326.

FILMS

A FREE GUIDE FOR ENGAGED COUPLES

# 10 Questions to Ask *Before You Book* a Wedding Videographer

What to ask, why it matters, and what a good answer sounds like, so you can choose the person who'll film your day with confidence.

Thomas Kemp Sr. "T.K."
Founder & lead filmmaker, 326 Films

BEFORE YOU START

# Every reel looks *beautiful.*

Your wedding film is one of the few things from your day that gets better with time. Years from now, it's how you'll hear your vows again, and how your kids will hear their grandparents' toasts.

The trouble is, every videographer's website looks amazing. A three-minute highlight reel can't tell you who will show up prepared, capture every word clearly, and deliver your films on time.

I've filmed more than 200 weddings since 2012, and these are the questions I'd ask if I were in your shoes. Take them to every videographer you're considering, including us. The good ones will be glad you asked.

*T.K.*

Thomas Kemp Sr. · Founder & lead filmmaker, 326 Films

**WHY IT MATTERS**

What each question really tells you about a videographer.

**LISTEN FOR**

The signs of a great answer, and the red flags.

**HOW WE DO IT**

Our own answer, so you have something to compare.

## 01 Can we see a full wedding film, not just a highlight reel?

A highlight reel shows a videographer's best three minutes. A full film shows whether they're consistent all day: in harsh midday sun, in a dark reception hall, and during the toasts when nobody is posing.

LISTEN FOR

- They're happy to share full-length films, not just trailers.
- Examples from venues or lighting like yours.
- Quality that holds up from start to finish, including the sound.

HOW WE DO IT AT 326 FILMS

Our Films page includes full 9 to 12 minute feature films from venues like Lowndes Grove and 701 Whaley, not just trailers. Ask on your call, and we'll point you to films from venues like yours.

## 02 How will you capture the audio of our vows and toasts?

The sound is what makes people cry years later. A microphone on top of a camera across the room won't pick up whispered vows, and a toast through a DJ speaker can come out distorted or muddy.

LISTEN FOR

- Dedicated microphones on whoever is speaking, not just on the camera.
- A plan for recording the toasts and speeches.
- A backup in case one recording fails.

HOW WE DO IT AT 326 FILMS

During the ceremony, we mic up the groom and the officiant, and the bride can wear a mic too if she's comfortable with it. For toasts and speeches, we plug straight into the sound board, so every word comes through clearly.

## 03 What happens if you're sick or have an emergency on our wedding day?

You can reschedule almost anything except your wedding. Many videographers work alone, so it's worth knowing exactly what happens if the unexpected hits them.

LISTEN FOR

- A specific backup plan, with named people, not "it's never happened."
- That plan written into your contract.

HOW WE DO IT AT 326 FILMS

We keep on-call videographers ready to step in if an emergency ever happens, so your day is always covered.

## 04 How long until we get our films, and how are they delivered?

Wait times range from a few weeks to a year. You'll be excited to relive your day, and a vague "a few months" can stretch long past what you expected.

LISTEN FOR

- A specific delivery timeline, in writing.
- Something to share soon after the wedding, like a teaser.
- How your films are delivered and how long they stay online.

HOW WE DO IT AT 326 FILMS

Your social media teaser arrives within one week. Your complete films are delivered on a private webpage within 4 weeks. Need them sooner? Expedited delivery within 2 weeks is available.

## 05 What's your style, and how involved will you be on the day?

Some videographers direct a lot of posed shots. Others stay in the background and capture things as they happen. Neither is wrong, but you want the one that matches how you want your day to feel.

LISTEN FOR

- A style that matches the films you love.
- How much time they'll need from you for portraits.
- How they work alongside your photographer.

HOW WE DO IT AT 326 FILMS

Candid, documentary-style storytelling. We stay quiet and let your day happen, with no hour of staged walk-and-twirls, so you can be present with your people.

## 06 Who exactly will be filming our wedding?

Some studios book you with the owner, then send an associate you've never met. The person behind the camera shapes your film, so it's worth knowing who that is.

