AGENDA

Skagit Video Subgroup Meeting   Monday, August 12th 2020
1:00 pm – 3:00 pm

1:00 – 1:15
- **Logging in**
  - Tech Check
  - Agenda Overview

1:15 – 1:45
- **Video Pre-Production Phase Plans**
  - The importance of our subject experts, YOU!
  - Look at B-roll footage examples
  - Present a rough timeline, where we are now

1:45 – 3:00
- **Honing in on our Target Audience and Behaviors**
  - Look deeper into our target audiences:
    - Behavior chain exercise
  - Look deeper into our desired behaviors:
    - Behavior ranking, what should we focus on?
  - Review data gaps and assumptions
  - Explore co-branding and examples
  - Next Steps in Video Process
    - Audience survey
  - Define goals for next meeting