

Script-Writing

Videos must feature more than professional editing and broadcast-quality picture and sound: the success of your video, whether corporate, training, or streaming, depends on its ability to communicate a clear message to an audience.

RDKMedia works with its clients during the storyboarding and scripting process to understand their industries, their products and services, and their target audiences. The skills of our writers ensure that the information being conveyed in the video is comprehensible, clear, and memorable.

Custom Training Video Scriptwriting

Educating new employees quickly and effectively is essential to serving your customers. Unfortunately, employees will often let their minds wander during important training sessions if the video is poorly produced or the script's message is unclear. Training videos that have been properly scripted by our writers make viewing enjoyable and make processing and recalling information simple.

Scriptwriting for Trade Show Videos

At trade shows, your digital video has less than a few seconds to capture the attention of a passerby. Moreover, most trade show attendees are pressed for time and will watch only for a minute or two before wanting to talk to a sales representative or walking onto the next trade show exhibit. Our script writers are aware of the time constraints and work to keep the message concise and compelling. Scripting Corporate Videos

Corporate video scriptwriting can be a challenge. Not only is your presentation necessary for entertaining potential customers, investors, or sponsors, but it is also being evaluated by your employers and colleagues, who are experts in your industry. We rise to the challenge by working to understand your audience, your message, and your interest in conveying the right "feeling" to the corporate video.