

NORTH
Place

VIDEO + EXHIBITION SERVICES

Video Services

Carve your position as a forward-thinking and accessible firm with engaging video content.

Do you want to get your property development in front of top industry eyes? Perhaps you want to maximise your brand exposure at an exhibition?

We provide customisable video packages, including interviews, site tours and drone footage.

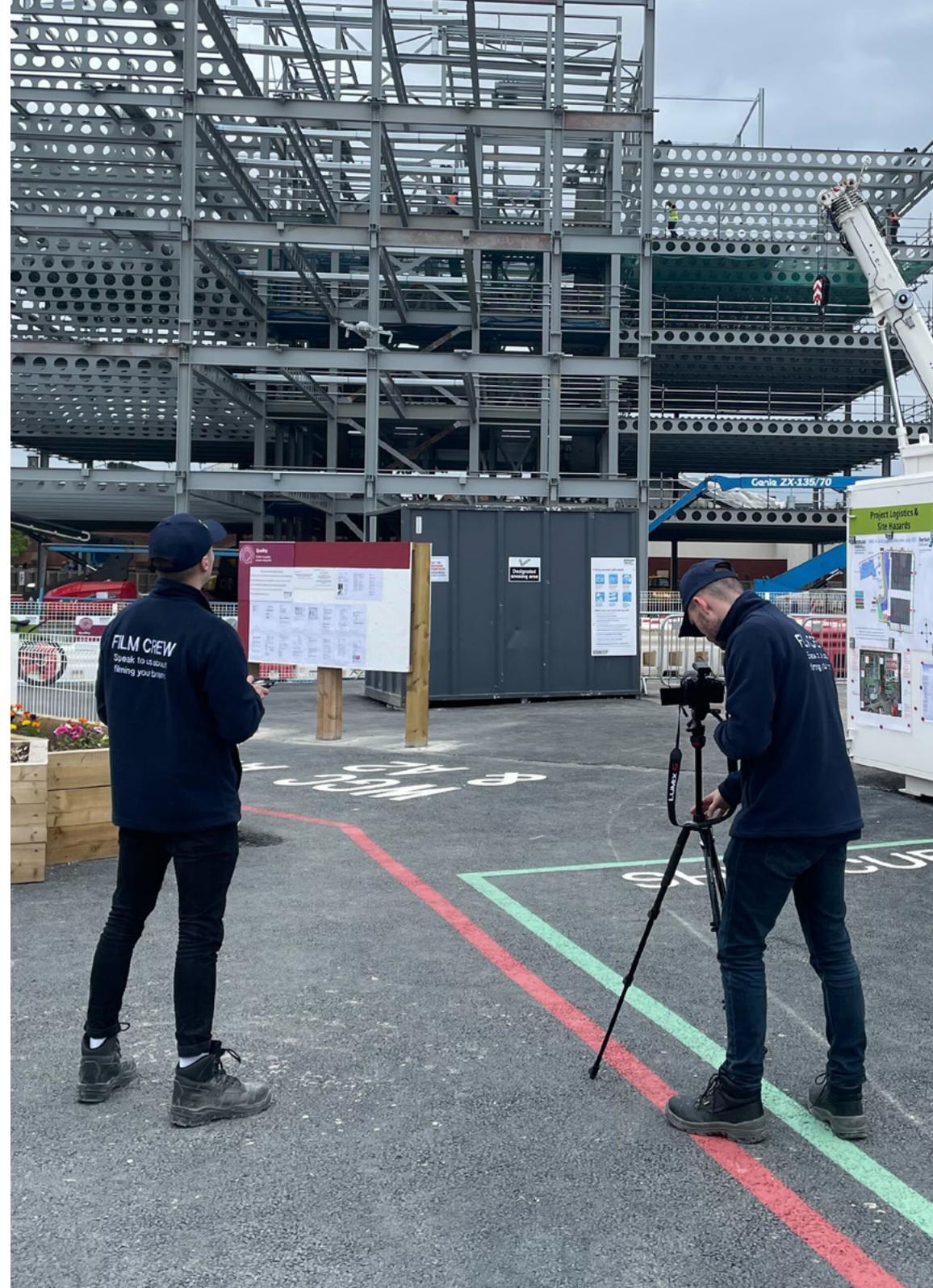
Filmed and edited by our expert production team, the end result is a dynamic and engaging video, published on *Place North*, YouTube, and social media channels for our audience of senior professionals to watch.

