



JOE PINEIRO

Films

CAPTURING MEMORIES TO LAST A LIFETIME

THE WEDDING COLLECTION



Welcome!

As a husband and wife duo we know just how special your big day is. It is the moment you have been planning for and dreaming of since you were young. We firmly believe that a wedding video is the best way to capture the emotion of that special day for you, your spouse, and your family to look back on for the rest of your lives. A wedding video is an heirloom that will be passed down from generation to generation and we are excited to work with you to create something that you will cherish forever! In this guide you will receive my wedding checklist, the 9 things you MUST ask any videographer before booking, pricing, and more!

"Sometimes you will never know the value of a moment until it becomes a memory." -Dr. Seuss



ABOUT ME

Joseph Pineiro

I grew up in South Florida and fell in love with my now wife. Shortly after we began dating I developed a passion for telling stories and capturing emotion through the art of videography. I began by making videos of trips and vacations that my wife and I would take, as these incredible family heirlooms for our future children, and making videos for other family members to capture their memories for them to rewatch for the rest of their lives. That's when I shot my first wedding for my cousin and fell in love with telling the story of a couple on their wedding day. Since then I have shot countless weddings and made priceless videos for my clients. Together with my wife we run what is quickly growing as one of the top videography companies in Florida and look forward to making your wedding day into a video you will cherish.

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9 THINGS YOU
must
ASK YOUR
VIDEOGRAPHER
before
BOOKING!

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Film

1 *Great Expectations*

First things first, what do YOU envision for your wedding video? It's important to know what you want your wedding video to look like so that you can best choose your videographer and package. For example, do you want footage just from the big day? Or would you want to get together with a videographer before hand and make a love story of you and your fiancé to get extra clips for the final wedding day film? Do you want a separate film entirely that narrates your love story and how you got engaged? Or do you want one highlight reel of your wedding? We always encourage our brides to brainstorm and dream of what they want and then send us examples of wedding videos that she has seen that she likes so that we can get a good idea of what she's looking for and therefore we can offer the best package to create something similar to her vision. We of course will also give our recommendations depending on how long your wedding day is, how many guests you plan on having, ect. But we also are open to seeing the YouTube videos and pins on Pinterest you found that are kind of like your mood boards for your wedding!

2 *do you mesh?*

We think it's super important to LIKE the people who are shooting your wedding! It makes the process ten times more fun for you AND for the video team when everyone just kind of "clicks." We really recommend calling or video chatting with the videographers you are considering for your

wedding so that you can get a good feel for them as a person! For example, here at Joe Pineiro films we only shoot a certain amount of weddings a year so we really make it a priority to build a relationship with our couples! We LOVE to hear all of their dreams and visions for their wedding day and we feel almost as if we are shooting a film for a family member or friend! This allows us to capture even more emotion and be able to pour more of our creative energy out into creating a beautiful story of that couple's wedding day.





3 *Is the videographer going to be involved?*

Something most brides don't realize is that if they book a videographer and a photographer separately it is paramount that the two communicate with each other! This is so that the photographer and videographer can work in tandem to capture your big day without getting into each others way! We like to be involved in your wedding planning and schedule so we always ask our brides who do not book photography services through us to put us into contact with the photographer they have chosen so that we can get to know them and therefore work together on your wedding day so that it will all be effortless! The last thing you want is for your videographer and photographer to never speak and then be in each other's ways the entire time. As they say, team work makes the dream work!

4 *Importance of Audio Quality*

I cannot express the importance of good audio in your final wedding film. I would even go as far as to say that professional audio is half the enjoyment of your wedding film. There is a huge difference between having high quality professional grade microphones and using a camera's built in mic. For example, we have our own microphones called "Lav" mics that are individually put on both the bride and groom and the officiant so that we can get good clear audio of each one of you saying your vows. This in turn gives us crisp sound that we can weave throughout your wedding video in order to create incredible emotion in the story.

5 Importance of Setting the Mood

Alot of wedding's these days are either completely outdoors, inside, or a mix of both. Not only this, but some weddings span an entire day from sun up to sunset! This means the lighting can and will change throughout your wedding day. You want to make sure that you hire a videographer that is equipped to handle all different lighting scenarios. If your entire wedding is scheduled to be outdoors then your videographer will most likely rely on lighting from the sun (which is stunning), but what happens if it's a dark and gloomy day? Or if it has to be moved in doors at the last minute? You want to make sure that your video team is equipped and ready to not only shoot in any circumstance but LIGHT any circumstance! We not only have lights but we have lights that are battery powered just in case we ever have to light something where there are no outlets! Sounds crazy but it happens and we are prepared for it! We don't gamble when it comes to your wedding looking great on camera! You will have this video for years to come and we want to make sure it comes out as incredible as possible!

