

# WELCOME



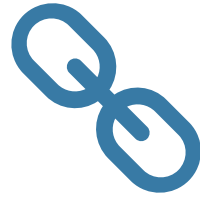
# Pocket Production: Short Video Mastery for Tourism Businesses

June 13, 2024

# HOUSEKEEPING



Post your questions using the Q&A. Our presenters or TNS staff may respond during or after the webinar.



Links and resources will be shared by email.



Webinar recording with Closed Caption available online:  
<https://tourismns.ca/webinar-series>





This webinar is offered in partnership between Tourism Nova Scotia and Digital Nova Scotia through DigiPort, a one-stop-shop of interactive services and educational opportunities to help tourism businesses develop digital marketing skills and access professional support to improve their online presence.

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**DigiPORT**

Digital Support for  
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**Get in touch with our network of digital marketing strategy experts.**

# PRESENTER

**differo.ca**  
**marketing**

**Will Yang**

- Will is an inclusive marketing specialist with a passion for short-form video content in tourism and hospitality.
- His expertise has driven success for brands like Halifax Shopping Centre and Tourism Nova Scotia, crafting stories that celebrate diversity and resonate across digital landscapes.

HARNESS SMARTPHONE VIDEOGRAPHY TO BOOST YOUR TOURISM VENTURE

WEBINAR

# POCKET PRODUCTION: SHORT VIDEO MASTERY FOR TOURISM BUSINESS

JUNE 2024



DIFFERO.CA





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# LAND ACKNOWLEDGEMENT

We are in Mi'kma'ki, the ancestral and traditional lands of the Mi'kmaq people. We acknowledge the Peace & Friendship Treaties signed in this Territory and recognize that we are all Treaty People.

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# AGENDA

1 INTRODUCTION ↗

2 WHY VIDEO ↗

3 FILMING TECHNIQUES ↗

4 EDITING ↗

5 HANDS-ON ↗

6 TOURISM FOCUS ↗



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# TODAY'S GOAL

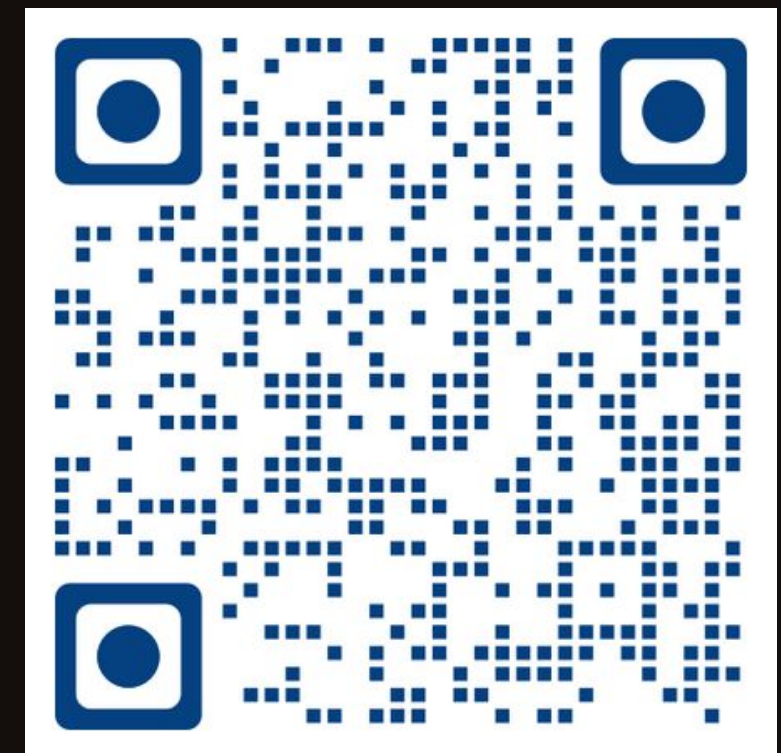
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**differo**

**INCLUSIVE MARKETING  
MEETS  
CREATIVE CONTENT**





Will Yang is the founder of Differo, an agency focusing on inclusive marketing and content marketing for clients including Halifax Shopping Centre, Tourism Nova Scotia, and NSLC. Since 2017, he has successfully created over 70 episodes of engaging tourism content, including video series, magazines, and products. In 2022, his Diverse Lunar New Year campaign with Halifax Shopping Centre was featured on CBC. His “inclusive marketing” approach has attracted new markets to clients such as the Halifax Shopping Centre and Tourism Nova Scotia. His notable projects include marketing Nova 7 wine to China and creating the “Immortality” craft seltzer with Good Robot Brewing Company.

