

Release of Chiba Japan MICE Promotion Video

In the midst of intensifying global competition in attracting business events, Chiba Convention continued to promote Chiba internationally as meeting events destination. Recently, due to the effect of the new coronavirus, tremendous numbers of convention, exhibitions, meetings and other business functions were cancelled or postponed. With less chance of meeting face-to-face, CCB is reaching out to people in and out of Japan, and this time through the 'Chiba Japan MICE Promotion Video'. This video will serve as an elaborative tool to efficiently introduce Chiba and its advantages as suitable venue even after the pandemic.

The video features Chiba's bountiful nature where state-of-the-art meeting venues and accommodation facilities are built to blend perfectly to create the most suitable environment for any business gatherings. With high resolution clips, quality images, and motion graphics applied, this production will help enhance virtual experience on pre/post-convention activities, with high consideration on travel, shopping, leisure, and food.

The promotion video will also be used first time as an entry to virtual travel summit for travel and meetings which will be held on June 23-26, 2020, the Virtual Travel Summit organized by TRUmarketing. The summit participation will serve as the first step to further promote Chiba through Chiba Japan MICE Promotion Video especially in the international arena.

Link to the Chiba Japan MICE Promotion Video 参考
<http://www.ccb.or.jp/e/> 「Chiba Japan MICE Promotion Video」

■ Overview

Project: Chiba Japan MICE Promotion Video

Length: 3 minutes

Language: English

Contents: International access, convenient features, state-of-the-art facilities, accommodations, industries, pre/post-convention (tourism, nature, food, shopping)

Special Feature:

The video uses BGM to emphasize harmony of Japan based on foreign perspective. The high-definition images were matched with sound effect to make the presentation more vibrant. The red color was inspired by the Japanese flag and the black background among other colors were used to represents cool and modern Chiba. Moreover, kanji calligraphy was used to compliment the English notation to highlight the 'Japanese image' for more appealing approach.

Publication: Chiba Convention Bureau homepage
<http://ccb.or.jp/e/>



Video Image

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Term of use:

1. Chiba Japan MICE Promotion Video shall be used as promotion tool to convey advantages of Chiba to international MICE and travel organizers and other related parties.
2. Chiba Japan MICE Promotion Video shall be used as presentation tools to promote.
3. Chiba Japan MICE Promotion Video is available as reference or for download through Chiba Convention Bureau homepage and other related websites. The online version shall be used as promotional tool.
4. In order for national organizations such as the Japan National Tourism Organization (JNTO) and local members to carry out proposals to attract foreign visitors directly to Chiba in relation to Meetings and Events, the video shall be lend to carry on this purpose.