



# HOW PRODUCTION TECHNOLOGY IS SAVING TIME, MONEY, & JOBS

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# INTRODUCTION

“Fake it til you make it” & “Learn on the fly” have been common expressions used within the production industry for decades. No other industry exemplifies the “do it yourself” mentality as shown by production professionals - but much of that mentality is due to lack of communication in the industry as a whole.

Even today production professionals have to constantly revise, reprint, and redistribute paper-based documentation which is not only time consuming but creates an unnecessary disconnect between production heads and the production’s team. Emailing with attached documents, spreadsheets, and contracts isn’t measurably better than a paper-based system and still risks miscommunication and delayed response times.

Until recently, the production industry was reluctant to change and the adoption of technology into their workflow was low, but not anymore. With more and more options available Production heads are now seeing how technology is saving them time, money, & jobs.

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# 1. Production Industry Overview

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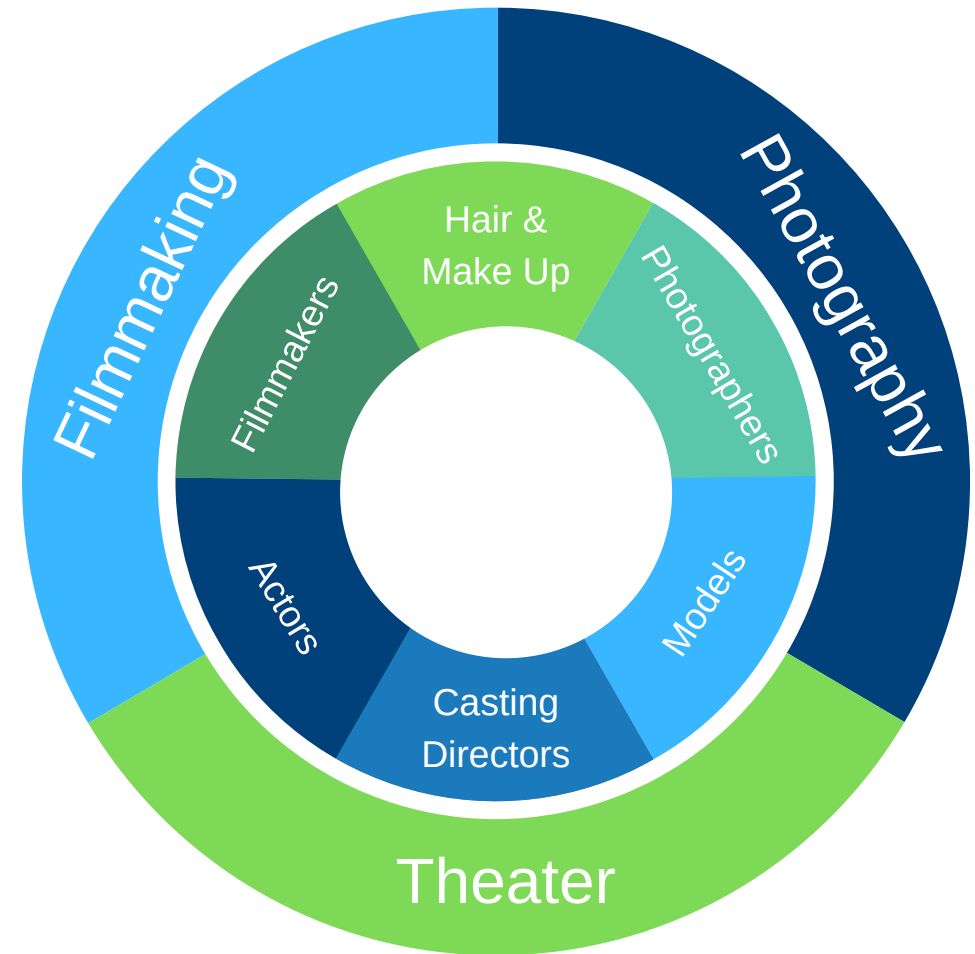
# 1. PRODUCTION INDUSTRY OVERVIEW

The Production Industry is one of the most booming industries in the world and is now more international than ever with film hubs growing rapidly in the United States, Europe, and Asia.

The Production Industry is made up of three main sub-industries: Motion Pictures, Photography, and Theater. While all three sub industries have their slight differences they contain large amounts of cross-over that they are wrapped into one overarching industry.

Examples of production industry projects include: Films, TV Shows, Commercials, Photographs, Broadway Plays, Live Events and many more.

Examples of production industry professionals include: Filmmakers, Photographers, Casting Directors, Actors, Models, Hair & Make Up artists, and many more.