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# WELCOME TO POCKET PRODUCTION!

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**1****Objective:**

Learn to harness  
smartphone videography to  
boost your tourism business  
in Nova Scotia.

**2****Overview:**

Specialized videography  
skills, essential filming  
techniques, and editing with  
CapCut.

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## 2 WHY VIDEO MARKETING?

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### 1 ENGAGEMENT

VIDEOS CAPTURE ATTENTION MORE EFFECTIVELY THAN TEXT OR IMAGES. (SOURCE: HUBSPOT)

### 2 REACH

SHAREABLE ON SOCIAL MEDIA PLATFORMS, EXPANDING YOUR AUDIENCE. (SOURCE: SOCIAL MEDIA TODAY)

### 3 CONVERSION

HIGH-QUALITY VIDEOS CAN CONVERT VIEWERS INTO CUSTOMERS. (SOURCE: WYZOWL)

# 3 SMARTPHONE VIDEOGRAPHY ESSENTIALS

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## 1 APPS & GEAR

- iOS Apps: Filmic Pro, iMovie, LumaFusion
- Android Apps: Open Camera, Adobe Premiere Rush, KineMaster
- Gear: tripod for phones, reflector, continuous lighting

## 2 LIGHTING

- Golden Hour: Shooting during early morning or late afternoon for soft, warm light.
- Avoid Harsh Midday Sun: Use shade or diffuse light when necessary.

## 3 FRAMING

- Rule of Thirds: Place key elements along the lines or at intersections.
- Safe zone: Place key elements on social media's safe zone to avoid blocking by captions or icons

## 4 CUTTING ON ACTION

- Seamless Edits: Cut between shots on movement to maintain flow and continuity.
- Example: A chef preparing a dish – cut from wide shot to close-up as they start chopping.



