

## Experience Training

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

### Coming up in this experience training module:

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- ▶ Part 2: Storyboard and Structure a Shoot
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# Taking and Commissioning Effective Photography and Video Content for Your Tourism Business

## Understand How to Tell a Compelling Story

### The relevance of stories

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

### What to consider when designing a compelling story?

#### To know your audience

Understand what type of narrative the market prefers.

#### To be true

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

#### To use emotion

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

#### To be creative

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

#### To use video

Videos are part of the entire customer journey, from awareness to booking, mainly to make decisions.

## Storyboard et structure d'un tournage

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

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

### Tips



#### 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.



#### Work fast but maintain clarity

Make sure the narrative follows a clear path.



#### Ensure it's logical and coherent

The narrative should be consistent from beginning to end.



#### 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.

## Met Stories

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 and public figures.



## Storyboard

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

## Benefits of Shooting Your Own Experience Story

### Consumers look for authenticity

Even if your content is not technically perfect, consumers will prefer to see and listen to an authentic story told by you.

### No one else knows the product better than you

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

### You know the story

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

### You can control everything

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

### You can save money

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

### You become more agile

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

## Tips, Tricks and Advice on Using Consumer Tech

You can use tools/accessories that are:

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

### EXAMPLES



Smartphone



Gimbal



Drone



Video editor

## 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

Recommendations to create great promotional videos using stories:

- Write your story in simple parts
- Add emotion and experience to the parts

## Key Takeaways



Consumers expect you to be authentic



You can better control the story and save money



It's easier to shoot your own experience