Types of video

- [Filmed Site/Building Tour](#)
- [Video Commentary](#)
- [Fireside Chat with Senior Editorial Host](#)
- [Exhibition Videos](#)

The raw footage from the shoot can be purchased for 30% of the service provided.

Social media edits are £250+VAT for three snippets from the full edited video.



Filmed Site/Building Tour

Our videography and editorial team will visit your building or construction site and create an energetic and eye-catching snapshot of your scheme.

Drone footage takes videos to another level. We can also take photographs for use in brochures and other marketing material.

What is included?

- Aerial drone footage of the site
- Beautifully-shot interior and exterior footage
- Full professional production from start to finish including editing, with final approval from the client
- Briefing meeting ahead of filming to ensure we capture the selling points and elements you want
- Interview with a senior member of your team, with pre-agreed questions

Distribution

- Published on *Place North West*, *Place Yorkshire*, or *Place North East* website, visited by 300,000+ property professionals each month
- Featured in the relevant newsletter sent to 14,000 subscribers
- Shared on LinkedIn and YouTube

COST: £5,500+VAT

Additional cost for site photography: £450+VAT



Video Commentary

Place North's Video Commentary videos are a leading source of expert-driven, actionable, educational content centred around answering one question on the built environment.

This format will position you as one of the industry's greatest thinkers and doers either disrupting or leading in your respective field.

We aim to help you present your expertise in a digestible format that offers actionable lessons to our readership, and the wider market.

What's included?

- A video interview with a senior member of your team answering pre-arranged questions
- Full production from start to finish, including editing, and final approval from the client
- Briefing meeting ahead of filming to plan out the content

Distribution

- Published on *Place North West*, *Place Yorkshire*, or *Place North East*, visited by more than 300,000 property professionals each month
- Featured in the relevant regional newsletter, sent to 14,000+ subscribers

COST: £2,750+VAT



**CLICK TO
WATCH AN
EXAMPLE WITH
BURY COUNCIL**

Fireside Chat Video

Draw in audiences and tackle important topics on camera with a filmed interview between a **moderator and one or two guests**.

We will arrange, host, film and edit an engaging interview with a senior representative from your team. Another guest can be included, such as a client, partner - or use Place North's vast network and reputation to invite particular figures or companies.

What's included?

- Video interview with up to two guests and a senior member of our experienced editorial team to host the discussion
- Multiple cameras for a more dynamic video
- Full production from start to finish, including editing, and final approval from the client
- Briefing meeting ahead of filming to plan out what will be discussed and ensure we deliver the video you are looking for

Distribution

- Published on *Place North West*, *Place Yorkshire*, or *Place North East* website, visited by 300,000+ property professionals each month
- Featured in the relevant newsletter sent to 14,000 subscribers
- Shared on our popular social media and YouTube channels

COST: £3,750+VAT



Bespoke Exhibition Video Package

Maximise your company's attendance at a property show or exhibition, with video work that rides and outlasts the momentum of the event.