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# LIGHTING & FRAMING

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HALIFAX  
SHOPPING  
CENTRE



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# CUTTING ON ACTION

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# 4 EDITING IN CapCut

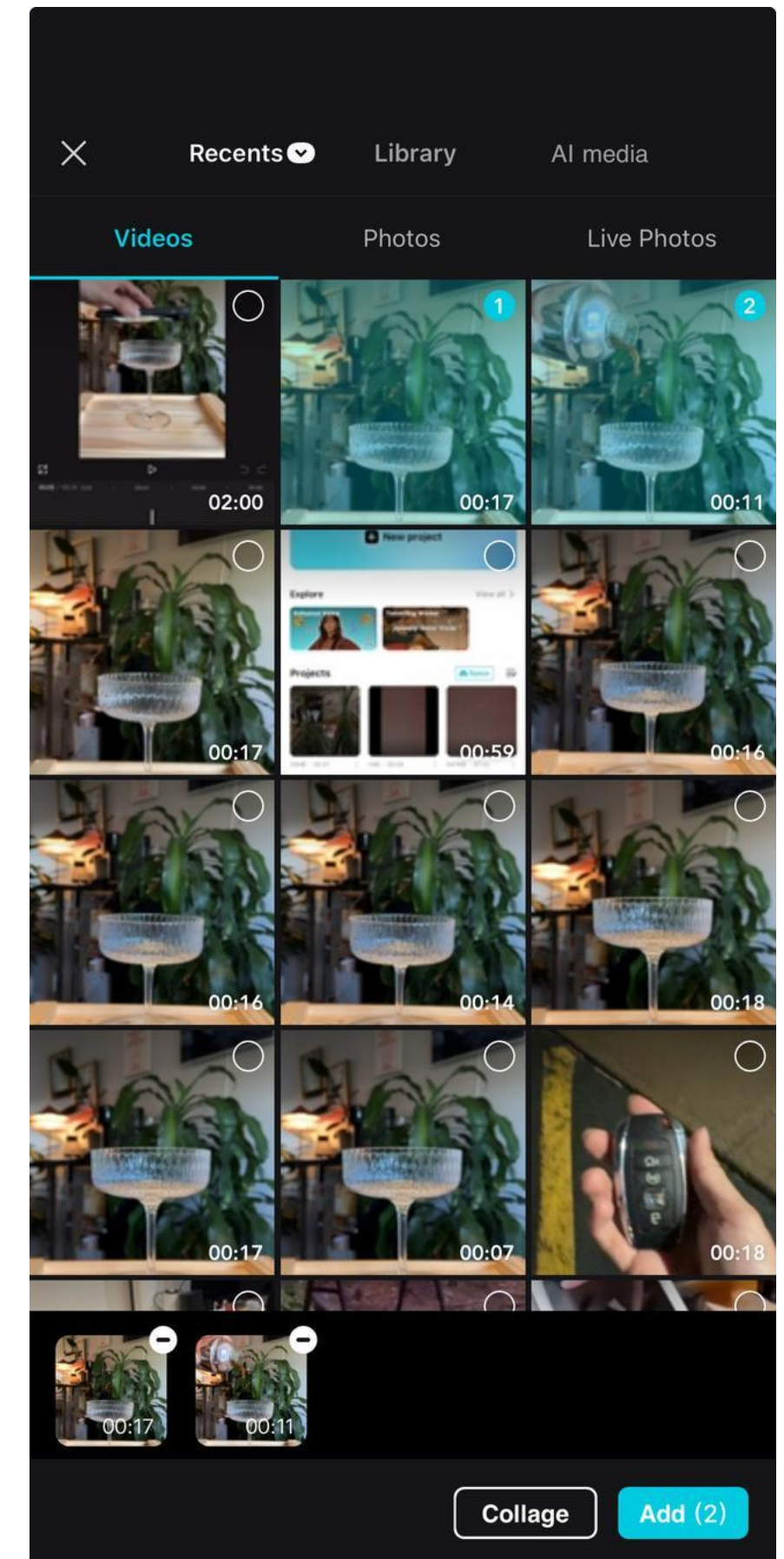
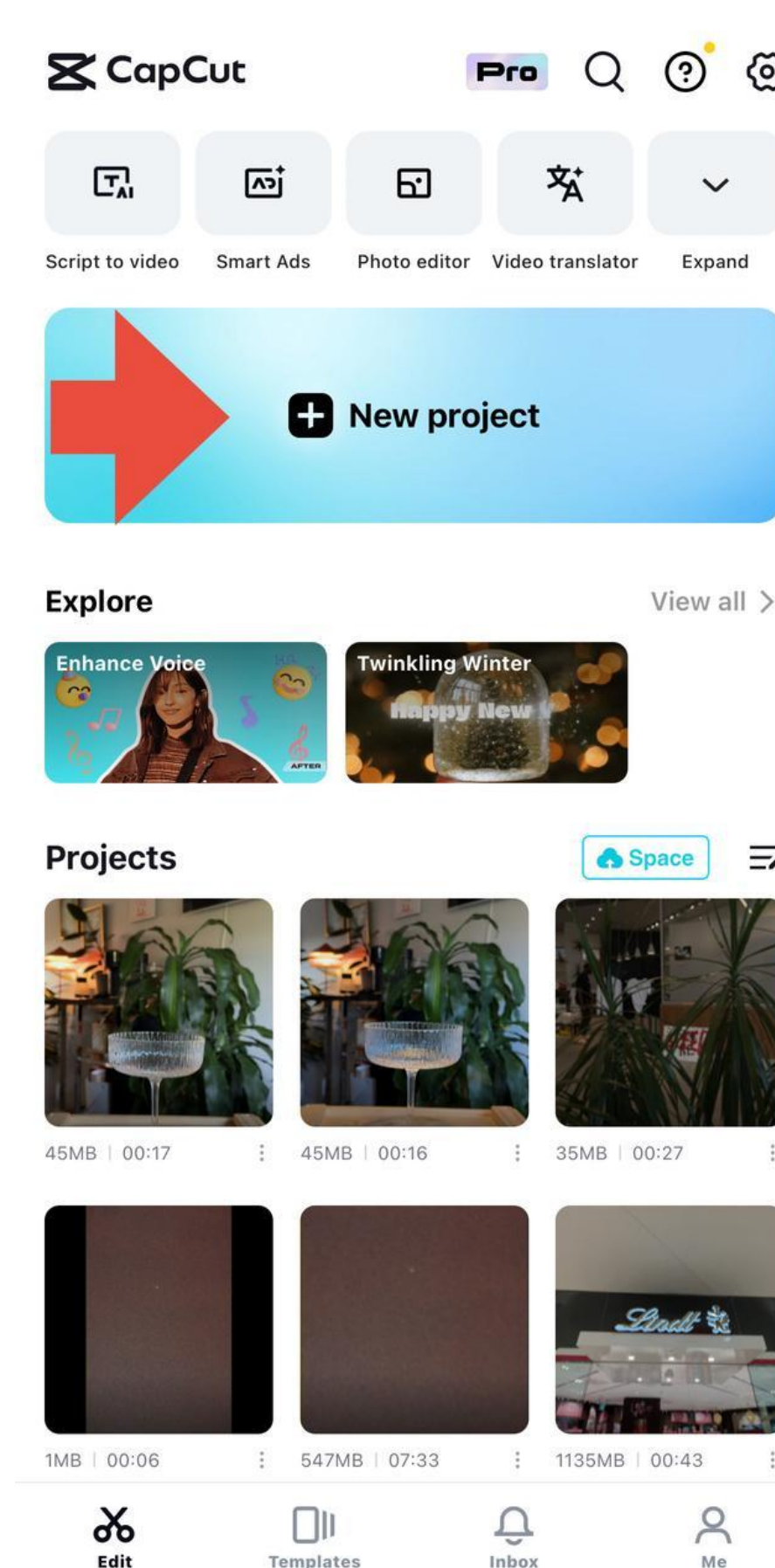


