

Episode 156: Creating A Docu Summit

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Tired of boring old interview based summits? Want to spice yours up and create a binge worthy summit? Then you need to add some new themes into your summit. Today we are going to talk about creating a Docu Summit

Resources: Summit Genesis Workshop
<https://www.viralsummits.com/genesis>

In our Viral Summits Concierge done for you summit service we get to have a lot of fun. We are working with some incredible thought leaders who have a message to get out to the world.

What we love is getting a little crazy and fun with our summits. No two summits are the same in our world. So we start off by determining which of our 10 different summit themes would be a good fit for their summit.

Anything from the boring old information based summit, to our summit story theme, to our summit talks theme.

This particular summit called the AutoImmunity Super Tools DocuSummit is proving to be a real winner.

Yes it's way more work. Yes it's much more difficult. Yes it takes more time. But remember the point here is about raising the standards.

Elevating the summit game. If it was easy everyone would do it.

Now when I say Docu Summit you may be thinking, "I've never heard of that", and you'd be correct, because it's never been done before.

We took the spin off of a docu series which came about from documentaries being broken into a series of videos instead of one video.

Well we are taking it to the next level. We are taking a docuseries and changing it up so that we can bring it into the summit format.

We are still in the process of creating it so we'll see how it turns out, but I'm pretty confident it's going to be awesome.

And you all know me by now, I'm not one to hide behind success. I like to show you what works, what doesn't AND in this instance what I'm actually working on in real time.

So I want to quickly introduce you today to the docusummit theme and what goes into creating it.

First let's look at the Overview Of Doing A DocuSummit

- 1) It's like a normal summit with select interviews put into a series of summary videos being released throughout the summit.
- 2) The DocuSummit Videos are the Highlight, but the other interviews, & sessions are the filling.
- 3) You **MUST** put time and energy into preparing for the interviews for your docusummit.
- 4) The docusummit videos can only turn out as good as the original interviews. So make them good.
- 5) There will be 3 – 6 videos ranging between 5 – 20 minutes each. You will want 5 – 8 speakers (more is not better) with about 30 minutes of interview content to be used.
- 6) This is your docusummit. This is your story. No one can tell it for you. Our team is here to assist in the process but the end product depends on you. Be diligent in the preparation, interview, review, and creation stages. That will help ensure you have a great final product.
- 7) This is not a Documentary or docuseries. (Most of those have a budget around \$250,000). Do not compare it with those items. It's not the same, and is not intended to be. This is to add a different perspective, and flare to your summit. To bring the interviews to light in a slightly different manner. So don't compare to a docuseries!

Here's the Process For The Interview:

1. Outline The Story
2. Create Your Video Structure
3. Research your topic
4. Select interesting, compelling speakers who relate to your story
5. Create Questions for your speakers to get the story you want to tell
6. Review The Interview & Highlight The Content To Use
7. Create A Final Story Line Using The Information
8. Create Transitions between the clips
9. Create a HOOK & a CLIFFHANGER for each video
10. Provide This To Our Team to Edit, Cut & Polish

Let's dive deeper into these items.

1. Outline The Story

You need to know the end goal for your DocuSummit videos. Then think about the story you are telling to get to that end goal. Who is your audience? What will they want to hear or learn? What do they not know already? What do they already believe and support?

2. Create Your Video Structure

Essentially how many videos do you want to release. What is the main purpose of those videos? What will go in each video to accomplish that purpose?

Here is an example of a 5 Video Structure:

Video 1: Introduce The Topic

Video 2: Get to know The Characters

Video 3: Discover The Problem

Video 4: Inflammate the situation

Video 5: The Solution – Happy Ending – Next Steps
- Grand finale with the CTA

3. Research your topic

You may be knowledgeable but you want to find the really compelling facts, and data that will motivate, shock and/or inspire your audience. Also you need to research your speakers to find out who will be able to share appropriate viewpoints to get the story across.

4. Select interesting, compelling speakers who relate to your story

This isn't always about how big a name or influential a person is. The story is what matters. Someone who has direct experience, or personal experience with the topic that can share their story. You want to speakers who can be polarizing (for your perspective) and/or vulnerable with their experiences. You also want topic experts who can offer advice and guidance. Remember 5-8 speakers for this. The rest of the interviews will be a part of the normal summit interviews.

