

iceni, a uk video production compay, visits the Budapest Hilton to launch the 2006 Kleeneze European sales conference event

iceni - a UK video production company - were in the beautiful city of Budapest to launch a sales incentive conference at the luxurious Hilton.

January 19, 2006 (FPRC) -- Kleeneze, the UK's largest home shopping company looked to iceni to generate maximum excitement amongst its sales teams with a spectacular launch video for their European travel incentive event.

The annual European Kleeneze travel incentive video launch is always a major event. The announcement of the latest travel destination at an annual conference at the National Indoor Arena in Birmingham generates a lot of anticipation amongst the Kleeneze distributors. iceni team members joined the Kleeneze Directors in the striking city of Budapest to film a 'holiday' style programme for their latest sales travel incentive.

Experienced uk video crew accompanied the Kleeneze management team, taking in the sights of this historic city; like the wonderful architecture of the Parliament Building, the Royal Palace and the Chain Bridge over the River Danube. This is a conference video with a difference: the CEO of Kleeneze presents the programme in a travelogue style.

In an effective twist on travel documentary, the crew even gave the management team their own cameras so that they could add a personal touch to the programme. The excitement of being in such a stunning city transferred to the footage they captured, and because the resulting programme features key members of Kleeneze actually at the destination, it presents the incentive as a much more achievable goal.

Our crew have filmed many European and International destinations. We've produced captivating programmes about amazing destinations like Rio, Sydney, and South Africa; and cultural European cities like Athens, Prague and now Budapest.

In post production, iceni edited the programme with a voice over supplied by the Kleeneze management team. We then began a colour grade - a process which involves painting each individual clip. The graded footage creates the finished, strikingly vivid images of Budapest by day and night. Our colour grading techniques, demonstrated above, means that shots can be re-touched, especially when weather conditions are less than ideal, avoiding the need for a costly reshoot.

It was then up to our design team to produce title sequences and stings, all appropriate to the marketing strategy for the conference event, and all complimenting the incentive branding. It is essential with any project that a consistent style is adhered to throughout - the DVD menu, titles, transitions, print, packaging and online micro site all need to keep the same design elements across the multiple media strands. iceni worked closely with the client's internal marketing department to ensure a cohesive, consistent communication strategy for the event.

Kleeneze's Managing Director said, 'We have worked with iceni for several years and the videos and conference work have been an integral part of the success of our incentive conference programme.'

The result was a superb travelogue of one of the hidden gems of old Europe. A massive roar as the destination was announced to an audience of 8,000 delegates. A palpable buzz as DVD copies of the programme, including an outtakes video were presented to VIPs at the conference event. Motivated and driven sales teams across the UK, ROI and Netherlands working towards qualification for the travel incentive event.

Contact Information

For more information contact Andi Jepson of iceni - uk corporate video production and DVD design
(<http://www.iceni-tv.co.uk>)
+44 (0)1283 792 990

Keywords

[uk video](#)
[event](#)
[iceni](#)

You can read this press release online [here](#)