10pco.				
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Client	Topco	Project	Activities Video	
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VIDEO	<u>AUDIO</u>
FADE UP ON TITLE:	RANDY
	I don't know about you, but I am <i>really</i> looking
	forward to this afternoon's activities. There's lots to do
	and see, but you don't have to take my word for it
	As always, you can just ASK SCHMITCHEL.
Reading newspaper or watching TV, sitting in a	<u>SCHMITCHEL</u>
reclining chair. The throw from Randy startles him, he	(catching up, gathering his thoughts) Do and see, lots
pops out of his chair.	to do and see. He's right. He's right. Where were we?
He "turns" to the images of the activities that appear in virtual windows.	
Clapping his hands together, he remembers now>	YES! Afternoon activities. I'm with you Randy. Totally
Chapping the hands together, he temembers hen	with you now. Afternoon activities. REC-RE-AY-
	SHEE-OWN!!
As he waves his hand to each of the virtual windows	SCHMITCHEL
(kind of like Tom Cruise in Minority Report), it	And first up is mountain biking.
animates (grows larger), indicating his selection.	·
	TWITTER FEED:
	Oy. Me and whose prostate?
He waves his hand at the image of mountain biking,	<u>SCHMITCHEL</u>
which now takes over the virtual screen behind him.	Check this out
And above the sole image of the mountain biker are	
options for IMAGE, VIDEO, NEWS, SHOPPING (a la	
Google).	
He "selects" IMAGE (similar to how he selected the	Awesome, huh? By the way, did I tell you, I used to
general category above) and 4-5 mountain bike	train with Lance Armstrong Back in the day.
images fill the virtual screen behind him.	adm with Earlos / whotong Baok in the day.
inages in the virtual soleen serima inin.	TWITTER
	You, biking? You need an inhaler to make
	photocopies.
	F
	<u>SCHMITCHEL</u>
	Had to give it up, though. (pointing to his knee). Got
	diagnosed with Osgood Schlatter. A pity. I was good.
	Really good. Ahhh, knee pain. It's a career killer, I tell
	you really kills the career.
He "selects" VIDEO.	Anyway, you'll love this, it's fantastic. Still with me?

	Enjoy spectacular views of the Sonoran Desert on this adrenaline-pumping mountain bike excursion through the McDowell Mountain Regional Park. All
	abilities are welcome, the single-track trails are suitable even for beginners. And your expert guide will point out all of the area's flora, fauna, and geological history, making this truly a one-of-a-kind adventure experience.
As video ends, the virtual screen reverts to the mountain bike image, with SCHMITCHEL again present.	SCHMITCHEL Awesome, huh?
He "selects" NEWS.	
<ul> <li>SUPER:</li> <li>TIME: 12:15pm</li> <li>PLACE: Four Season's Lobby</li> <li>BRING: Boxed lunch available in the foyer outside of the ballroom</li> </ul>	If you're interested, pickup is at 12:15 from the Four Season's lobby. Be sure to grab a boxed lunch, you'll find them in the foyer just outside the ballroom before departing.
When Schmitchel finishes announcing the mb details, the virtual screen reverts to the images of all four activities.	SCHMITCHEL Great stuff, great stuff. But we're just getting started.
He selects the lunch/wine pairing image, which now fills the virtual window. And above the image are options for IMAGE, VIDEO, NEWS, SHOPPING.  He "selects" IMAGE and 4-5 images fill the virtual screen behind him.	Also available lunch and a wine pairing. You know, I worked as a sommelier in the Napa Valley in the early 70s. I loved the work, but I developed a sinus infection from the all of the pollen. Allergies, I tell you, they're a career killer.
	TWITTER FEED You know what else is a career killer? Lying.
He "selects" VIDEO.	SCHMITCHEL Anyway, you're gonna love this
Video clip plays (assembled from hotel footage)	VO Prepare to indulge your senses at Talavera, the Four Seasons' signature restaurant, at a gastronomic and oenological
NOTE: Twitter feeds are optional here, it might come too soon after the previous.	TWITTER FEED Eeny-what?
	TWITTER FEED That's fancy for wine something. I think.
	VO experience that will dazzle your palate. Accompanying you on your food and wine journey will be the Four Seasons' sommelier, who will provide professional insights on all of the varietals and their