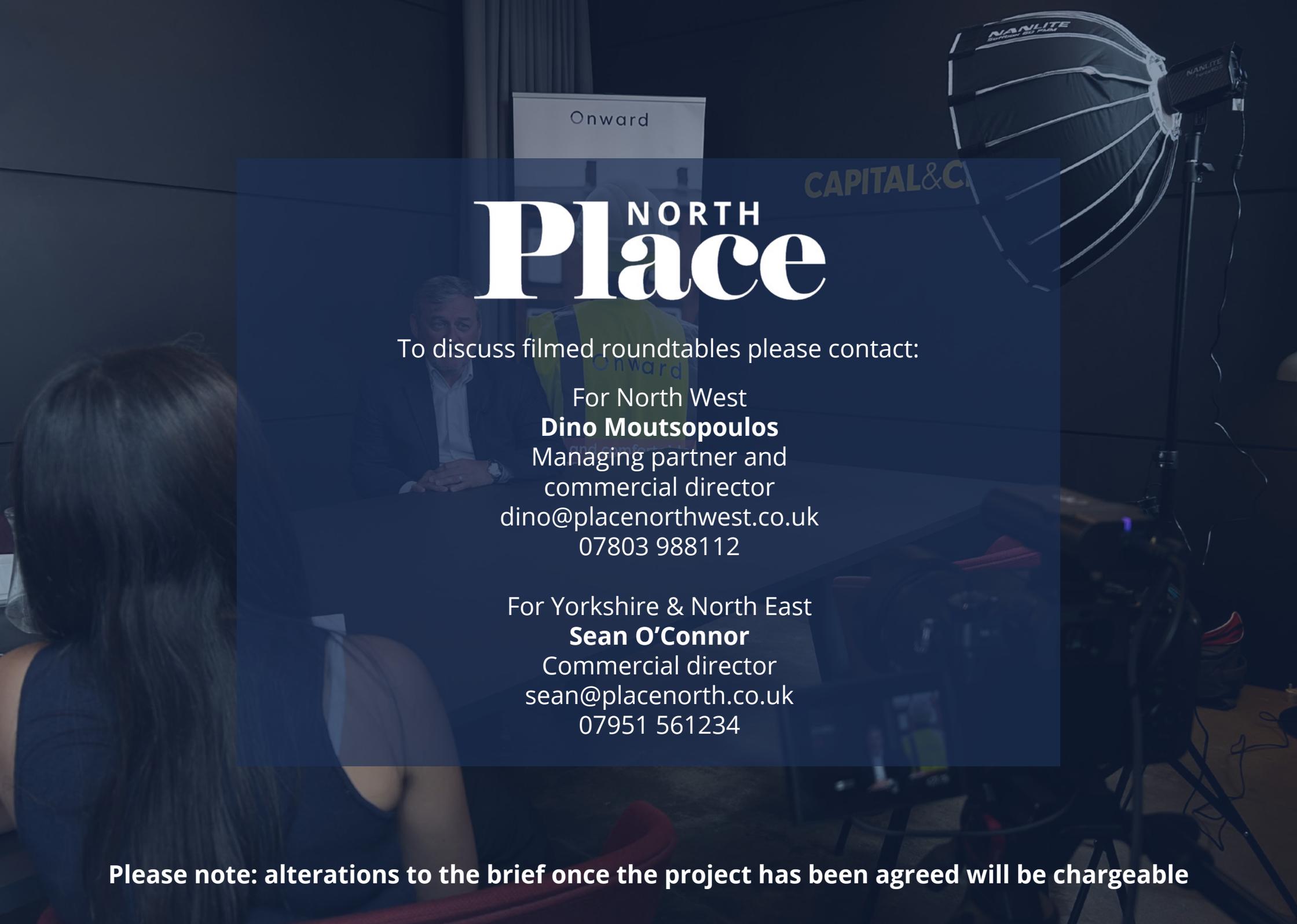
These customisable packages can include interviews of your senior staff, branded vox pops with delegates on a topic of your choice, the filming of panel discussions on your stand at shows such as MIPIM, CIH and UKREiiF. Any of the video services we offer on the previous pages can be used in combination to suit the event and your aims.

An exhibition package might include:

- Video commentary from your stand
- Fireside chat with senior editorial host
- Filmed Roundtable
- Branded 'vox pop' pieces to camera with delegates at the event on a particular topic
- Drone services

COST: as per requirement





Onward

NORTH Place

CAPITAL&C

To discuss filmed roundtables please contact:

For North West

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For Yorkshire & North East

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Please note: alterations to the brief once the project has been agreed will be chargeable