6 Pricing & Packages

Always look at the videographer's pricing and packages! Make sure you see everything that is included and available to you in your package as well as if you will have the option to add products on after your wedding! (more on this in a later point ;)) All of these things are important because you want to make sure that you are not only getting the coverage you want for your wedding, the amount of camera's and shooters, video length, ect. but that you are also getting a package that includes exactly what you want and is priced for exactly what you want! How many times do you want something but not everything that it comes with and wish you can just take some things out and add some other things in? This



is why we offer extremely customizable packages! Our system is that you start with our base package (this is what we know every bride needs for her wedding) and then you can add on anything and everything you want based on your needs! It's kind of like getting a bowl of frozen yogurt! You put your base in your cup then you choose all the toppings you want and get pricing just for that cup of fro-yo that you've created! We feel that this allows us to give each and every Bride an experience that is tailored for her wedding day! Every wedding is different and therefore every video need will be more or less different! And no worries! We will definitely help answer all of your questions and help you decide what add on's are right for your wedding!

7 *Music*



This next tip is going to be short and sweet while also being one of the most important that I always tell my brides. If you have a mainstream song choice that you would like in your final wedding edit odds are it cannot be licensed. There's a lot of rules that go into which music we as artists can use and unfortunately unless you have a personal connection with the artists your thinking of, getting licensing rights to the song to use in your final wedding film will most likely not be possible. Don't worry though, I have tons of beautiful music that is licensed and I've never had a bride or groom tell me they didn't like the songs I chose to use in their final edit. I personally pay very close attention to the music I choose based on the vibe of your wedding day so while you're watching your film it will always bring back those fuzzy memories of your wedding day whether you're showing your kids one day or just want to revisit all the amazing memories your big day has to offer!

8 *What goes into creating your film*

A videographer's job isn't just to show up to your wedding, film it, and go home! While this is a major part it is not the only part! A good amount of the video process happens before and after your wedding day. For example, your completed wedding film may only be 5 minutes long but that film took 30+ hours to edit. On top of that, when you hire Joe Pineiro Films, you can rest assured that Joe Pineiro himself will be editing your wedding film! This is because we feel that if you hire our company you should get our Joe Pineiro Films experience and that experience can not be given by some random person editing your film, it can only be given by us. This is also why for example, if you select to have one of our second shooters at your wedding in order to be able to capture more angles and shots, we only bring people that we have worked with before that can output an extremely high level of shots. This principle even goes down to things as small as who you communicate with via email, it will usually be either Joe or his wife Priscila who will respond to you because the Joe Pineiro films experience is what you are hiring that is what we deliver. We do not take our customer experience lightly. To us, it is the single most important aspect of our job and so we will not outsource it to someone who does not know our values and how we operate with our couples. While it may be a normal thing in the videography industry to outsource things such as editing or customer service, that is NOT the case for us. We take pride in our services and will not compromise our standard of excellence.

9

Raw Footage

Sometimes after the wedding is said and done Brides realize that they want more than the things they selected in their original wedding package! They're so in love with their wedding video that they end up wanting maybe a longer version, or a shorter version for insta, or maybe even they end up realizing they want ALL of the footage that was shot. Whatever the case, make sure your videographer offers this option at all! You never know if you will want this after the wedding has happened and if your videographer immediately trashes all of the footage they got you won't have the opportunity to add these things later! When a videographer shoots your wedding, he/she takes time and uses their creative ability to get the best angles, they decide if they want that shot in slow motion or real time, ect, making most all of the footage a videographer captures professional grade. The videographer then goes home and begins to comb through the hours of video that they captured and create the final film that tells your wedding day's story! They choose clips that further the story along and tell it in a timeless fairytale way and use their artistic eye to discern which clips would look best. But like we said before that doesn't mean the other clips that weren't used weren't good! We like to keep all of the extra hours of footage from your big day for some time after the wedding JUST IN CASE you decide last minute that you want to purchase any additional products! This ensures that you don't miss out or lose anything that you may have wanted after the fact!

There you have it!

I hope this helps you understand the videography world and you feel more confident in choosing a videographer!

Print out the next page for your checklist on all the things covered above so you can keep track of what you want for your wedding video!

My Wedding Video CHECKLIST



Our Wedding Date: _____ Location: _____

My Vision For Our Film: _____

Examples: _____

Questions For the Videographer:

- Do they have lighting? _____
- Do they store Raw Footage?
If so, for how long? _____
- Who films & edits? _____

- Do they have Microphones?
If so, what types? _____

Notes:



We'd Love to Chat!

Please head over to our website and fill out the form on the "contact us" page! We will then send over our client questioner as well as a custom made brochure for you to make your selections! This is also a great way to chat with us and ask any questions you may have and get to know us better! We are SO excited to work with you and bring your dream wedding film to life!

Contact Us!



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"Each happiness of yesterday is a memory for tomorrow."