



IT SHOWCASE

STOCKROOM STUDIO GUIDE TO SERVICES



WHO WE ARE

Welcome to Stockroom Studio Services! We are a small team that operates out of the Millenium Campus, building F.

As part of the larger IT Showcase team, we provide a variety of services for Microsoft's CSEO branch, all centered around producing quality and cost-effective video production services.

ATTRACT & ENGAGE

Whether you are looking to engage with your team, or attract the attention of IT professionals at large, we can provide the right-sized solution for you.

We can help you create webinars, roundtables, vlogs, event highlight reels, and leadership communication videos. For more information on the various form factors, please reference the following page.

Not certain about what kind of production services you are looking for? We are always happy to discuss your ideas, and offer light coaching or assistive writing as part of our services.



LET'S GET ROLLING

Contact us at Stockroom Studios, and one of the following team members will help get you started. The Services Flowchart is a great resource if you want a visual guide to help decide on the best video type for you.

Jim Adams
Cinematographer & Director

Daniel Cumner
Technical Director & Sound Mixer

Jameela Roland
Production Designer & Editor

SERVICES OFFERED

The following items are the main services we provide. All services are subject to a one week minimum post-production editing period, assuming any sign-offs or approvals do not hinder progress.

LEADERSHIP COMMUNICATIONS

A 5 to 10 minute recorded video session that can be uploaded internally, often featuring an interview with a leadership representative.

EVENT HIGHLIGHT REELS

A short video around 60 to 90 seconds in length that encapsulates an event's message and spirit.

WEBINARS & ROUNDTABLES

Both webinars and roundtables are 30 to 60 min recorded sessions that can be broadcast live and uploaded for on-demand usage, internally or externally.

VLOGS

A short series of video recordings that are around 3 to 5 minutes in length. These can be uploaded internally or externally on your own publishing platform.

VOICE-OVERS

We can provide crisp, clean voiced narrations to accompany a video presentation.





SERVICES OFFERED

The following items are the main services we provide. All services are subject to a one week minimum post-production editing period, assuming any sign-offs or approvals do not hinder progress.

GREEN SCREEN

A green background and special lighting is used so that a background of your choice can be edited in as part of post-production.

REMOTE FILMING

For the purposes of filming away from our studio at Millenium Campus, we are equipped with mobile audio equipment, two portable studio lights, two cameras with tripods, and an optional steady camera for shots with movement.

STORYTELLING

Our team can provide assistive writing and storyboarding services to help you achieve your goals and get your message across.

EMPLOYEE AWARENESS & EDUCATION

A short video to raise awareness around a subject or improve base knowledge on a generalized level.

PHOTOGRAPHY

Still photography is available for events, presentations and more. We can work with you to get just the right angles.

LEADERSHIP COMMUNICATIONS

A video that features a team or organizational leader speaking to an audience at large, perhaps for an important announcement, or detailed explanation of changes happening.

The video will be 5 to 15 minutes in length once recorded and edited; video session can be uploaded internally,

ENGAGE WITH YOUR ORG

Whether you are looking to engage with your team, or address your organization at large, we can provide the right-sized solution for you.

Leadership communications are generally filmed in studio at Millenium Campus. However, we can be flexible in order to accommodate schedule and time constraints if necessary.

Great examples of leadership communications we have created in the past are Nathalie D'Her's Flowerside Chats; see the links to the right!

If you are unsure if a leadership communications video is right for you, we included a helpful flowchart on page XX to guide you through options!



INSPIRE YOUR TEAM

Below, you will find links to previous leadership communications we have produced. They are excellent examples of what we can do for you!

Nathalie D'Her's Flowerside Chat can be found by clicking [here](#), or by copying and pasting the following link:

<https://msit.microsoftstream.com/video/bf7402ac-4160-411e-af41-d9abd805db07?search=euse>

Here is another link to Bret's PSA, another great example of the kind of communications we can help you deliver. Click [here](#), or copy and paste the following link:

<https://msit.microsoftstream.com/video/4012aab2-ae94-4744-a808-45e9f8510499?list=studio>

EVENT HIGHLIGHT REELS

A video that highlights an event's defining moments, and messages. Can include interviews.

Our team can film on-location, or we can take film already captured and edit the video into an event highlight.



