



KAIZEN DIGITAL MEDIA

# Lena Tancerdi Ibiza Yoga Retreat - Video Synopsis

## Summary

The objective of the video is to showcase the serene, calming, and nurturing atmosphere of the retreat. The content will include a variety of short to medium-length clips highlighting different aspects of the retreat, such as the location, preparation, cooking, satisfied yoga clients, and yoga practices.

Additionally, we can incorporate a few interviews with Lena, staff members, or client testimonials if desired. The final video will be 1 to 2 minutes long, with 1:30 being the ideal length.

I will also provide some video shots in a 9:16 format for Instagram. I will create a few reels for your Instagram account, and we can consider adding a new "Highlights" section to feature client testimonials.

I am to be there for 8:30AM to start.

### Key

**ECU** - Extreme Close Up

**CU** - Close Up

**MCU** - Medium Close Up

**MS** - Medium Shot

**MLS** - Medium Long Shot

**LS** - Long Shot

**ELS** - Extreme Long Shot

**BES** - Birds Eye Shot

**WS** - Wide Shot

**ES** - Establishing Shot

**AS** - Ariel Shot

**EXT** - Exterior

**INT** - Interior

## Specific Shot Requirements (Shot-List)

Shot Description	Shot Type	Shot Angle	Movements	EXT / INT	Extra Notes
<b>Beautiful shot of gate / gate opening X8</b>	CU, MCU, MS, LS, ELS	Eyeline, Low angle	Drone, tracking, pan, Meta Ray Bans	EXT	Gate opening automatically
<b>Close up of details in the location X 13 +</b>	ECU, CU, MCU, MS, MLS, LS, ELS	Eyeline, Low angle, High angle	Drone, pan, tilt	EXT / INT	Paintings, Pool, kitchen, ying yang, orange trees and more...
<b>Establishing the vibe X12</b>	ES, MLS, LS, ELS, WS, BES	Eyeline, Low angle, High angle,	Drone, pan, tilt, tracking	EXT	Using Long and wide shots, we can use perspective to make the location look more spacious.
<b>Retreat Prep X 8</b>	ECU, CU, MCU, MLS	Eyeline, Low angle, High angle	Pan, tilt, tracking, drone	INT / EXT	This comprise of cleaning, mental prep, setting up for the day.
<b>Food Prep X8</b>	ECU, CU, MCU, MLS	Eyeline, Low angle, High angle,	Pan, Tilts	INT	Kitchen prep, food being made or served
<b>Interviews?</b>	MCU	Eyeline	Still	INT / EXT	We could potentially conduct interviews with Lena, staff or clients with a beautiful background (I will bring my microphones just in case)
<b>Yoga activities X 18</b>	CU, MCU, MS, MLS, LS, ELS, WS, AS, BES,	Eyeline, Low angle, High angle	Pan, tilt, tracking, drone	EXT	Here I will record the yoga activity in many different creative shots to show the calming exceptional experiences.  (Face reaction shots of laughing, happy, smiling etc)

### **Additional Notes...**

These are just a template of shots that I will make sure I get. I will also take creative liberties when I am there in the moment (to capture the special moments). Let me know if the **Summary** is accurate, or if there are any shots you would like me to get in particular. Do you have an idea as to what time I will finish?

Could you also send me the videos you showed me earlier, so I can watch them a few times to

A. Gain clarity and inspiration.

B. Add more shots to the (Shot-List).