	seamless integration with the culinary delicacies.
As video ends, the virtual screen reverts to the food	SCHMITCHEL
·	
and wine image, with SCHMITCHEL again present.	It's a great experience, I can personally attest to that.
Ho "colocto" NEWS	Unbelievable food and wine, along with expert
He "selects" NEWS.	commentary.
CURED.	Most at Talayara at days
SUPER:	Meet at Talavera at 1pm.
• TIME: 1pm	And bring an appatite of source
PLACE: Talavera  When Calmitable Liniahae announcing the food/wine	And bring an appetite, of course.
When Schmitchel finishes announcing the food/wine	SCHMITCHEL  Did doubt as great it is at year. The scale resource
details, the virtual screen reverts to the images of all	But don't commit just yet. There's more.
four activities.	
	Colfere welve not you covered to do. A footootic
He selects the golf image, which now fills the virtual	Golfers, we've got you covered today. A fantastic
window. And above the image are options for	course awaits. Look at this
IMAGE, VIDEO, SHOPPING, and NEWS.	
He ways his hand and lesters IMACE and 4.5 miles	Contentia Dut the pietures benefit de the course
He waves his hand and "selects" IMAGE and 4-5 golf	Fantastic. But the pictures hardly do the course
course images fill the virtual screen behind him.	justice.
He "selects" VIDEO.	Check out these clips.
Video clip plays (assembled from hotel footage)	VO
video clip plays (assembled from floter lootage)	
	Just ten minutes away from the Four Resorts resort
	lies Troon North Golf Club, the top-ranked course in Arizona and one of the nation's most highly regarded
	layouts. Featuring 36 holes of championship-level
	golf, Troon offers a rigorous challenge for all, set
As video ands, the virtual coroon reverts to the golf	amidst truly spectacular desert scenery.  SCHMITCHEL
As video ends, the virtual screen reverts to the golf image, with SCHMITCHEL again present. He's filing	(filing his nails, nonchalantly) I'm nearly a scratch
his nails, nonchalantly, as he delivers his	golfer myself, and Troon always give me a good run
assessment.	
assessment.	for my money.
	TWITTER FEED
	Scratch golfer? Playing what, Wii?
	Scratch goller? Flaying what, will?
	SCHMITCHEL (swinging a mock club)
	Years ago, I nearly went pro, I was that good. But my
	dermatologist said I was a high risk for melanoma, so
	I had to give it up. Basil cells, they're a career killer, I
	tell you. A career killer.
	ton you. A career killer.
He "selects" NEWS.	But enough about me. If you're interested in playing
THE SCIECTS INLAND.	golf, there's going to be a 1pm shotgun start, meet in
	the Four Season's lobby at noon where you'll be
	transported to the course. It's 10 minutes away, and
SUPER:	there are boxed lunches waiting for you at the course.
• TIME: Noon	there are boxed iditiones waiting for you at the course.
PLACE: Four Seasons Lobby	
LUNCH: Provided at golf course	
The virtual screen reverts to the images of all four	SCHMITCHEL
The virtual screen reverts to the images of all four	SCHIVITIONEL

activities.	And finally, one more option that is sure to please
activities.	drumroll please
He selects the spa image, which now fills the virtual window. And above the image are options for IMAGE, VIDEO, SHOPPING, and NEWS.	
He waves his hand and "selects" IMAGE and 4-5 spa images fill the virtual screen behind him.	Spa appointments! (wistfully) Boy, that takes me back. I used to be a professional masseuse, you know.
	TWITTER FEED Here we go.
	SCHMITCHEL Worked for all the major celebs. Streisand. Redford. Even Springsteen when he was on the west Coast.
	TWITTER FEED Shouldn't your nose be growing?
	SCHMITCHEL Had to give it up, though. Carpal tunnel syndrome. It's a career killer, I tell you. So I got a desk job.
He "selects" VIDEO.	Anyhooo, check out these clips.
Video clip plays (assembled from hotel footage).	Framed by the stark solitude of the Sonoran Desert, with its jagged mountain peaks and saguaro catci, the Four Seasons Troon North Spa extends a warm invitation for you to experience one of their signature treatments. Swedish massage, a custom facial treatment, a classic manicure, or the ultimate pedicure, all are delivered from a team of professionals who never fail to pamper and indulge. Treat yourself to excellence. Succumb to the North Troon Spa.
As video ends, the virtual screen reverts to the spa image, with SCHMITCHEL again present.	SCHMITCHEL Did I tell you? Fantastic, I promise.
He "selects" NEWS.  SUPER: HOW: See Topco's Hospitality Team  The virtual screen reverts to the images of all four activities which then dissolve to a white screen.	If you're interested, just see Topco's Hospitality Team, they'll sign you up for an appointment.  SCHMITCHEL There you have it. Mountain biking, lunch and wine, golf, and spa appointments. The choice is yours. If you missed anything, please reach out to any of the Topco hospitality team members, they can help answer any question.  And of course, if you're truly stuck, just feel free to
	reach out to me. I'm here to help. That's what I do.

	I'm Schmitchel. Ask me.
FADE TO WHITE.	Ask Schmitchel.