

## DESTINATION PR & COMMUNICATIONS STANDARD OPERATING PROCEDURE ROADSHOW & EVENTS VIDEOGRAPHY GUIDELINES

Date of Issue	29 May 2023
Purpose	To ensure that the quality of videos produced are consistent with RAKTDA standards
Scope	<ul style="list-style-type: none"><li>Overseas PR &amp; Trade Agencies</li><li>RAKTDA Destination PR and Communications Team</li></ul>

### General guidelines:

- Video should be 1 min maximum
- First draft video to be sent for review within three days after the event
- Highlights of all the events (eg. multiple cities) to be included in one video
- Destination (in-market) footage to be included i.e. city skyline, landmark, etc...
- All RAKTDA team members present at the event should be captured for the video with a focus on the official spokespersons
- Brand guidelines and the font *Diodrum* to be used across the video and downloaded from [here](#)
- Music should be upbeat
- Video should flow with smooth transitions
- All captions should follow this [style](#), stay long enough for people to read and split into multiple frames when too long
- Two final approved videos are required – one with text/captions and one without any text

### Video sequence and requirements:

- Add an animated title – example [here](#).
  - Ras Al Khaimah followed by name of event/roadshow and city or country
- Introduction of the cities: overview shots of city or sense of location followed by the event venues (each city to be mentioned on a separate frame)
- For trade events: captions to be added with shading and split into two frames:
  - Ras Al Khaimah Tourism Development Authority welcomed XX key partners (number of partners that attended) in XX (city name)
  - The team presented the hotels, attractions and latest developments of the Nature Emirate

- For media events: captions to be added with shading and split into two frames:
  - Ras Al Khaimah Tourism Development Authority welcomed leading media in (city name), introducing the Nature Emirate and its latest developments to the XX market (country)
- Official RAKTDA spokespersons presenting (names & titles be added with shading):
  - Raki Phillips – Chief Executive Officer
  - Iyad Rasbey – Vice President, Destination Tourism Development
- B-roll shots of the destination [video](#) to be included to elevate the video content in line with what the spokesperson is saying
- Interview with two guests if possible and include their full name and title (with shading). See example in the previous videos link below.
- End video with RAKTDA animated [logo](#)

Examples of previous [videos](#) for the flow and sequence of events. Please note some of these videos were created before unifying font and caption style mentioned above.