



## **Collaborative Video: Education/Training/Recruitment (2025-2026)**

### **Category Description**

Submit a single video for an educational campaign, training exercise or local government recruitment opportunity produced with the help of an external entity, i.e., a PR firm, video production agency, freelance talent, etc.

Videos must not exceed five minutes.

Submissions will be judged on criteria such as creativity and innovation, clear messaging, production quality, inclusivity and overall presentation.

**SUPPORTING DOCUMENTATION SUGGESTIONS:** Summary of the video’s goals and objectives, as well as the production process, target audience and overall impact.

**Name of Individual Submitting Entry**  
Denise Barrett

**Affiliation (Municipality/Organization)**  
City of Weston

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**Entry Title**

Interactive Website Tour with AI features

**Social Media**

<https://www.instagram.com/cityofwestonfl/?hl=en>

**Video Link (YouTube or Vimeo)**

<https://player.vimeo.com/video/1073429829?h=c63449107f&am>

**Supporting Documentation**

Interactive Website Tour with AI features Supporting Document.pdf

KPIReport\_City of Weston\_City Tour Video\_02-09-2026.xlsx

2025\_City of Weston - Website Video Guidance - Updated with Client revision 032625docx.docx

**What are the goals and objectives of the video (include target audience)?**

The primary goal of the Interactive Website Tour was to empower residents, contractors, and visitors by providing a simple, intuitive way to explore the City of Weston’s website and access city services efficiently. The video was designed to simplify website navigation, reduce barriers to information, and enhance the overall user experience by guiding users through key services and resources in a clear, engaging format.

A critical objective of the project was accessibility for Weston’s diverse population. Of the city’s 68,311 residents, more than half of households speak a language other than English at home, and 36,878 residents identify as Hispanic. An important goal of this project was using technology to meet this need and ensure that multilingual audiences could experience the content naturally and inclusively, reinforcing the City’s commitment to equitable access to information.

**Describe the supporting documentation submitted with this entry.**

Supporting documentation includes the final video hosted on the interactive Video2Market platform (<https://www.video2market.com/campaign/video/VmtSQ1UxWnJNVkpRVkRBOSStQ>), screenshots demonstrating multilingual functionality and AI lip-sync integration, promotion of the video on the City of Weston homepage, and project details outlining collaboration between the City of Weston and external video and technology partners. We are also adding analytics reports from Video2Market that demonstrate user engagement of over 52% and overall views.

**What is new, innovative or creative about this video?**

This project stands out for its integration of artificial intelligence (AI) to enhance accessibility and user experience in a government communications setting. The video utilizes AI-powered lip-sync technology to seamlessly match the host’s mouth movements with translated voice-overs in Spanish and Portuguese, creating a natural, immersive viewing experience rather than relying on subtitles alone.

The video is also embedded within an interactive platform that allows users to explore city services directly from the video itself, transforming a traditional explainer video into a guided, user-driven experience. By combining multilingual hosting, AI technology, and interactive navigation, the project represents a forward-thinking approach to municipal communications that meets residents where they are and how they consume information.

**Describe how the video was successful (include your evaluation process and metrics).**

The success of the video is being evaluated using performance data provided by the Video2Market platform, including views and engagement rates, which totaled 52%. The video was also considered a success due to improved awareness of city resources and simplification of the website navigation for users.

Additionally, the video allowed for the removal of language and usability barriers for residents. By offering a multilingual, interactive experience, the project supports more efficient and confident engagement with city services, particularly for residents who may have previously struggled to navigate the website due to language or complexity.

**Recognizing the diversity of our communication departments across the state, in the space below, discuss the factors that set your community and submission apart i.e, department size, overall budget spend, innovative and creative techniques utilized, impact on community and size of city/county as examples.**

The City of Weston is a mid-sized community with a population of 68,311 residents, served by a lean communications team of 5.

This submission is distinguished by its use of emerging AI technology to address real community needs, particularly the city's large Spanish- and Portuguese-speaking population. By investing in multilingual, interactive content, the City of Weston demonstrated how smaller departments can leverage creative partnerships and modern tools to deliver high-impact communications. The project's focus on accessibility, usability, and inclusivity underscores its meaningful impact on the community and sets it apart as a model for innovative local government storytelling.