CAPTURE THE SPIRIT

Microsoft events are powerful motivators, and capturing them in a small, consumable videos can help them to live on within your organization.

It is also an effective way of engaging team members that could not be physically present for the event.

EXPAND THE REACH

Expand the reach of your event by reusing the video content as a time capsule over the years, reigniting the emotions and messages from yesterday, and highlighting progress made.

To see an example of an event highlight filmed at the EUSE Global Rally in 2018, click here or copy and paste the link to follow:

<https://msit.microsoftstream.com/video/1544baa5-c5a3-4cd2-b2a6-0d3be9350936?search=global>



To see another excellent event highlight reel, click here or follow the link below!

All Hands Culture:

<https://msit.microsoftstream.com/video/fb09eea9-3c2f-4b66-8cb0-8d45d17adeb4?list=studio>

WEBINARS & ROUNDTABLES

Webinars and roundtables are a great channel for presenting a slide deck, or featuring experts exploring a technical aspect through conversation,

Generally these videos are 60 minutes in length, post-production. Video can be broadcasted live.



PRESENT WITH STYLE

Whether you are looking to engage with your team, or address your organization at large, we can provide the right-sized solution for you.

SET TRENDS

To get the look and feel for how a webinar is delivered and presents to an audience, we encourage you to view 'How Microsoft moved from System Center Operations Manager to Azure monitoring' by clicking here, or following the link below:

<https://www.youtube.com/watch?v=C1PEhAT1Cns> (webinar)



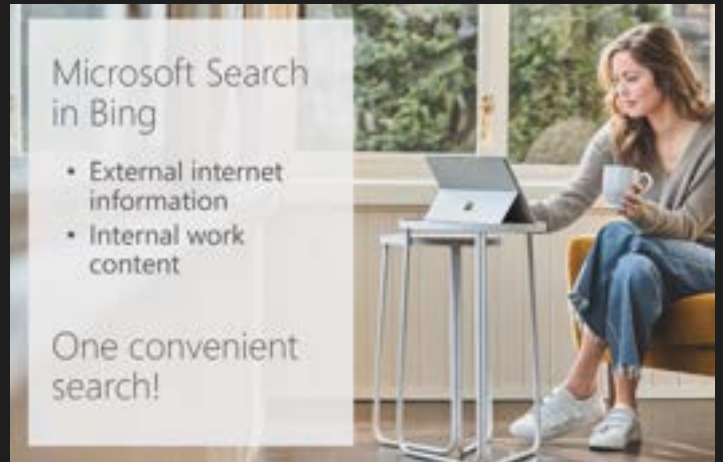
An excellent example of a roundtable created to showcase the collaboration with Microsoft Teams in November of 2018 can be found by clicking here, or copying and pasting the following link:

https://www.youtube.com/watch?v=rDgUmsnJk_I

VOICE-OVERS & DEMOS

Voice-overs, or narration services are generally done for demos and presentations.

We will lend our voices to give your presentation that polished finish, and can turn your slide decks into an immersive and accessible experience.



ENGAGE WITH YOUR ORG

Whether you are looking to engage with your team, or address your organization at large, we can provide the right-sized solution for you.

Voice-overs are generally recorded in studio at Millenium Campus. Once we have your slides or script, we can record and deliver the presentation back to you, with a maximum of around five minutes in length for finished content.

Voice-over services are provided only for internal use only at this time. If you have questions about the project you are looking to create, feel free to send us a message and we can discuss what your options are.

INSPIRE YOUR TEAM

The following are links to previous voice-overs we have done in the past. They are excellent examples of what we can do for you!

Search: How to use MSW Search:
<https://msit.microsoftstream.com/video/caad6cdc-6809-4d03-8e56-80bd285a8936>

VLOGS & SHOWCASE VIDEOS

Both vlogs and showcase videos are powerful storytelling tools, and give your expertise a potent platform to communicate methodology.

Vlogs are a fantastic way to dive deeply into a complex topic in small, easy-to-consume parts.

Showcase videos are similar, but maintain a 'high-level' viewpoint, and don't dive into complicated concepts.

Generally these videos are around 3 to 10 minutes in length, post-production, and have around three separate videos or segments.



