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Client	Topco	Project	Activities Video
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<u>VIDEO</u>	<u>AUDIO</u>
FADE UP ON TITLE:	<u>RANDY</u> 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 reclining chair. The throw from Randy startles him, he pops out of his chair. He "turns" to the images of the activities that appear in virtual windows. Clapping his hands together, he remembers now>	<u>SCHMITCHEL</u> (catching up, gathering his thoughts) Do and see, lots to do and see. He's right. He's right. Where were we? YES! Afternoon activities. I'm with you Randy. Totally with you now. Afternoon activities. REC-RE-AY-SHEE-OWN!!
As he waves his hand to each of the virtual windows (kind of like Tom Cruise in <i>Minority Report</i>), it animates (grows larger), indicating his selection.	<u>SCHMITCHEL</u> And first up is mountain biking.
	<u>TWITTER FEED:</u> Oy. Me and whose prostate?
He waves his hand at the image of mountain biking, which now takes over the virtual screen behind him. 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 general category above) and 4-5 mountain bike images fill the virtual screen behind him.	<u>SCHMITCHEL</u> Check this out Awesome, huh? By the way, did I tell you, I used to train with Lance Armstrong. . . Back in the day. <u>TWITTER</u> You, biking? You need an inhaler to make photocopies. <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?
Video clip play (from hotel footage).	<u>VO:</u>

	<p>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.</p>
<p>As video ends, the virtual screen reverts to the mountain bike image, with SCHMITCHEL again present.</p> <p>He "selects" NEWS.</p> <p>SUPER:</p> <ul style="list-style-type: none"> • TIME: 12:15pm • PLACE: Four Season's Lobby • BRING: Boxed lunch available in the foyer outside of the ballroom 	<p><u>SCHMITCHEL</u> Awesome, huh?</p> <p>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.</p>
<p>When Schmitchel finishes announcing the mb details, the virtual screen reverts to the images of all four activities.</p> <p>He selects the lunch/wine pairing image, which now fills the virtual window. And above the image are options for IMAGE, VIDEO, NEWS, SHOPPING.</p> <p>He "selects" IMAGE and 4-5 images fill the virtual screen behind him.</p> <p>He "selects" VIDEO.</p>	<p><u>SCHMITCHEL</u> Great stuff, great stuff. But we're just getting started.</p> <p>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.</p> <p><u>TWITTER FEED</u> You know what else is a career killer? Lying.</p> <p><u>SCHMITCHEL</u> Anyway, you're gonna love this ...</p>
<p>Video clip plays (assembled from hotel footage)</p> <p>NOTE: Twitter feeds are optional here, it might come too soon after the previous.</p>	<p><u>VO</u> Prepare to indulge your senses at Talavera, the Four Seasons' signature restaurant, at a gastronomic and oenological ...</p> <p><u>TWITTER FEED</u> Eeny-what?</p> <p><u>TWITTER FEED</u> That's fancy for wine something. I think.</p> <p><u>VO</u> ... 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</p>

<p>activities.</p> <p>He selects the spa image, which now fills the virtual window. And above the image are options for IMAGE, VIDEO, SHOPPING, and NEWS.</p> <p>He waves his hand and "selects" IMAGE and 4-5 spa images fill the virtual screen behind him.</p>	<p>And finally, one more option that is sure to please ... drumroll please</p> <p>Spa appointments! (wistfully) Boy, that takes me back. I used to be a professional masseuse, you know.</p> <p><u>TWITTER FEED</u> Here we go.</p> <p><u>SCHMITCHEL</u> Worked for all the major celebs. Streisand. Redford. Even Springsteen when he was on the west Coast.</p> <p><u>TWITTER FEED</u> Shouldn't your nose be growing?</p> <p><u>SCHMITCHEL</u> Had to give it up, though. Carpal tunnel syndrome. It's a career killer, I tell you. So I got a desk job.</p> <p>Anyhooo, check out these clips.</p>
<p>He "selects" VIDEO.</p> <p>Video clip plays (assembled from hotel footage).</p>	<p><u>VO</u> 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.</p>
<p>As video ends, the virtual screen reverts to the spa image, with SCHMITCHEL again present.</p> <p>He "selects" NEWS.</p> <p>SUPER: HOW: See Topco's Hospitality Team</p>	<p><u>SCHMITCHEL</u> Did I tell you? Fantastic, I promise.</p> <p>If you're interested, just see Topco's Hospitality Team, they'll sign you up for an appointment.</p>
<p>The virtual screen reverts to the images of all four activities which then dissolve to a white screen.</p>	<p><u>SCHMITCHEL</u> 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.</p> <p>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.</p>

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