LISTEN FOR

- Names, not "one of our team."
- Whether the person you're talking to will be there.
- Who the second filmmaker is, if your package includes one.

HOW WE DO IT AT 326 FILMS

T.K. leads your wedding himself. Collections with two filmmakers add John Stoupenos, a USC film graduate who's been on our team since 2018.

## 07 How much wedding experience do you have?

Weddings are fast, demanding and often stressful. Rain moves the ceremony indoors, the timeline slips, the light disappears early. An experienced videographer has seen it before, stays calm, and knows where to be without being told, so you never have to think about them.

LISTEN FOR

- How many weddings they've filmed, not just how long they've been in business.
- Experience at every kind of venue: historic estates, beaches, ballrooms and backyards.
- Real stories of how they handled rain, a late timeline or tricky light.

HOW WE DO IT AT 326 FILMS

More than 200 weddings since 2012, from historic Charleston estates like Lowndes Grove to oceanfront venues on Kiawah Island, Savannah hotels and Columbia's 701 Whaley. T.K. brings the calm and attention to detail he learned as an Air Force crew chief on F-16 fighter jets.

## 08 Can we get the raw footage?

Edited films are the heart of it, but the raw footage holds everything else: every full speech, every guest hug, every song on the dance floor.

LISTEN FOR

- A clear yes or no, and the cost if there is one.
- How it's delivered: hundreds of loose clips, or something you'll actually sit down and watch.

HOW WE DO IT AT 326 FILMS

Raw footage is included in our Never Miss a Moment collection, and it's available as an add-on with every other collection. Instead of handing you hundreds of separate clips, we combine them into one long video in order, so it's easy to sit back and relive your day.

## 09 Can we choose the music for our film?

Music sets the whole mood of your film. Popular songs often can't be used legally, and films with unlicensed music can be muted or taken down when you share them online.

LISTEN FOR

- You get a real say in the soundtrack.
- They use properly licensed music.

HOW WE DO IT AT 326 FILMS

Absolutely. You help shape the soundtrack to match your taste and the mood of your day. We license music through Musicbed (musicbed.com), so your film can be shared online without being muted. Browse it for songs you love, and if a favorite can't be licensed, we'll help you find a great alternative.

## 10 What's included in the price, and are there any extra fees?

Two quotes can look similar until travel, drone footage, overtime, card fees and taxes are added. Ask for everything in writing so you're comparing the same thing.

LISTEN FOR

- A written list of what's included.
- Travel, overtime and payment fees spelled out.
- A clear retainer and payment schedule.

HOW WE DO IT AT 326 FILMS

Every collection includes drone coverage (weather and venue permitting), 4K delivery and online hosting. There are no travel fees in Charleston, Columbia, Charlotte or Greenville. ACH bank transfer, check and cash have no fees; cards have a 3% processing fee. Need more time? Add as many extra hours as you need. A 30% retainer reserves your date, with payment plans available. A year or more out? Reserve with as little as $500 and pay the rest monthly.

YOUR COMPARISON SHEET

# Compare *side by side.*

| QUESTION | VIDEOGRAPHER 1 | VIDEOGRAPHER 2 | VIDEOGRAPHER 3 |
|---|---|---|---|
| 01 Full films to watch | | | |
| 02 Audio for vows & toasts | | | |
| 03 Emergency backup plan | | | |
| 04 Delivery timeline | | | |
| 05 Style & involvement | | | |
| 06 Who's filming | | | |
| 07 Wedding experience | | | |
| 08 Raw footage | | | |
| 09 Music | | | |
| 10 Extra fees | | | |
| **Total price** | | | |
| **How did they make us feel?** | | | |

Print this page, or fill it in on your phone during each call.

READY WHEN YOU ARE

# Ask us *all ten.*

Book a 30-minute discovery call with T.K. Bring this list, tell us about your day, and we'll answer every question, no pressure and no hard sell.

**Book a discovery call →**

**Call or text** (839) 810-4047

**Email** tk@326films.com

**Watch our films** 326films.com

**Instagram** @326_films

*200+ weddings filmed*

*5.0 ★ on The Knot*

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