



Client Survey Questions

www.universityofweddingfilmmakers.com

Client surveys are really important for our business. We use them primarily to filter out potential problems in the future, clients who aren't aligned with our work style, and their willingness to spend.

To give you an example, if we see that our lead having a summer wedding on a Saturday at a nice venue, booked (or researching) a solid photographer, and they're coming to us early in the booking process, this clues us in that they're probably willing to pay up for quality.

The other benefit of these little questionnaires is that it creates a barrier.

If your potential client is really eager to work with you, they'd have no problem taking an extra couple minutes to fill out some information.

Just don't take it too far!

We already use a short contact form on our website, and then we follow that up with a short 5-6 question survey to send them upon first contact.

DON'T BE A ROBOT ABOUT IT.

Make the emails personal, include some helpful information, and then explain the reasoning behind why you want to survey them. Something like, "Because we really want to provide a custom experience for everyone, would you be so kind as to fill out a super brief survey?"

The second survey is one that we use roughly 60 days prior to the date of their event. Its purpose is to simply collect a lot of vital day-of information that'll help our production run smooth.

Things like contact info is critical, because we usually will reach out to anyone who's speaking at the wedding beforehand to try and get a copy of what they're planning on saying. This really helps us plan ahead and know what to look out for.

The surveys are on the next page, enjoy!

Initial Contact

1. On a scale of 1-10 (1 being least important), how important is wedding cinematography to you? Be honest, this will only help us serve you better!
2. What part of the day are you looking forward to the most?
3. What 3 words best describe you as a couple?
4. Are you planning on writing your own vows?
5. Have you chosen a photographer yet? If so, who?
6. Who are you looking at for reception entertainment?
7. Our services are unique in that there is an extraordinary amount of technical & creative facets involved in our process. That being said, are you comfortable leaving creative control in the hands of our team to ensure you receive the best possible version of your wedding film?

Wedding Details

1. Names of the Bride's parents & Groom's parents
2. Names (first & last) of all the bridesmaids
3. Names (first & last) of all the groomsmen
4. Please supply us with the email and/or phone numbers of your best man and maid of honor, as well as anyone else who will be giving a toast during your reception
5. Will the bride be interested in wearing a tiny microphone hidden inside the dress in order to capture cleaner audio from the ceremony? (This is recommended in churches with high ceilings, or if you are perhaps writing your own vows)
6. Tell us about any special traditions or events that we should know about which will be happening on our wedding day (a secret dance, unannounced surprises, special musical performances from a guest, etc.)
7. Where will the Bride be getting ready on the wedding day? (Name and address)
8. Where will the Groom be getting ready on the wedding day? (Name and address)

9. Please list the names of any guest readers you may be having during the ceremony.

10. Tell us about any restrictions or guidelines at your venue(s) location that we should know about.

11. Please list or describe any particular moments and/or items you would like us to try and capture on film (keep in mind sometimes forces out of our control can prevent us from getting them, we will however make every effort to do so).

12. Please provide us with a list of vendors for your wedding (for any potential blog submission)

13. Schedule of the day. Please let us know the times that each of these moments are slated to start at. If you're unsure, please write "TBD" ...
Prep, First Look, Wedding Party / Family Portraits, Bride & Groom Portraits, Ceremony, Cocktail Hour, Introductions, Speeches.

14. For possible editorial coverage online, please describe the look & feel of your wedding (style, colors, inspirations, any details you want to share)