

STAND OUT

Increase your visibility. Amplify your message!

How an impactful demo reel will give you the best chance to be booked for new speaking opportunities and paid your worth.



SPECIALISING IN:
PHOTOGRAPHY
VIDEOGRAPHY
EDITING
MOTION GRAPHICS

AND GUIDANCE WITH:
SCRIPT WRITING
MUSIC & SOUND
BRANDING

No one will pay you until you can demonstrate what it is that you can do.

As a speaker, your job is to engage, motivate, entertain or inform your audience. But how can event organisers know you if they haven't seen you before? That's where the importance of having a captivating demo reel comes in.

An important sales tool

Having a demo reel will be the single most important sales tool for getting new speaking opportunities. The best part is that you can control your brand and provide the exact message you want to share. It highlights the value you bring, how you help solve problems and positions you as the subject matter expert. It can be sent to bureaus or conference organisers, hosted on your website and shared on social media, essentially working for you 24/7.

Put yourself in the spotlight

Understand event organisers are looking for, what their concerns and priorities are. Bureaus need to seek the opportunity to sell you to their clients. Or if a conference organiser is putting on an event and needs to fill 20 spots, imagine how many videos they have to go through? If you don't have a demo

reel, then you're eliminating yourself from the competition as the organisers will choose another speaker that has a 'stand-out' demo reel. They need to see and hear how well you can speak on a topic. So make it easy for them.

Expert help

Do you have a lot of footage but don't have the time to put it together? or are you emerging as a speaker and don't have enough footage? No matter where you are in your speaking career, I have created solutions that help your brand and message stand out, I have a professional film and editing team who can help you with your demo reel and work within your budget. I also have great partnerships with some brilliant speaker coaches and copywriters.

Want to know more?

Contact Melinda to help you with your demo reel, event coverage, video content or brand photography. Book in for a personal brand discovery call today to find out more.



BOOK TODAY!

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Or contact us on 0410 760 119 | melindahirdphotography.com.au

melinda hird
PHOTOGRAPHY & VIDEO

Demo Reel Package

A demo reel is your most powerful marketing tool that every serious speaker needs to get booked up and paid their worth. This offer is ideal for emerging speakers that need to have a demo reel to get their message out there or for professional speakers who need to update their material.

Normally to shoot and edit a professional demo reel, prices start from \$3,290 + GST.

For a limited time I am extending my **exclusive offer**

for **\$2,490*** + GST.

This gives you time on stage in a world class venue with a professional team of videographers and editors working on your reel. When you book in we will have a pre-shoot consult so you are prepared for the day and know what to expect.

*Make-up is an additional \$150, Video stock footage can be quoted if required.

EXCLUSIVE OFFER!
Limited to 7 people

Demo Reel Package

Includes:

- Venue and lighting technician
- 75 minutes total of filming
- 2 x Camera angles of you on stage
- Filming you face-2-camera, interview style
- 1 x keynote edit
- 1 x 2 minute edit using your face to camera.
- Full editing, colour correction and grading.
- Your logo on opening & end frames
- Text supers
- Music with full licensing
- 2 rounds of amends

BONUS: 5 speaker portraits for your speaker and media kits.

What Happens Next?

Venue: Location will take place in Sydney and be confirmed at the time. Includes a professional lighting technician who will set the stage, giving your video that polished edge. You will also have 3x wardrobe changes.

Bureaus need to see if you speak in-front of an audience so it is highly recommended to bring an entourage of up to 20 friends and colleagues as your energy will be captured speaking to a crowd.

Tip: *Think like a TEDx talker and practice, practice. Come prepared and well rehearsed just as you would for the real thing, for maximum results.*

Time: You will have a full 75 minutes to be filmed by Melinda and her team of professional film-makers.

It is important you arrive on time for your allocated time slot as there will be somebody booked in straight after you. Your time will also be confirmed once you book in.

The first 45 minutes is you speaking on stage. You can either do a full short speech TED style or mix it up with a selection of different key phrases you specifically want event managers or bureaus to hear.

The next 30 minutes will be spent filming face-to-camera. It will be set up interview style with 2 camera angles. This is the perfect opportunity for you to tell your client everything they need to know in order to book you. Tell your story, your pitch, demonstrate your thought leadership to position yourself as an expert.

Do you have existing footage?

Have you already got enough existing footage but don't have the time to put your demo reel together yourself? As another option, I can help do this for you for \$1,800 + GST and includes a 2 hour face-to-camera piece at a location of your choice.

Speaker Coach?

For an additional special price of \$395 you can pre book in with a highly experience speaker coach prior to the demo day and who will help you craft your keynote and draw out the 'diamonds' to make your keynote stand out even more.

Payment Plans Available!

Find out more, contact Melinda today.

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