

## SCOPE OF WORK FOR PHOTOGRAPHY & VIDEOGRAPHY SERVICES

NO.	SERVICES	SCOPE	TIMELINES
	<b>EVENTS COVERAGE</b>		
	The scope will cover 600 events per year, an average of 50 events per month.		As per brief
<b>1.</b>	<b>PHOTOGRAPHY &amp; MEDIA RELATED CONTENT OUTPUT</b>		
		The working team will deliver upon request.	<ul style="list-style-type: none"> <li>- Select photos with captions</li> <li>- A link with all photos</li> <li>- Audio bytes links</li> <li>- Media cut links</li> <li>- delivered to the client <b>2-3 hours</b> after the event.</li> <li>- All photo links are delivered not more than <b>24 hours</b> after the event.</li> </ul>
<b>2.</b>	<b>VARIOUS EDITS / MONTHLY SCOPE</b>		
	A. Editing of general events including - highlight event videos	5-15 per month	To be delivered <b>3 days</b> after the event. This may vary depending on the event's magnitude / urgency.
	B. Internal Comms videos such as i) Executive Spotlight ii) Know Your Colleague iii) Live, Laugh and Learn.	15-20 per month	To be delivered <b>3 days</b> after the recording.
	C. Sports events videos e.g i) Football matches ii) Volleyball iii) Rugby iv) Chess	5-7 videos per month	To be delivered <b>2 days</b> after the event.
	v) KCB WRC (annual event)	30 – 40 videos	To be delivered on an agreed schedule
	vi) KCB Golf Tour	20 - 25 videos per month	To be delivered on an agreed schedule

4. OTHER KEY MAJOR KCB EVENTS / ASSIGNMENTS				
	i)	Corporate Engagements Video edits	7 videos per engagement	To be delivered on an agreed schedule.
	ii)	Cascade video edits (annual)	25-30 videos	To be delivered on an agreed schedule
	iii)	Simba Awards Video Edits - Yearly	25- 30 videos	To be delivered on an agreed schedule
	iv)	Reels Shooting & Editing (Events, Internal & Sports)	15 reels per month	To be delivered <b>2-3 hours</b> after the event or during the event depending on the nature of the event.
	v)	Editing Biashara club webinars	5-8 per month	To be delivered <b>3 days</b> after the recording.
	vi)	Editing photo slide show videos. On request.	Maximum of 3 per month.	To be delivered <b>2-3 days</b> after the request.
	vii)	Selected Key international days short video production.	To be done on request, maximum of 10 videos Per year	To be delivered <b>3-4 days</b> after filming or after request.
	viii)	Designing video screen grabs & E-shots for internal videos.	4-8 per month	To be delivered 1 day after a request.
	ix)	Animated video	Upon request	7-14 days for the first draft but will vary depending on the requirement.
	x)	Documentary	Upon request	The first draft to be delivered 5-14 days after the final shoot or request.
	xi)	Editor on-site for on-ground edits for selected events. ( <b><i>This will be charged per request.</i></b> )	Upon request	Edits to be submitted between 5-6 hours after the event, depending on different needs and nature of event.

4.	ARCHIVING SERVICES		
		Submission of photos, edits and footage requests from the archiving.	<p>24 hours submission; for assignments from within the last 1 week – 1 year of the activity.</p> <p>48-hour submission for materials whose particulars are not specified.</p>

## PROCESSES, CONTROLS & TIMELINES

### Events coverage

The below outlines the process for the production of events;

NO OF DAYS	DETAILS / DESCRIPTION	REMARKS
1	Briefing by client	Filling in the brief form, confirm specific service needs, whether photography, video coverage, expected edits and data protection/consent measures
1	Internal briefing, to align with expectations	
1	Event / activity coverage	
	Submission of photos / Media cut links for press. All these are done on location	For a quick turnaround, all crew are kitted with necessary equipment to share materials while on ground
	Feedback by relevant department heads, internally	Check on quality and consistency
1	Production & delivery of a link with all the photographs and/or plus raw footage where required.	Video clips are edited on ground and further edits done at the office studio, and edits submitted in 2 days.
	Reporting & discussing feedback during weekly internal meeting	

### Documentaries / TVCs

The below outlines the processes for producing specified storytelling; documentaries, TVCs and testimonials.

### Pre-production Phase

NO OF DAYS	DETAILS / DESCRIPTION	REMARKS
1	Brief from client	
2-4	Concept development, dependent on scope of work	
1	Present to client for feedback / approvals	
2-4	Script development	
1	Present to the client for alignment	Seek approvals
1	Location recce where possible	

2	Development of a shooting schedule	Align with client
1	Briefing the technical production team	Align with expectations
	Filming begins	Crew previews footage daily

### Post-production Phase

NO OF DAYS	DETAILS / DESCRIPTION	REMARKS
2	Logging and archiving acquired footage	
3-5	Offline video editing	
2-4	Online editing	
1	Sourcing music & Recording VO artist	
1	Audio mix and mastering	
1	Preview video cut sessions	
3	Color grading	
1	Mastering outputs	
1	Present Draft 1 to client	Review and feedback
1	Working on changes	Change of brief when the project is in post-production may have a cost implication.

NB – The estimated period may fluctuate due to logistical variations, while some activities are carried out simultaneously.

### REVISION

This SLA may be reviewed when there is a need as determined by the KCB Group's expectations. The aim is to meet customer expectations at least.

KCB Group (Corporate Regulatory Affairs - CRA)  
The below identifies the roles played by KCB Group;

NO.	SERVICES	TIMELINES
1.	<b>Joint Status Meetings;</b> <ul style="list-style-type: none"> <li>- KCB Group will facilitate weekly joint meetings with all agencies for the purpose of taking stock and planning. The meetings may be online or physical.</li> </ul>	Weekly meetings
2.	<b>Issue / Event / Activity Briefings;</b> <ul style="list-style-type: none"> <li>- Facilitate briefs from respective users on proposed / upcoming matters.</li> <li>- To enable the Agency, have a clear understanding of deliverables per issue / activity / event.</li> </ul>	48 hours before an assignment.
3.	<b>Proposed Quotations;</b> <ul style="list-style-type: none"> <li>- On receipt of the proposed quotation, the CRA team shall scrutinize and ensure all details are well captured.</li> <li>- Allow for negotiations on both parties.</li> </ul>	1 working day or within 6 hours depending on the urgency of the matter.
4.	<b>Procurement Process;</b> <ul style="list-style-type: none"> <li>- The CRA team to facilitate approvals of the estimated budgets prior to the said activity/event.</li> <li>- Follow the internal procedure to process the requisite LPOs</li> <li>- Ensure the LPOs are forwarded prior to the execution of the activity/event.</li> </ul>	A minimum of 3 days prior to the event / activity.
5.	<b>Responsiveness;</b> <ul style="list-style-type: none"> <li>- It's crucial to provide timely feedback for video edits to ensure quick turnaround for necessary revisions.</li> </ul>	One day after an event has been shared. However, for urgent jobs immediate feedback via the production WhatsApp group.

#### TRACKING METRICS

1. Weekly meetings will facilitate user department feedback.
2. Output quality delivered when needed and as requested.
3. Quarterly Review. Discussion forums between the two parties to review performance.