



Virtual Impression



Framework for Creating a Virtual Tour

Presented by Chuck Salem

October 16, 2015



Imagine

- Your job is to select the site for an annual conference for an adult group.
- <https://www.youtube.com/watch?v=sxA-DVnAZGs>
- <https://www.youtube.com/watch?t=1&v=ZfTz6hBeiKg>
- <https://www.youtube.com/watch?v=tGkATLK9uIA>
- <https://www.youtube.com/watch?v=aC9qN-L3U5U>
- <https://www.youtube.com/watch?v=Lf-HlkGEWOg>



What venues do you want to learn more about and why?



Making a Plan

- What is the ultimate goal of the video?
 - To capture interest
 - To dig deeper
 - To differentiate
 - To move closer to a buying decision
 - To use as a tool to show other decision-makers

First Impressions



AVOID the SCARY



Setting the Stage

Emotional Appeal & Rational Appeal

Both in what you say and what you show...



What makes you appealing?

- Emotional
 - Atmosphere
 - Service
 - Décor
 - Dining
 - Amenities
 - Testimonials
- Rational
 - Accessibility
 - Location
 - Technology
 - Capacities
 - Pricing



**EMOTIONS TRUMP
EVERYTHING**

The Basics

- Length
 - No more than 90 seconds
 - Chapters of no more than 60 seconds
 - To narrate or not to narrate...
 - Remember...emotions trump everything
 - Differentiating points



The Basics

- Imagery
 - Quality still images
 - Quality video
- Call to Action
- Contact Information or Link
- Keep it moving...ENGAGE



Tools

- Sound
 - iTunes
 - Quicktime
 - Voice Recorder (App)
- Visual
 - PowerPoint
 - iPhoto
 - iMovie
- Delivery and Hosting
 - Animoto/Prezi
 - YouTube
 - Vimeo



That's a Wrap

The Improv Challenge

Facilitated by Chuck Salem and Izzy Gesell

October 16, 2015



What We Know

- Each and every conference group is unique
- Every planner is unique
- Every group's goals and objectives are unique
- Every attendee is unique
- THEREFORE...





QUESTIONS WILL BE UNIQUE...
GUARANTEED!





Time for an old-fashioned
IMPROV CHALLENGE



The Rules

- Select two representatives
- One representative will play the role of the venue sales rep, one representative will play the role of the meeting planner
- The meeting planner selects a question from the hat and has 5 seconds to digest how to ask the initial question
- The venue representative must immediately respond using the improv skills learned during the conference.
- When you hear the bell ring, a new question and response occurs



A few things before we part...

Please Recycle Badges

Surveys

Budget for 2016

Continue the Learning





THANK YOU!