## Why CapCut?

- User-Friendly: Intuitive interface suitable for beginners and advanced users.
- Powerful Features: Includes a wide range of editing tools for professional-quality videos.
- Free to Use: No cost, making it accessible for all tourism businesses.

## Media Library

- Where you import and manage your video clips, audio, and images.





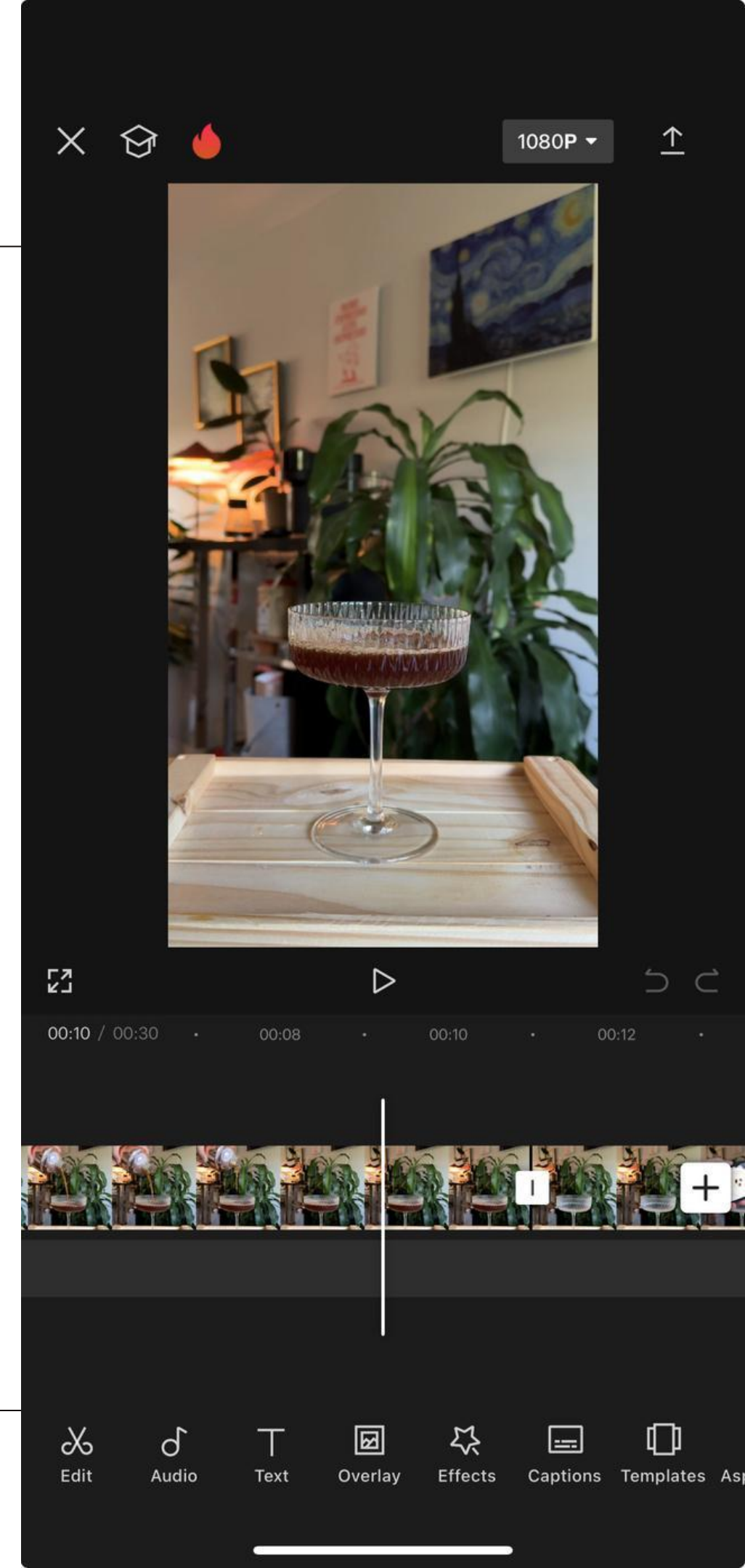
# 4 EDITING IN CapCut

## Interface Overview

- Timeline: Where you arrange and edit your clips.
- Tools Panel: Contains tools for cutting, splitting, and adding effects.
- Preview Window: Allows you to see your edits in real-time.

## Basic Functions

- Cutting and Splicing: Select a clip, place the playhead where you want to cut, and use the scissors tool to split the clip.
- **Arranging Clips:** Drag and drop clips on the timeline to arrange the order.
- Adding Music and Sound Effects: Import audio files into the media library and drag them onto the timeline.



# HANDS-ON



# 5 HANDS-ON: WHAT WE WILL LEARN

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## Trim & Cut

- Trim is to shorten from the beginning or the end of a clip
- Cut is to separate a clip at any point on the timeline

## Overlay

- Overlay is to put one clip on top of another one

## Mask

- Mask is to make certain part of a clip transparent to achieve certain effects

# 5 HANDS-ON: STEP BY STEP

1. Trim & Cut
2. Overlay the pouring clip
3. Align the start of two clips
4. Mask the pouring clip
5. Make the shaker side transparent
6. Export



# SHORT VIDEO IDEAS AND TIPS FOR HOTELS

## ➤ Room Tours:

- Showcase Amenities: Highlight room features, views, and comfort.
- Tip: Use smooth panning shots and natural light to enhance visuals.

## ➤ Guest Testimonials:

- Authentic Experiences: Capture guests sharing their experiences.
- Tip: Use close-ups and ambient sound for authenticity.

## ➤ Behind-the-Scenes:

- Staff Stories: Introduce the team and daily operations.
- Tip: Focus on human stories to create a connection with viewers.



# SHORT VIDEO IDEAS AND TIPS FOR RESTAURANTS

## ➤ Dish Preparations:

- Chef Highlights: Show chefs preparing signature dishes.
- Tip: Use close-up shots and dynamic angles to capture the process.

## ➤ Customer Experiences:

- Dining Moments: Record customers enjoying their meals.
- Tip: Focus on expressions and interactions to convey enjoyment.

## ➤ Special Events:

- Event Highlights: Showcase special events or themed nights.
- Tip: Use wide shots to capture the ambiance and excitement.



