

A person is seen from behind, operating a professional video camera. The camera is mounted on a shoulder and has a microphone attached. The background is a blurred outdoor event with many people.

NLC COMMUNITY SHOWCASE VIDEO PROGRAM

Driving Business, Tourism and Residents to Your Community

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COMMUNITY PROMOTION SOLUTION

The NLC Community Showcase Video Program, administered by CGI Communications, Inc., provides unique video programming for local governments to enhance their website at NO COST to the city. It is designed to meet the promotional needs of communities large and small.



VIDEO TOURBOOK

CGI works with your community directly to add video features to your city website which will showcase your city to visitors, communicate with residents, and help attract and retain businesses. The Video TourBook, the primary program feature, includes a video message from the mayor or other city official and has additional video features highlighting education, recreation, business and industry, shopping and dining, and other assets of the community.

BENEFITS

- NO COST to your city
- Promotion of economic growth
- More effective online communications
- Simple implementation process
- Easy access for your online audience
- Onsite video filming
- Script writing and video consultation
- Professional video production

ADDITIONAL FEATURES

CGI offers additional services that provide even greater possibilities to communicate and interact with residents, business leaders and visitors to your city: the Video Avatar and the SmartCast podcast. The *Video Avatar* enables you to give a voice and face to your city website and the means to answer questions from residents even when city hall is closed. The *SmartCast* podcasting technology provides the capability to add real-time voice recordings to the city website. Important messages from the mayor or other officials can be added remotely from a cell phone.

MORE INFORMATION

To learn more about this program, visit NLC's website at www.nlc.org/enterpriseprograms or contact Stephanie Long, Program Associate, at long@nlc.org or (202) 626-3058.

This program is administered by CGI Communications, Inc. CGI is solely responsible for the implementation and operation of the program.