5. Create Questions for your speakers & Interview them

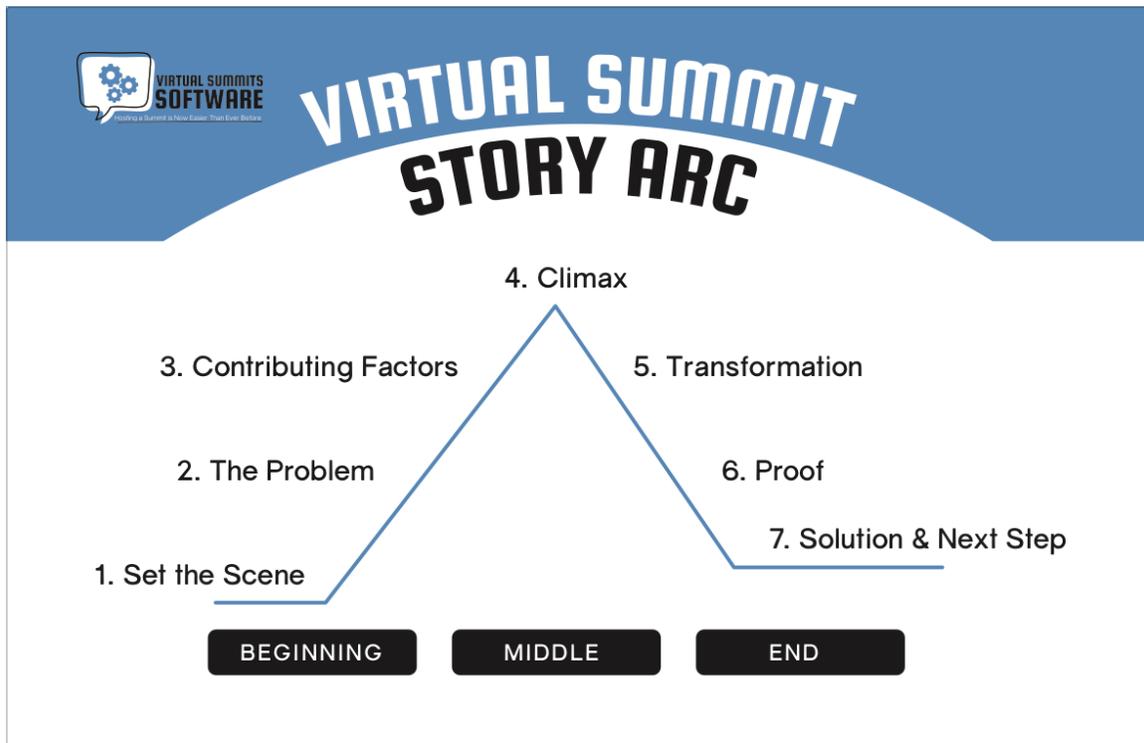
The Interview questions are the most important aspect of the whole process. To get the story across you have to get the content/information you need from your speakers. You need to put great thought into the questions you will ask.

Also consider asking each question from a variety of directions. This will allow you to get the information said in different ways and formats. One response may not be

useable or fit your narrative while asked in a different way may bring about the appropriate response.

You can use the Summit Story Arc to help in crafting your questions if you need help. Here is a diagram of the Summit Story Arc.

Let me quickly remind you of the summit story arc.



~~Here is a link to a full resource walking through the summit story arc:~~

~~<https://www.dropbox.com/s/lgkk5shu5hsajba/summit-story-arc-guide.pdf?dl=0>~~

It's important to know what you are trying to accomplish and then craft your interview questions appropriately to tell the story line.

Also deciding if each speaker will talk about the same concept so the audience hears similar topics from different perspectives versus hearing different topics from each speaker. Either way works, and is your choice, but needs to be thought about when crafting the interview questions.

Be sure to ask your speakers to repeat the questions in their answers. This will help make their responses make sense in the final videos and give the viewers context to the response.

Pro Tip: Be sure to highlight and notate any great content the speakers say during the interview. Mark the time and why it was important.

This will save you time in reviewing the interviews.