# SHORT VIDEO IDEAS AND TIPS FOR EXP-FOCUSED BUSINESSES

## ➤ Activity Highlights:

- Showcase Experiences: Capture key moments of activities like tours, adventures, and workshops.
- Tip: Use action shots and participant reactions to convey excitement.

## ➤ Customer Testimonials:

- First-Hand Accounts: Film customers sharing their experiences.
- Tip: Choose diverse participants to appeal to a wider audience.

## ➤ Behind-the-Scenes:

- Preparation Insights: Show the behind-the-scenes preparation for activities.
- Tip: Highlight the effort and care that goes into creating these experiences.





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# VOICE-OVER & STORYTELLING

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# Q&A

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- What visual elements should be in the thumbnail and opening scenes to capture viewer attention & engagement?
- please address capcut templates and watermarks.
- If recording audio, do you use an external mike? Also, do smart phones have high quality image stabilization ability?
- How can we best use AI in our video production?
- What is the best free software for video production?
- I film drone footage on my iPhone and would like to learn how the video skills taught in this course could be applied to this.
- How to edit a video?
- How do I edit the videos I take on my phone?
- Should I be using a different app for my content, or is editing a video within Instagram or TikTok suitable?
- Best equipment to use?

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# Q&A

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- If I can't attend because I'm doing breakfast for guests will I be able to see the content later?
- Landscape vs Portrait, which is best and why?
- What are the advantages of CapCut over Canva for video editing?
- What do I need to do to prepare and how long approximately in the session
- Best apps for editing.
- Can you add your CapCut reel as a post on your social media?
- Ideal length and speed of videos?
- Any tiktok or insta story suggestions
- Looking forward to the presentation.



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# CONTACT US

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Social

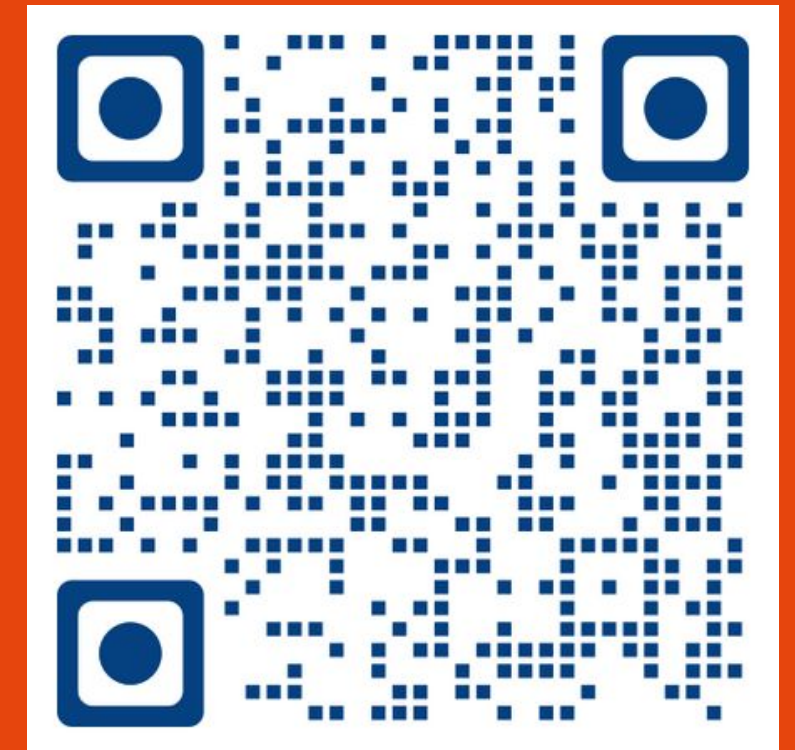
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# ASK AN EXPERT" SERVICE



