

Pre-Production Checklist

A companion resource for The Enterprise Video Production Playbook by William Cook

Purpose: Test whether the approved creative can be executed under the real schedule, access and operating conditions.

Use when: Pre-production begins, at the final production meeting and before the call sheet is treated as final.

Owner: The producer, with each open red item assigned to the person who can close it.

Not for: Treating an unchecked assumption as approval or replacing a project-specific safety plan.

Creative lock

- ■ Primary objective and audience confirmed.
- ■ Message hierarchy approved.
- ■ Treatment or creative direction approved.
- ■ Script, interview plan, storyboard and shot list at required stage.
- ■ Required claims and language assigned for review.
- ■ Deliverables and version needs reflected in capture.

Schedule and priorities

- ■ Shoot date and working hours confirmed.
- ■ Immovable participant, event, light and access windows marked.
- ■ Load-in, setup, meals, moves, backups and strike included.
- ■ Must-capture material ranked.
- ■ Material to cut first if time is lost identified.
- ■ Client decision-maker available during production.

Participants and talent

- ■ Every on-camera person listed and approved.
- ■ Availability and arrival confirmed.
- ■ Releases and intended use confirmed.
- ■ Interview or performance preparation sent.
- ■ Wardrobe, hair/makeup and microphone needs covered.
- ■ Accessibility, mobility, privacy and comfort needs covered.

- ■ Backup plan exists for a critical participant.

Locations and permits

- ■ Exact filming and support areas scouted.
- ■ Property owner or authority confirmed.
- ■ Written location permission complete.
- ■ Permits approved where required.
- ■ Permit conditions reviewed.
- ■ Power, sound, light, HVAC and weather checked.
- ■ Confidential screens, products and people identified.
- ■ Public and emergency access protected.
- ■ Fallback location or weather plan confirmed.

Crew and equipment

- ■ Crew roles and department responsibilities confirmed.
- ■ Call times, contacts and rates confirmed through the production process.
- ■ Camera, lenses, media and data plan confirmed.
- ■ Lighting, grip and power plan confirmed.
- ■ Sound plan matches people and environment.
- ■ Specialty equipment and qualified operators confirmed.
- ■ Critical redundancy matches consequence.
- ■ Equipment insurance, security and return plan confirmed.

Art, wardrobe and visible environment

- ■ Production design and props approved.
- ■ Product version and behavior approved.
- ■ Wardrobe guidance sent and backup options available.
- ■ Hair/makeup plan confirmed.
- ■ Logos, artwork and third-party material reviewed.
- ■ Continuity owner and records assigned.

Logistics

- ■ Production and picture vehicles assigned.

- ■ Parking, loading and freight routes confirmed.
- ■ Travel and company-move time tested.
- ■ Meals, water, restrooms and holding areas covered.
- ■ Hotel and travel details confirmed where applicable.
- ■ Security, escorts and visitor lists complete.
- ■ Emergency contacts and nearest appropriate services listed.

Documents and communication

- ■ Approved brief and scope match.
- ■ Insurance accepted by client and locations.
- ■ Call sheet issued to the correct distribution.
- ■ Releases and permit copies available.
- ■ Brand, product and factual reference files available.
- ■ Day-of communication channel agreed.
- ■ Client monitor and note path agreed.

Contingencies

- ■ Weather decision threshold, owner and time.
- ■ Executive-delay plan.
- ■ Location-loss plan.
- ■ Product or demonstration failure plan.
- ■ Critical AV / audio / media backup.
- ■ Schedule-slip priority list.
- ■ Scope-change approval owner.

Final readiness

Open red item: []

Owner: []

Decision deadline: []

Producer go / conditional go / no-go: []

From *The Enterprise Video Production Playbook* by William Cook. Published by Luma Creative. Adapt this working document to your organization's requirements.

Use this worksheet with the book's chapter guidance and the requirements of your organization. It is not legal, tax, insurance or procurement advice.

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