MAKE IT PERSONAL

Vlogs tend to have a personal feel, and this can be an advantage. They keep material short and focus your viewer's attention by limiting the time needed to commit to engage with your content.

GET SOCIAL WITH IT

Vlogs, with their consumable length and high-level coverage of subject matter, are a great option if you are looking to host your video on social media.



To view an example of what a vlog looks and feels like, feel free to follow the link provided below for content produced by our studio:

<https://www.youtube.com/watch?v=QXwb3OlscU>

FAQ

What is SRS, and what does this team do?

Stock Room Studio is a small video production studio located at the Millennium Campus. We create video content to support CSEO.

I want to create a video; how do I get started with SRS?

Review the guide, decide what kind of video you would like to create, and then schedule time with us later.

Can I rent or borrow film or camera equipment?

No, though exceptions can be made in rare cases.

I heard (fill in the blank) video did really well online, and I want to do something similar. How can I do that?

Review the guide and if our service offerings match what you think you will need, contact us and we will help you.

What is a _____ (webinar, vlog, any term you may feel unsure of)?

The SRS guide has a glossary for all industry specific terms. If you still have a question, feel free to contact us!

How much does it cost to work with SRS?

Our services are completely free; we do accept contributions in the form of baked goods and chocolate.

What am I responsible for when working with SRS?

It can vary on form factor; the services in depth section from pages xx - xx, and the templates provided

I'm not from CSEO, can I still work with SRS to create video content?

Within Microsoft, we prioritize CSEO, but if we have the capacity, we are happy to help.

FAQ CONTINUED

Where should I share or upload my videos? Can I publish my content externally?

You can host the video through various channels; make sure that the content has been approved for external use before sharing externally.

I am interested in doing a live video, what are my options? How does it work?

If you are interested in making a webinar or roundtable, please contact Michelle Pribic. For other live videos, contact us directly.

Can I host a live video internally only, or can I broadcast it externally?

Please reference Microsoft's brand guidelines and check with leadership before broadcasting material externally.

Do I need to be present for the filming process? Do I have to be in the video?

Anticipate being in-person for all filming to ensure that we are capturing what is needed for the video with the most efficiency. If you have SMEs or individuals to act in the video, you don't have to be on screen.

What should I wear when coming to the studio? What should I have my actors wear for videos?

Warm, rich colors with red, orange or pink tones are the safest bet. Avoid patterns and stripes if possible. If we are working with green screen, no clothing may have any blue or green from the waist up.

Do I need to provide my own actors for videos created with SRS? How many?

For on-screen, you must provide your own talent. Voice-over work has in house options.

I have a disability that may need accommodation; how does SRS approach accessibility?

We are happy to support and accommodate everyone, feel free to reach out to us with any concerns.

Do I need to write my own scripts for filming?

In general, yes; we can support and guide with scripting stories.

What are storyboards, and how do I create one?

Storyboards are visual representations of what we want to capture on film; we have templates and examples to assist you in our guide.

FAQ CONTINUED

Does SRS provide any makeup or hair services for filming purposes?

We have powder to minimize glare on skin, and combs to tame flyaway hairs.

How do I schedule time with Stockroom Studios?

Please reach out to Jameela Roland and she will work with you to schedule time. Plan to contact us to schedule your project with as much spare time as possible; we will do our best to accommodate variable schedules.

Can SRS do video-editing, or create graphics for video presentations?

We are happy to complete the post-production editing; however, all PowerPoint graphics need to be your responsibility.

Can SRS film away from its studio, or outdoors?

Yes, with the assumption that weather is accomodating. Please contact us for more information.

Where is the SRS studio located?

We are located in Mil-F 2127.

What file types do finished videos come in? What size or resolution are videos from SRS?

We can encode videos in any format you need, the default format is mp4. They are 1920 x 1080 HD; size varies on length and treatment of content.

I have props I want to include in the background of a video. What can I bring?

Please contact us for specific items you may wish to include.

Does SRS provide any promotional services for videos created?

At this time, SRS does not provide promotional services for videos. Please contact your organization leader for support.

Who do I go to with general questions, as a point of contact for if I am confused or stuck on something?

We want you to feel secure throughout the production process. Please feel free to contact Jameela Roland with any concerns.