Book Your 1:1 Expert > Will Yang



**differo.ca**  
marketing

**Will Yang**

Founder & CEO

👉 Brand Strategy, Social Media Management

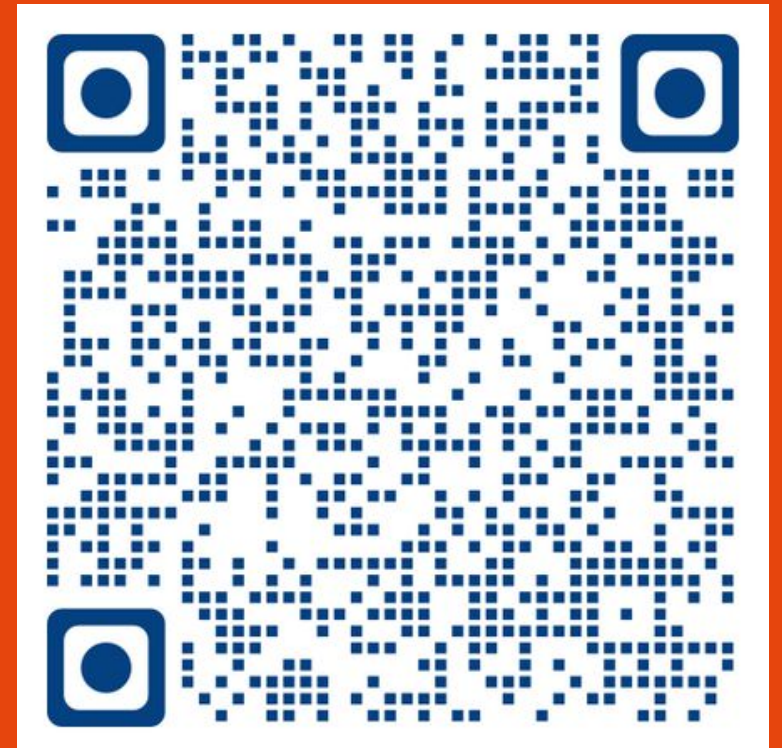
Differo means different. We help clients stand out from the rest by offering an Inclusive Marketing Strategy in our video production, photography, social media, website design and other content development. Inclusive Marketing helps brands reach into a wider mosaic of communities with meaningful, authentic and impactful visuals and messages. In doing so, we bring our brands into alignment with the values of customers who are demanding more attention to diversity, equality and inclusion.

✉ [info@differo.ca](mailto:info@differo.ca)

🖱 <https://www.differo.ca>

🌐 <https://www.linkedin.com/in/willyanghfx/>

Login to Schedule a 1:1 Consultation



HARNESS SMARTPHONE VIDEOGRAPHY TO BOOST YOUR TOURISM VENTURE

WEBINAR

# POCKET PRODUCTION

# THANK YOU.



JUNE 2024



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marketing

**NOVA SCOTIA**  
CANADA

DIFFERO.CA

# UPCOMING WEBINARS

- **Thursday, June 20 @ 10:00 am** – Analyze Customer Feedback with ChatGPT. Presented by Robert Newcombe (Newcombe Consulting)
- **Thursday, June 27 @ 10:00 am** – Summer Social Media Success. Presented by Kerra Aucoin (KA Social Media)



See recordings of previous webinars and related tip sheets:

<https://tourismns.ca/webinar-series>

Webinars will pause for July/August and resume in September.

# Travel Trade Webinar

## Using Sales Channels to Attract Travellers

Delve into the world of travel trade and discover the many benefits that new partnerships with travel agents and tour operators can bring to your business. In this session, we will explore the basics, processes and best practices of working with travel trade as well as share market trends and learn more about our programs and resources, designed to help you develop more business through travel trade.

### Date:

Thursday, June 13 at 2:00 pm

Register at:

<https://tourismns.ca/webinar-series>



# EXPORT Travel Trade Program

The EXPORT Travel Trade Program aims to help Nova Scotia tourism businesses develop partnerships with tour operators and travel agents to increase national and international sales. The program offers support through two streams: Travel Trade Readiness and Marketplace Support.

## Application deadline:

June 30, 2024, at 4:00pm

<https://tourismns.ca/export-travel-trade>





# STAY CONNECTED WITH TNS

- 🌐 Contact Business Development: [TNSBusiness@novascotia.ca](mailto:TNSBusiness@novascotia.ca)
- 🌐 Corporate website: <https://tourismns.ca/>
- 🌐 Consumer website: <https://novascotia.com>
- 🌐 TNS News & Resources: <https://tourismns.ca/news-resources>
- 🌐 Corporate X (formerly Twitter): <https://twitter.com/TourismNS>
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