## 2. The Current State of the Industry

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## 2. CURRENT STATE OF THE INDUSTRY

The last decade has seen a boom in platforms that give production professionals more opportunities to distribute their work. Between video sharing platforms and photo sharing platforms to live streaming and on demand capabilities there has never been an easier time to get your work seen as quickly and as frequently than today.

With this change has also come a transformation in how content is being produced. Producers are now needing to pump out large numbers of content to compete online. There is a foundational shift moving production professionals from “quality OVER quantity” to “quality AND quantity”.

To do this, production teams are working collaboratively at lighting fast speeds. Production heads are now bringing in the production’s team during the planning stages to make sure everyone is on the same page from the start. This method of working more collaboratively has resulted in faster turnaround times between productions which allows more productions to be completed per year.





3. Time = Money = Jobs

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### 3. TIME = MONEY = JOBS

While many industry pros are ramping up the amount of projects they work on and the speeds at which they work on them, many are unaware of the amount of time they waste with scheduling and communicating. To maximize efficiency and stay at pace with the new speed of the industry production professionals need to minimize the time it takes to prepare a project.

Team communication relies heavily on phone calls and emails but this creates a drastic lag in response time and does not compete with real time communication. In the ever changing world of production - schedule changes are constant and quickly communicating those changes to the crew is of utmost importance. Unfortunately, most teams rely on email which is checked sporadically and each hour that goes by unanswered is time the production does not have. On top of that if one of the teammates cannot make the new scheduled time the production heads have to scramble to find a replacement.

Time is a production's largest and most controllable expense and to minimize these expenses productions have to reduce the time it takes to plan, schedule, and communicate with their crew. The more time you spend on a production the less money you are making in the long run. The less money you make on each production the slower you grow. The slower you grow the longer it takes to get to a number of sustainable productions.

**THE MORE TIME YOU SAVE, THE  
MORE MONEY YOU MAKE, AND  
THE MORE JOBS YOU CAN TAKE.**



## 4. To the Cloud and Beyond!

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## 4. TO THE CLOUD AND BEYOND!

Industry wide the cloud is used on a regular basis, but many production pros still don't understand how a cloud-based technology can help them save time on their production workflow. Most productions use cloud services such as Dropbox or Google Drive for file storage but few productions use a cloud system for production management.

Production teams worldwide see how a paper-based documentation process is slowing them down yet documents in general are experiencing a slow migration to faster opportunities. Between contracts, call sheets, shot lists, cast and crew lists, and release forms the entire industry has been reliant on a paper-based system, or a digitized version of it.

Now, many parts of the production workflow are migrating to the cloud to save productions considerable amounts of time and reduce widespread miscommunication. Planning, scheduling, communicating, and document sharing are all more efficient through cloud-based workflows.

With the use of the cloud, you can sync your entire team, share all files, and communicate all in one place instead of through a disconnected system of emails and spreadsheets. This reduces the time it takes to get a production up and running and it also creates a more open and collaborative environment for you and your team.



## 5. Align Your Team and Focus Your Trajectory

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## 5. ALIGN YOUR TEAM & FOCUS YOUR TRAJECTORY

To compete in the new landscape of production, teams are transitioning to a modern workspace to produce, communicate, and collaborate. By adopting new methodologies and technologies into their workflow, production teams are experiencing an array of benefits that were not possible with previous outdated workflows. The more and more production companies create an open and collaborative environment for their team, the more they see a clearer trajectory to success within in the industry.

To be an effective leader you must clearly define your vision to your team and to be an effective team player you have to be sure you are on the same page as the rest of the team. Nothing is more detrimental to the efficiency of a production than a team of people unsure what they are responsible for. To get your team informed and prepared you need to break the chain of command and work with your team not above them.

By sharing documents openly with your team and creating an open line of communication you eliminate team confusion and allow everyone ample amounts of time to prepare themselves. In addition, this allows your team to find areas where there are holes in the plan.



## 6. Closing Remarks

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## 6. CLOSING REMARKS

This ebook was Produced by Proreel



Proreel is a software company that makes it easier to schedule production events such as film shoots, photo shoots, location scouts, and more. Creative teams use Proreel to minimize miscommunication and maximize their efficiency. Proreel creates a more collaborative environment for teams to insure everyone is in the know and on top of their responsibilities. On proreel you can schedule and entire shoot and communicate with your team directly on your phone instead of through a disconnected workflow of email and paper based documentation. Best of all, Proreel is offered completely for free. Our goal is to help you grow your production company to a sustainable level and beyond.



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