



EUROPEAN UNION  
European Regional Development Fund

Experience Training

# Taking and Commissioning Effective Photography and Video Content for Your Tourism Business

August, 2022





## AGENDA

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- **Part 1:** Understand How to Tell a Compelling Story
- **Part 2:** Storyboard and Structure a Shoot
- **Part 3:** Benefits of Shooting Your own Experience Story
- **Part 4:** Tips, Tricks and Advice on Using Consumer Tech
- **Part 5:** Fairytale Framework
- **Part 6:** Template for Creating Campaigns

Key Takeaways





PART 1

# Understand How to Tell a Compelling Story

# The relevance of stories



People connect to stories and often remember information better when it is wrapped up in a story. In tourism, things aren't different.

The most effective way to attract consumers' attention is to show them stories.



# What to consider?



There are a few details that need to be ensured when designing a compelling story.

- To know your audience
- To be true
- To use emotion
- To be creative
- To use video



# What to consider?



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***Understand what type of narrative the market prefers.***

# What to consider?



There are a few details that need to be ensured when designing a compelling story.

- To know your audience
- To be true
- To use emotion
- To be creative
- To use video

***Choose facts to tell the story.  
Obtain accurate and detailed  
information to create the story.***



# What to consider?



There are a few details that need to be ensured when designing a compelling story.

- To know your audience
- To be true
- To use emotion
- To be creative
- To use video

***Build an emotional connection with your audience that can ultimately drive brand engagement (authenticity, honesty and empathy are critical).***

***Use a narrative driver like a voice-over.***



# What to consider?



There are a few details that need to be ensured when designing a compelling story.

- To know your audience
- To be true
- To use emotion
- To be creative
- To use video

***Even if you choose an old story,  
try to tell it from a different angle.***

# What to consider?



There are a few details that need to be ensured when designing a compelling story.

- To know your audience
- To be true
- To use emotion
- To be creative
- To use video

***Videos are part of the entire customer journey, from awareness to booking, mainly to make decisions. Video enables the viewer to feel the action and all the narrative.***



# Understand how to Tell a Compelling Story

Case Study: **Met Stories**

Understand how to Tell a Compelling Story

# Met Stories

## Stories From The Met' Visitors

Met Stories is a video series and year-long social media initiative that shares unexpected and compelling stories gathered from the many people who visit The Met, from artists to teachers, via curators, actors, museum staff, designers, thought-leaders or public figures.



Linbania Jacobson:  
Caregiving | Met Stories Ep 8



Angela Reynolds, Gretchen  
Rubin, and Hai-Hsin Huang |...



Jenita Pettway and Ariun  
Sanjaajamts | Connection |...



Daniel Bergmann:  
Breakthrough | Met Stories...

# Met Stories







PART 2

# Storyboard and Structure a Shoot



# What is a Storyboard?

Scene:	Scene:	Scene:
Scene:	Scene:	Scene:

# What is a Storyboard?



A storyboard can be a great tool for businesses when creating new narratives for their experiences.

A storyboard is a graphic organiser that plans a narrative from script to screen.

It is like a visual representation of a video or narrative sequence and breaks down the action into individual panels.

Scene:	Scene:	Scene:
Scene:	Scene:	Scene:



# What is a Storyboard?



It's made up of a number of squares with illustrations or pictures representing each shot, with notes about what's going on in the scene and what's being said in the script during that shot.

By breaking a narrative into bite-sized chunks, it allows the creative person to focus on each cell separately, without distraction.

Scene:	Scene:	Scene:
Scene:	Scene:	Scene:



# Tips When Creating a Storyboard



## Get your story ideas on paper

Write your ideas, so you won't lose any. Also, focus on quantity rather than quality at this stage. Embrace random ideas as well.





# Tips When Creating a Storyboard



**Work fast but maintain clarity**

Make sure the narrative follows a clear path.



# Tips When Creating a Storyboard



## Ensure it's logical and coherent

The narrative should be consistent from beginning to end.





# Tips When Creating a Storyboard



## Throw it out

Sometimes you might be going to throw stuff out. There are many reasons to throw things out: too expensive to film, doesn't tell the story, not going to fit in with the larger narrative, etc.



# Look for Details



At an advanced phase, you can work on all the relevant details. Embrace feedback and then break up your script into smaller parts, while asking yourself some questions:

- What is the background for each scene?
- Is there a character on the screen? What action is the character performing (use arrows for example)?
- What props are in the scene?
- Should any text appear on the screen?



PART 3

# Benefits of Shooting Your Own Experience Story

## 6 Reasons Why You Should shoot Your Own Experience Story



- Consumers look for authenticity
- No one else knows the product better than you
- You know the story
- You can control everything
- You can save money
- You become more agile





## 6 Reasons Why You Should shoot Your Own Experience Story



- Consumers look for authenticity
- No one else knows the product better than you
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***Even if your content is not technically perfect, consumers will prefer to see and listen to an authentic story told by you.***

## 6 Reasons Why You Should shoot Your Own Experience Story



- Consumers look for authenticity
- No one else knows the product better than you
- You know the story
- You can control everything
- You can save money
- You become more agile

***You have all the necessary capacities and knowledge of the product/service to shoot your experience.***

## 6 Reasons Why You Should shoot Your Own Experience Story



- Consumers look for authenticity
- No one else knows the product better than you
- You know the story
- You can control everything
- You can save money
- You become more agile

