



## The 4EVER Group

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The 4EVER Group Presents

# VIDEO 07

EVENT VIDEO CONFERENCE AND TRADESHOW

## Man Am I Sick of That Song!

STUDIO VIEUX CARRE

-----VIDEO Erin Callaghan Pre  
Studio Vieux Carre

**MY BRIDE WON'T BUY THAT?**

myth

**WHAT DICTATES YOUR BRIDE?**

-your price  
-your style

**THE QUICKEST AND EASIEST WAY TO CHANGE YOUR STYLE  
IS THROUGH MUSIC**

-----VIDEO lindy benson from alabama-----

**IS OUR BRIDE IN YOUR MARKET?**

- she will be when we get there

## **SO YOU'RE PROBABLY ASKING YOURSELF THIS QUESTION:**

- what do we tell the bride when she asks if she can choose her own music

400 - weddings we shot over last 5 years

3 - how many chose their music....your friends?....they abused you

2 - how many came back to change the music

## **3 ASPECTS TO CREATIVE CONTROL**

- Shooting
- Editing
- Music Selection

## **FOOD FOR THOUGHT**

### **EVERY VIDEO THAT LEAVES YOUR STUDIO**

- Is your marketing piece
- Influences your next bride

**. Our marketing piece  
November 2000**

-----VIDEO suzette pre

## **Welcome to our world of music**

-----VIDEO joe created montage of songs

### **HAPPY BRIDES**

- it's what we all want
- we had total creative control over content & music
- we set the mood for the video
- they all trusted us to design a fabulous video for them through our creativity and talent

## **MONTAGES, RECAPS, HIGHLIGHTS, PRE CEREMONIES**

- video that you have control over
- segments that you design

## **THE MUSIC**

- Copyright issues
- Our inspiration
  - Movie soundtracks
  - Television commercials
  - Internet surfing
  - Friends
  - AOL/XM Radio

## **THE MUSIC**

- Where do we find it?
  - Limewire
  - Napster
  - iTunes
  - Amazon

## **THE MUSIC**

- When we're searching
  - keep an open mind
  - all kinds of songs
  - Julie Hill
  - Chris Watson
  - Josh Fozzard

-----VIDEO Anh reception arrival-----

## **NEW ORLEANS BRIDES**

- What we focus on
  - tradition, family, close friends
  - largest native city in the U.S.

## **CONTINUOUS CREATIVE PRESSURE**

- We have a unique situation
  - TV show
  - different music every week
  - It stimulates our exploration for new music
  - Template

## **SHE THINKS SHE KNOWS**

- List of songs we like and use

The Art Book  
The Tibet Project  
Meet Joe Black theme  
Mogwai  
The Pianist  
Northern Lights  
You Are Mine  
Grace  
Christmas for Mr. Lawrence

and 100 others

## **You know best?**

- You are the editor
- You are the designer?
- Do you have a vision?
- Von Lankens
- Do you have confidence in your work?
- Joe's design

-----[VIDEO anh bridal party](#)

## **You are the boss**

- Don't let the song dictate the video
- It's ok to shorten the song
- Blending songs keeps the video interesting
- You are creating the mood and pace of the video

-Manipulating the music

-----VIDEO Joe manipulating gorilla song

### **“Man I hate that song”**

-Bride chooses music

-now you have a creative roadblock

-make the best of it

-edit the video to SOME of her music and SOME of your

music

-happy editing session

### **You're happy, She's happy She's happy, you're happy**

-Implementing her music and your music

-I want creative control to use whatever, whenever

-blending music

-----VIDEO erin callaghan snippet

### **Now she wants to buy the cd**

-Remember when the bride used to tell us what songs she wanted

and we would buy the cd's

-now she wants the music from me

-studiovc@mac.com

-stimulate your own creativity

-hours searching for music

-David Robin - that's why I am where I am today

### **Creating the Perfect World**

-creating video that makes you happy

-and getting paid what you feel you're worth

Thank you!

Terry & Joe Taravella

Studio Vieux Carre