contributor to relay</i>

B-ROLL

Description / list of the types of action and interaction you would like captured

LOGISTICS

Any fixed dates and locations (E.g., 28th September at organisation headquarters in London)

Any other information pertinent for organising the logistics for the shoots