

**A guide to Vloggi for travel agencies**

# **How to turn your travel consultants into video content creators**





## Fam trip videos 10 seconds at a time

### How travel agencies can use Vloggi

Familiarisation trips are a great training tool for travel consultants and essential for expanding their product knowledge. However, it can be challenging to capture their experience when they are back at the office. Producing reports can be challenging and photos will only go so far. Travel consultants may find producing and editing travel videos to be challenging and expensive.

- How can you get the rest of your team to read the reports and to be engaged?
- How can you use the knowledge and updates your team gets in your marketing?

Vloggi is the world's first collaborative video platform for travel agencies and organisations. It brings the sharing economy to video production, reducing cost and time.

Our suite of tools makes it easy for travel agencies and companies to source, brand and use unique video content created by travel consultants and associates.

Equip your agents with an app-based capture and upload tool. Then use our smart technology to make branded video stories.



## Two tools, one mission: making video simple, easy and affordable



The Vloggi app is easy-to-use video capturing tool for travel consultants from their educational trips.

It is connected to the Vloggi desktop video publisher, allowing marketing executives in travel agencies to easily and cost-effectively assemble, brand and license the video content created by their colleagues. The cloud-based video system at [vloggi.com](http://vloggi.com) replaces editing with a simple video playlist compiler\*.

**Video content from fam trips.** Use Vloggi platform as part of your fam trip reporting process. It will bring your consultants' educational travel experiences to life. The more you get your consultants engaged, the more content you'll have to choose from.

**Get travel experience reviews.** Get your travel consultants to create authentic video capture travel reviews. These can include airline and airport experiences, hotel stays, restaurant visits and 'must see' guides to the destination.



**Remix it your way.** Upload your logo, fonts and colours to create a Vloggi Brand Pack. Ensure branding consistency across your social platforms.

**Add a prize.** Every Vloggi licensed will earn the vlogger royalties, but if you like to add extra incentive, add complementary product as a prize for your travel consultants and associates.

**Reuse and recycle.** Use the same content multiple times. Use 10 seconds as snackable content on social, create a 30-second infovideo or a two minute promo.

**Send the best pro.** Although the Vloggi desktop video publisher does a lot, for the really good stuff we recommend you download the footage and use a pro.





# Vloggi App for travel consultants

## Video storytelling 10 seconds at a time

Vloggi is a very simple video capture and caption app that allows travel consultants with an iPhone\* to easily capture moments of their travel.

\*Android coming soon

Think of each Vloggi as an entry into a travel video diary. One entry for little things, many for big.

Each Vloggi is 10 seconds long and can comprise up to five separate shots. A caption added by the user is automatically overlaid, in addition to the location details.

These 10-second vignettes are easy to make on-the-go and upload as you travel.

The videos can then be combined and branded by your travel agency for reuse as themed short films in your marketing. And when you do, travel consultants get paid an extra commission.

[Vloggi projects](#) allow also your team to work together on collaborative video stories. Simply post up a simple brief and share the link among your team and watch as the entries come in.

For more information or for a demo, contact Satu Raunola-Spencer at [sr@vloggi.com](mailto:sr@vloggi.com)