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**Multimedia Commissioning at CIGI**

CIGI’s Multimedia Producers provide in-house photography and video shooting services, but also commission external photographers and videographers on behalf of the entire organization. They ensure that freelancers are appropriately contracted, offered the correct editorial and technical guidance, and contribute to the quality control of CIGI’s multimedia products. The Multimedia Producers also maintain CIGI’s digital asset management service, [Portfolio](https://portfolio.cigionline.org).

The following outlines a typical workflow for commissioning multimedia:

* The individual requesting multimedia services (the “Requestor”) completes the attached “Multimedia Commissioning Form”. This form collects all the details of the assignment for the Multimedia Producers to evaluate.
* Upon review of the “Multimedia Commissioning Form” a decision is made, in consultation with the Digital Media Manager, on whether the project can be completed in-house or will be outsourced to freelance talent.
* If outsourced, the Multimedia Producer identifies a freelance professional who meets CIGI’s standards and obtains a quote for the project to be approved by the “Requester”.
* The Multimedia Producer is responsible for ensuring that a commission agreement with the freelancer has been signed by both parties before the assignment begins
* The Multimedia Producer will be the main point of contact with the freelancer and is responsible for ensuring the assignment is executed as intended.
* The Multimedia Producer will ensure the completed work is delivered to the appropriate teams as outlined by the Requester. They will also archive the project as appropriate in CIGI Digital Asset Library system.



Multimedia Commissioning Form

This document provides a brief description of your project to be submitted to the Multimedia Producer (multimedia@cigionline.org) that will commission the project. In completing this form, please be as specific as possible.

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| --- | --- |
| **Project Title:** |  |
| **Shooting Date(s):** |  |
| **Shooting Location(s):** |  |
| **Assignment brief:** | Provide a summary of the shoot in no more than one or two sentences that describes the purpose and objective.  |
| **Submitted by:** | **[Full name]** | **[Phone]** |

Assignment Notes

Provide additional details that will help prepare the Multimedia Producer and/or freelancer for the commission.

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| Shooting Considerations:Detail cultural or individual sensitivities, dress code, parking and building details (if applicable) including access, lighting and noise considerations. |
| Audience:(Check all that apply) | [ ]  Academic (Scholars, university professors and senior staff)[ ]  Corporate (Leadership and employees at national or multinational corporations, business associations)[ ]  “Engaged connectors” (Individuals not affiliated with other groups)[ ]  Government (Elected officials and civil servants in all levels of government, staff at intergovernmental organizations, embassy and consulate personnel)[ ]  Internal (Board members, staff and volunteers at CIGI)[ ]  Institutional (Non-profit organizations, including think tanks)[ ]  Media (Journalists and editors at news outlets) |
| Outputs:(Check all that apply) | [ ]  Advertisement[ ]  Email/newsletter[ ]  News media distribution[ ]  Online “Multimedia”[ ]  Online “Opinion”[ ]  PowerPoint presentation[ ]  Print publication[ ]  Social media post [ ]  Other, please describe: |

**Key Individuals and Contacts**

List key individuals the photographer/videographer should single out to be included in the project. If available, provide a URL link to a photo of the individual. This is helpful for the photographer to identify the person.

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| --- | --- | --- | --- |
| **Name** | **Title/Role** | **URL to Headshot Photo** | **Contact Information** |
| E.g. Rohinton P Medhora  | CIGI President | https://www.cigionline.org/person/rohinton-p-medhora | rmedhora@cigionline.org519-555-5555 |
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Detailed Itinerary

Provide a summary that describes this session, including the timing and what is anticipated from the shoot at that moment.

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| --- | --- | --- | --- |
| **Date** | **Time** | **Location** | **Activity**  |
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