

JUST ONE THING

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Company/Organization: Atlantic Media Productions

Type of Organization: For profit

Number of Employees: 2

Category: Workplace

Challenge or Opportunity: In March of 2020 we were in the middle of a large shoot and it got shut down. With that cancellation we lost a large revenue stream which impacted not only our bottom line but the freelancers that we hire for this particular job.

Approach or Solution: We re-grouped and set up various scenarios of filming in our garage. It took a few tries but we found a way to continue filming remotely. The client was very happy and because this project was for producing educational videos we helped to keep kids learning during a very difficult time!

Impact: This quick turnaround from live to remote filming allowed revenue to keep coming which allowed us to continue to pay freelancers that we hired for the job. It also showed the client just how committed we are to finding a way no matter what! Covid did not keep us down!