



# JOIN THE NTTW VIDEO

## HOW THE VIDEO WILL BE USED

To amplify this year’s theme, **POWER OF TRAVEL**, we are calling on the industry—that’s YOU—to help share travel’s message. By recording a short message, you will have the chance to be included as a chorus of voices at the end of a NTTW promo video to show the strength of the industry.

The video will be shared industrywide through digital postcard blasts, as well as on U.S. Travel’s social media channels. We encourage you to also share in your communications.

**ALL VIDEOS MUST BE SUBMITTED BY MARCH 31**

## RECORD YOUR VIDEO

[This link](#) will enable you to record your video and submit it in one seamless process—it will work on your smartphone or computer. You can record right through the website or upload a video that is pre-recorded. Tips for uploading a video can be found [here](#).

**RECORD VIDEO**

## THINGS TO CONSIDER

- **THE BACKGROUND:** Have fun with the background! It is a great opportunity to feature your organization or your destination. Consider taking photos of some different options to evaluate which setting will work best for your video.
- **HOW TO FILM:** Please shoot the video *horizontally* and not vertically. To film this on your own, you can use your laptop computer, tripod or have a colleague or family member hold a phone for you.
- **AUDIO:** Select a place or room that does not have loud background noise. It is also important that where you film does not have a loud echo.
- **LIGHTING:** When filming indoor videos, make sure there is enough lighting, whether it is from ceiling lights, lamps or a window—just make sure you don’t film right in front a window or you will appear shadowed. If filming outside, make sure the sun is giving enough light to see your face instead of a silhouette.

## WHAT TO SAY

Please record all four lines below, sticking to the script. You do not need to say them all at once—you can take each line one at a time but please refrain from customizations and variations.

<p><b>LINE 1:</b> State your name, title and organization</p> <p><b>LINE 2:</b> I AM.</p> <p><b>LINE 3:</b> WE ARE.</p> <p><b>LINE 4:</b> WE ARE THE POWER OF TRAVEL</p>	<p><b>SAMPLE:</b> <b>LINE 1:</b> Hi, I’m Nolan Nichols and I’m the manager of video production at U.S. Travel.</p> <p><b>LINE 2:</b> I AM.</p> <p><b>LINE 3:</b> WE ARE.</p> <p><b>LINE 4:</b> WE ARE THE POWER OF TRAVEL</p>
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## IMPORTANT: RELEASE FORM

All video submissions must consent to U.S. Travel’s [Video Release](#) to be included in NTTW materials.

For any further questions or assistance with video submissions, please contact Nolan Nichols ([nnichols@ustravel.org](mailto:nnichols@ustravel.org)).