Now for some Advanced Set Up:

1. Ask the speaker if they will record (video) of the interview with their iPhone from a slightly different angle. This will give two angles for every interview which will make it look better when editing.
2. Set up your camera (and ask the speaker) to set up their camera so it isn't just a talking head video. Ask if they could sit slightly further away from their Computer to allow it to be a different view than the typical interview. Ideally they could sit back away from the camera.

However if they do not have a portable microphone and the audio sounds weak/faint it is better to have them near the computer to capture great audio.

6. Review The Interview & Highlight The Content To Use

After each interview review the content and match it with your story line you are creating. Which piece or point does the speaker say that is important and where do you want it to be played in the videos.

Create a document outlining all of the content on each interview and where that content will go into the videos.

Remember video editors are not mind readers. They can only do what you instruct them to do. So be clear what clips (where it starts and stops) you want and where you want them to be.

7. Create A Final Story Line Using The Information

Now that you have spent the time going through the material and information put it in a final story line. Line it out per video, what the story is, how it is broken down into the videos, and then layout the pieces that you would like in each video (and in which order). Again our video editors are not mind readers. Being MORE thorough and detailed is always better.

8. Create Transitions between the clips

Think of your story from the perspective of your audience. Does it make sense to just have the responses back to back? Does it need to have your voice asking the question? Is there any additional context, story or information that you want to add throughout the videos? If so be sure to record yourself giving that information.

9. Create a HOOK & a CLIFFHANGER for each video

For each of the 3 – 5 videos that will be used they each will need a beginning and an ending. (Can't just start with speakers talking). So think of a hook that will catch their attention and create interest in the topic. Something that will pull them in and increase their curiosity.

Then for the ending we need to summarize the information from that video and bring it together. Then leave the video ending with a hook to the next video. Something that will make them eager and excited to watch the next one.

Except the final video. That should be your call to action. What is the next step? What should they do now? Give them a direct call to action on what to do next.

10. Edit, Cut & Polish

Now when it comes to the post production you may want to hire a video editor to help you with this. Although if you have something like iMovie, or Camtasia you could do it yourself but be prepared for some detailed work.

Take all the raw files. Lay out the story line outline with the different pieces from each interview in the order you would like them.

Gather any of the intros, cliffhangers and transitions you will be putting into the videos and where they need to go. Any special images, videos, or B-Roll that you want included needs to be noted where it is to be placed.

It is important to note that most likely your video editors are not professional movie producers. They are talented and motivated video editors. They do an incredible job, but they can only do what they are instructed. They are not innately in tuned with your topic. Nor are they able to read minds. So they don't know how or what you are wanting.

To ensure you are satisfied with the outcome it is crucial that you be as detailed and thorough as possible when providing them with how you want the videos.

Again, this is not to be compared exactly with a DocuSeries, but instead to be looked at as a highlight or summation of 5 – 8 incredible interviews with the main points being pulled out.

The goal is to create a flow or progression that makes sense and walks the audience to the end, and makes it quicker and more entertaining to get that information.

Please do not beat yourself up or expect a professional docuseries as this is not the intent. Most docuseries cost around \$250,000 to make. So you should be proud of yourself regardless of the outcome and as long as it gets the job done.

Lastly, in the off chance that you get overwhelmed or decide you don't want to do a docusummit format.

Make sure you perform the interviews in a similar manner as the other interviews.

This way if you decide you don't want to do the docusummit format you can still use those interviews as a part of your summit.

It's always good to have a back up plan just in case.

Also always remember to save. Nothing more frustrating than doing a few hours of work and having it disappear.

Now it's time to get to work!!

You got this!

Ok that's the overview of a Docu Summit and how we are working with our clients to level up the summit game and make something unique, fun and Edu-Taining.

If you decide to do something cool and crazy for your summit let me know in our Viral Summits Facebook group. I'm always looking to celebrate with our tribe and see the amazing things you are creating.

If you are interested in us hosting a summit for you through our Viral Summits Concierge just reach out in an email and we can send you more information.

Until then let's go out and have some fun.

Just remember your message matters and you have an impact to make in this world. So go out there and get started.

Thank you and I'll see you on the next episode.

A few Examples of Documentaries with the style of interviews we are looking for:

1. <https://vimeo.com/41264088>
2. <https://youtu.be/LZrFEctGWj0>