***The script was written by you. If you pass it to another person, you risk losing the main idea.***



## 6 Reasons Why You Should shoot Your Own Experience Story



- Consumers look for authenticity
- No one else knows the product better than you
- You know the story
- You can control everything
- You can save money
- You become more agile

***This is the best approach if you want to keep control over the experience story: script, allocated resources, actors and duration, among other things.***

## 6 Reasons Why You Should shoot Your Own Experience Story



- Consumers look for authenticity
- No one else knows the product better than you do
- You know the story
- You can control everything
- You can save money
- You become more agile

***If you decide to shoot your own story, you end up saving a lot of money on videographers, backgrounds and many other expenses.***

## 6 Reasons Why You Should shoot Your Own Experience Story



- Consumers look for authenticity
- No one else knows the product better than you
- You know the story
- You can control everything
- You can save money
- You become more agile

***You can capture a story very quickly. You become agile and reactive to what's happening and trending.***



PART 4

# Tips, Tricks and Advice on Using Consumer Tech

# Consumer Tech Tools



You can use tools/accessories that are:

- Free or cheap
- Easy to use
- That you already use every day, like your smartphone



# 5 top Consumer Tech Tools



- Smartphone
- Gimbal
- Drone
- Image editor
- Video editor





# 5 top Consumer Tech Tools



- Smartphone
- Gimbal
- Drone
- Image editor
- Video editor

***Make the most of your smartphone. Today's generation of smartphones is already equipped with better cameras than some photo cameras.***

***Remember the famous "there is an app for that", which is not just a saying. Browse the numerous apps available to do anything: apply filters, add subtitles, edit, merge sets and so many more.***

# 5 top Consumer Tech Tools



- Smartphone
- Gimbal
- Drone
- Image editor
- Video editor

*A gimbal uses sensors to support and stabilise a camera or a smartphone – you can film silky smooth video footage while on the move.*

*This is a relatively cheap gadget you can use to improve the quality of your videos - you can find good deals for less than £100.*

# 5 top Consumer Tech Tools



- Smartphone
- Gimbal
- Drone
- Image editor
- Video editor

*Aerial video can take you to the next level. The use of drones is already democratised, meaning you can find cheap drones on the market for a reasonable price.*

*Drones will provide you with new aerial perspectives, enhancing the visual experience.*

*However, check if they require a operator licence.*



# 5 top Consumer Tech Tools



- Smartphone
- Gimbal
- Drone
- Image editor
- Video editor

*There are several image editors you can find online.*

*We recommend a few:*

- ***Adobe***
- ***Canva***
- ***Easil***
- ***Visme***

# 5 top Consumer Tech Tools



- Smartphone
- Gimbal
- Drone
- Image editor
- Video editor

*Just like image editors, you can also find many other video editors online.*

*We recommend a few:*

- *iMovie*
- *Lightworks*
- *Vimeo*

PART 5

# Fairytale Framework



# Fairytale Framework



According to this framework, storytelling can be divided into 4 parts:

1. Once upon a time - Context, setting, subject or introduction
2. Suddenly - Problem, pain, challenge or question
3. Luckily - Solution, hero, idea or answer
4. Happily ever after - Impact, the image of the future or the call to action



# Fairytale Framework



There are 3 main recommendations to create great promotional videos using stories:

- Write your story in simple parts
- Add emotion and experience to the parts
- Use parts to inspire shot ideas



PART 6

# Template for Creating Campaigns



# Template for Creating Campaigns



## Template for Creating Campaigns for Target Audiences

- Storyboard your campaigns based on your target audience
- Think about how you can collaborate with partners that you can involve in your campaigns
- Define how you can use the campaign as a starting point to create Hero, Hub and Hygiene content to target your audiences

[Link to Mural](#)

### Storyboarding Your Campaign

Now that you have a stronger idea as to who your target audience is and what type of campaign you want to make, use this section to storyboard your campaign, reflecting on how you can adapt your campaign to be distributed across different channels. This section is part of the 'Creating Stories and Campaigns' template of this series, so if you have yet to complete that mural we suggest you do so first.

Type of Campaign:  
.....

Target Audience:  
.....

Theme:  
.....

**Youtube:**

How are you going to show your campaign on Youtube? Are you going to have a single feature film or a series of short-form content films? Use the section below to storyboard your YouTube campaign.

**Examples of Youtube Campaigns**

These two strong videos from Turkey and San Diego are both parts of a series of related content.

Hero's message of 'Prophecy in Turkey'

These two strong videos from Turkey and San Diego are both parts of a series of related content.

Convoy District Desserts

However the format and tone are very different, clearly targeting two different audiences.

**Hero Content**

**Series of videos**

**Website:**

How can you launch your campaign on your website to reach different target audiences?

**Instagram:**

Using the section below, paste in your content that could be used for Instagram.

**Facebook:**

Using the bottom half of the sections below copy and paste in your content that could be used for Facebook.

**Twitter:**

Using the section below, paste in your content that could be used for Twitter.



## KEY TAKEAWAYS

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- ▶ Consumers expect you to be authentic
- ▶ Local ambassadors can help you be more relevant in the market
- ▶ If you shoot your own story you can better control the story and save money
- ▶ It can be easy and cheap to shoot your own experience story







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