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The Municipality of Velsen is a dynamic area where a lot is happening. It's not called 'Netherlands in Miniature' for nothing. With vibrant ports and industry, wide dunes with the sea beyond, water sports, diverse arts and culture, plus lush parks and estates, there's a lot to offer. Over 500 employees work daily to create and maintain a vibrant and livable community for its nearly 70,000 residents.



Videocontent for improved internal communication

The Municipality of Velsen started using Vormats to enhance and enrich their internal communication. In addition to standard text, they wanted to incorporate more visual content to inform and inspire colleagues. They utilize video content in various ways:

- **Working instructions:** Colleagues from different departments use Vormats to create explanatory videos. They utilize the screen recording option, supported by the webcam, for this purpose.
- **Activation** To inform and engage colleagues enthusiastically for events, video content is created.
- **Job market communication and onboarding:** In the future, they plan to use videos for job postings and to give new employees a preview of where they will be working.



The benefits of Vormats

DIY-video platform

effective communication

Innovative

- By using Vormats, employees can create videos on-site with their own phones. This gives them the freedom to share videos internally without needing the communications team as an intermediary.
- Employees appreciate the use of videos. It's a fun and effective way to communicate internally.
- Vormats is heavily focused on innovation, constantly improving their product. Recently, they added AI capabilities that allow users to generate scripts.

Want to know more?

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What I really appreciate is the personal contact with Vormats. We're encouraged to reach out for brainstorming when we have a video idea. They also help us think of ways to better support our employees in creating engaging videos themselves. It's great that Vormats has the experience to effectively integrate the product within the organization.

