How the Production Industry Is Leaning Into the Zoom Era

Editor’s note: This piece is part of our Columnist Network series, which explores the tactical thoughts and actions from Adweek’s community of high-level experts. Today, Shaun MacGillivray of MacGillivray Freeman Films urges holdouts to embrace the possibilities of hybrid and remote work options. Below, in his own words, he exemplifies how film and other industries have adapted their creative approach for the better.

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