

2017 PartnersFinancial Convention Video Script

Description

PartnersFinancial is a network of highly experienced independent insurance firms united under NFP, an independent broker-dealer and corporate benefits and wealth manager with worldwide offices. Every year PartnersFinancial's highest-earning members qualify for a spectacular weeklong trip to reward their successes. In 2017, the trip will be a Mediterranean cruise, and my job was to write a script for the first video to promote the program. I gathered information from the leader of PartnersFinancial and other key staff members to find out what would really motivate these firms to qualify for the trip. Based on those interviews, I focused on the camaraderie unique to PartnersFinancial and the luxurious, carefree pleasures of each stop on the cruise.

Video Script

No other place on earth combines adventure and relaxation quite like the warm, welcoming Mediterranean. Come; experience its glorious coastline on a journey made even more unforgettable by the camaraderie and adventurous spirit of your PartnersFinancial family.

Join us aboard the Serenity, Crystal Cruise's world-class flagship. Let the Serenity's glamour and impeccable amenities envelop you from day one. Unwind in abundant, stylish quarters, spectacular entertainment venues and fine restaurants with your closest peers.

Your voyage begins in Spain with the old-world elegance and modern pleasures of Barcelona and Palamos (**Puh-lah-mos**). Life here revolves around delectable seafood, watersports and rollicking beachside bars. Relax, live it up, let go. Make memories to last a lifetime.

From Spain you'll travel to the delightful landscape of Antibes (**Ahn-teeb**), France. Nestled between Nice (**niece**) and Cannes (**Cahn**), its cobblestone streets exude an air of romance and mystery.

A short sail whisks you away to Italy and bustling Genoa. Set yourself free among its lovely pastel villas, medieval castles and grand palace facades. From Genoa, venture to Tuscany for the timeless beauty and magnificent treasures of Livorno and Florence.

Embrace France once more as you visit the island of Corsica and the breathtaking citadel town of Calvi. Let Corsica's white sandy beaches and Calvi's stunning vistas take your cares away.

Jetset from Calvi's coast to the yacht-lined harbors of Monte Carlo for the thrilling grand finale of your trip. Play in its famous Grand Casino, intoxicating nightclubs and elegant lounge bars.

Celebrate your hard-earned achievements with the people who appreciate your work like no one else. Discover where old dreams come true and new ones are made. Your unique escape awaits . . . at the PartnersFinancial 2017 Convention.

(Logo)

PartnersFinancial Convention 2017
Crystal Serenity Cruise
The Mediterranean Sea
July 16 – 23, 2017