

LIGHTS CAMERA ACTION PILOT PROGRAM 2021/2022

TOURISM
NOVA SCOTIA

digital
nova scotia





PROGRAM OVERVIEW

Work with Tourism Nova Scotia (TNS) and Digital Nova Scotia (DNS) to create photos to help showcase your business online and reach potential customers. Strong digital media can help people visualize what an experience with your business would be like and inspire them to book now.

Apply to the Lights Camera Action (LCA) Pilot Program to receive \$2,500 in services from a qualified digital media producer and receive photos you can use to promote your business.

HOW DOES IT WORK?

Eligible tourism businesses can apply online to participate in the pilot program and selected tourism businesses will each receive up to \$2,500 in services from a digital media producer to create the desired photo assets, which will be approved by Tourism Nova Scotia.

Selected businesses will meet with TNS and DNS to discuss their content needs and develop a plan. TNS and DNS will match the business with an approved digital media producer and manage the production process. Businesses will receive high-quality photos they can use in their marketing.

Content created through this program may also be used by TNS in marketing campaigns and channels, uploaded to the TNS digital content library to share with approved tourism industry partners and may be used in program promotion.



WHO IS ELIGIBLE?

The program is open to Nova Scotia tourism businesses that are listed on NovaScotia.com. Businesses must be open and operational prior to applying and be in good standing with the provincial Registry of Joint Stock Companies. Roofed accommodations must be registered with the province’s [Tourist Accommodations Registry](#).

Eligible tourism businesses include:

- Tourism businesses operating in Nova Scotia with a website and social media presence
- Tourism businesses who demonstrate a need for photography

Businesses that have participated in Tourism Nova Scotia’s [Digital Content Marketing Program](#) in 2021-22 are not eligible to participate in the 2021-22 Lights Camera Action Program.

The pilot program may approve a limited number of participants who need unfinished video footage.

Applications will be reviewed by a panel from TNS. Although an applicant may be eligible, eligibility does not guarantee acceptance into the program. Priority will be given to small and medium sized businesses whose primary focus is attracting and servicing visitors.

PROGRAM CONTACT

For more information about the Lights Camera Action Program, please contact Jennifer McKeane, Tourism Nova Scotia or Aishwarya Shrestha, Digital Nova Scotia

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ABOUT DIGITAL NOVA SCOTIA

Digital Nova Scotia (DNS) is the industry association for Nova Scotia's \$2.5 billion ICT and digital technologies sector, representing over 200 members, including startups, small and medium enterprises, multinational corporations, government, post-secondary institutions, and more.

HOW TO APPLY?

Interested businesses can complete the online application form at:

digitalnovascotia.com/programs/lights-camera-action/

The deadline to submit applications is **Friday, October 8, 2021 at 4pm.**

Advice on the outcome of your application is available after a formal decision has been made and communicated to you in writing.

WHAT ARE THE BENEFITS OF PARTICIPATION?

Customers are increasingly using the web and social media to plan vacations and learn about businesses. In a competitive environment, strong photos and videos can help draw the attention of potential customers, let them know what to expect from your business, and set you apart from the competition. Having the right media can be the inspiration a traveller needs to make a purchase.

Approved tourism businesses will receive up to \$2,500 in services from a qualified digital media producer who will schedule photo shoots to capture the best of their products/experiences. The businesses will have the ability to select their preferred season if seasonality is a factor in their customer experience. Approved tourism businesses will leave the Lights, Camera, Action program with strategic media that helps them stand out online and reach potential customers.