**VIDEO DESCRIPTION**

(Opening sequence)

Main title says Usher Social with the logo.

(2nd Sequence)

Ally Chalmers as presenter on video, solid violet colour background and with white transparent logo in the upper left corner.

Hello Usher Social! How are you all?

I’m here to tell you what? It’s exciting to tell you.

It’s Christmas 2019!

Where? Aberdeen

When? 30th November

Time? Doors opens at 6pm

Ticket price? £50

But we have to let you know that’s the price before deadline date (white texts appeared) 14th September 2019.

After that date, the ticket price will go up £60.

(3rd Sequence)

Black solid background with white texts saying;

What’s included in the ticket?

The ticket will include 3 courses dinner, dance, DJ Music, photography and live performers.

(4th Sequence)

Black solid background with white texts saying;

Dress Code

What is the dress code will be?

You must wear anything that are red or white or both if you want.

For example...

(Ally with hand show gesture then fade out and in new video clip with panning downwards)

Video clip description

Usher Social logo on top of the poster.

Below the logo, the background is red from top and fading to white at the bottom.

At the bottom showing a silhouette of Aberdeen city buildings across the bottom of the page with Christmas lights hanging off all across the buildings and a green Christmas tree, with yellow star on top of it, on the left in the foreground of the building.

The title in underlined black font is DRESS CODE at the top of the page.

The page filled with many, in red and white colours, clothing and shoes.

In the centre, surrounded with clothes and shoes, with bold black fonts stated;

Wear anything that are red and white,

Must be smart casual,

No trainers allowed!!

(Video clip ends then fade back to Ally)

That’s the example for you all.

You can wear normal smart casual clothes but with red or white colours. Like red polo shirt, red shirt or smart dress. You can even wear red and white Santa hat with cool flashing lights if you want!

But no trainers which is NOT allowed, sorry.

(5th Sequence)

Black solid background with white texts saying;

Performers

You all must be wondering with excitement who are the live performers will be there.

Have a look…

(Ally with hand show gesture then fade out and in new video clip with panning downwards)

Video clip description

Usher Social logo on top of the poster.

Below the logo, the background is red from top and fading to white at the bottom.

The explosion effect of many small golden stars bursting out from both end of corners which are top left and bottom right.

The British flag in Union Jack in faded transparent effect, on the centre of the page, in the background.

The title, in thick bold black fonts, says;

FEATURING BRITAIN DEAF GOT TALENT,

LIVE PERFORMERS

There are 3 well cutting photos of the performers in the centre of the page;

On the left is Matthew Cumper (Comedian Act),

On the right is Alex Mills (Magician),

In the centre, just below of the 2 performers mentioned, is the Winner of Britain Deaf Got Talent 2019 (BDGT), Jay Llwellyn along with a picture of a golden winner trophy behind the name.

(Video clip ends then fade back to Ally)

Wow! Look amazing and fantastic performers!

It will be very interesting to watch.

Are you interested and excited?

Then come and see us!

(6th Sequence)

Black solid background with white texts saying;

How to get there

You could be wondering how to get to Aberdeen…

You can drive there, take the train there and fly there.

Aberdeen have airport nearby.

Aberdeen have train station terminal in central city.

Depends where you are, you can drive to Aberdeen by road.

I will show you where the places will be…

I will introduce Leona who will explain and show you…

(Ally with hand show gesture then fade out and in new video clip)

Video clip description

Leona presenting outdoor.

Hello Usher Social, I’m here at Aberdeen Beach.

I would like to let you know where Usher Social party will be on 30th November.

(Camera pans left which Leona has pointed to a building.  
Video showing Aberdeen Beach Ballroom building, with the sign above the entrance doors in art deco style texts, over the road, behind Leona.)

Now for the hotel where Usher Social members will be staying at…

(Leona moved to the left little bit and pointed to the hotel building in a visible distance. Then camera zoomed in the hotel building with a sign saying DoubleTree by Hilton on high wall)

Also, there are shops, bars, cafes, restaurant and so on which is just down the road…

We look forward seeing you all there on 30th November, bye!

(Video clip fade out and in Ally)

Wow, thank you Leona for explaining and showing.

That look great view…

Now you see as is it.

(7th Sequence)

Black solid background with white texts saying;

Hotel

It’s like where Leona has showed you where the places are…

But I will clarify more closely about the hotel…

The hotel is only 5 minutes walk from Beach Ballroom building…

The hotel is called Doubletree by Hilton.

We have already provided a special link to click on to make booking yourself with special code.

When you go on it, you will need to choose date which is flexible from Thursday to Monday, then enter how many people and how many nights. Once you click on search button where it will show you the available rooms.

Now, you can have a look what’s it like at the hotel…

(Ally with hand show gesture then fade out and in new video clip)

Video clip description

This clip shows a series of photos of the beach, lobby, hotel building all around, dining area, bedroom with a view towards the sea, buffet area, bar, bar lounge seating area, gym and finally evening photo of the hotel building.

(Video clip fade out and in Ally)

Wow, look amazing!

This hotel has good accessibility; have own car park, next to bus stop which take about 10 to 15 minutes ride to the town centre for exploring, shopping or whatever.

Also, the hotel is quite nearby to the beach which takes 10 minutes walk.

Sound amazing with all the summary that I have presented you…

If you are interested to get ticket, please email to contact us:  
[events@ushersocial.co.uk](mailto:events@ushersocial.co.uk)

If you have any questions or want to know more, please email to contact us:

[info@ushersocial.co.uk](mailto:info@ushersocial.co.uk)

That’s it for now and it’s really exciting!

You feel excited and want to go?

Then come and contact us by email!

See you all there, bye!

(Ally fade out and with a partial event poster showing a large title; Aberdeen Xmas, just below it; 30th November 2019.

At Beach Ballroom, Aberdeen, AB24 5NR.)

(END OF VIDEO)