

NORTH WEST
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.

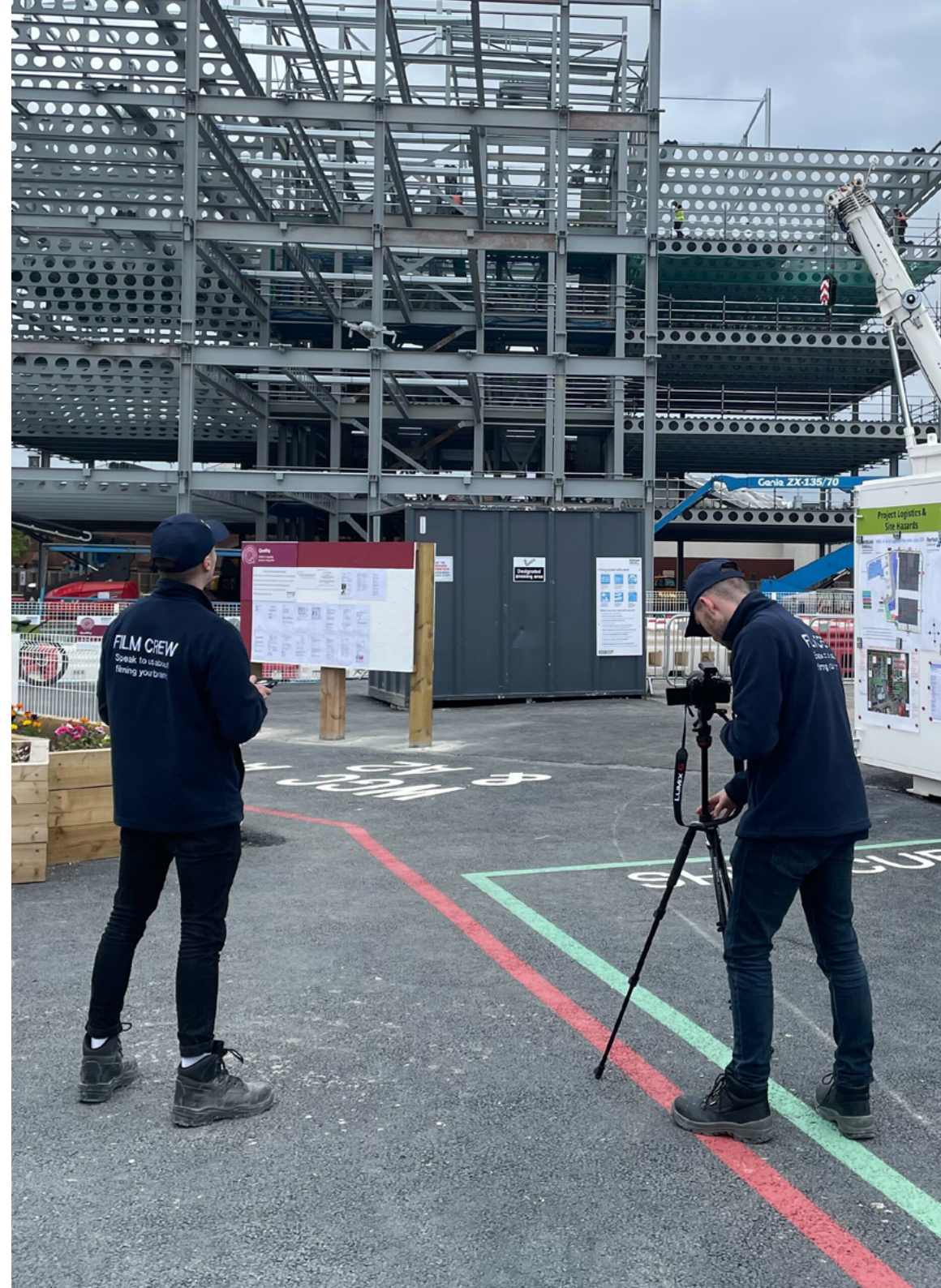
Filmed and edited by our expert production team, the end result is a dynamic and engaging video, published on *Place North West*, YouTube, and social media channels for our audience of senior professionals to watch.

Types of video

- [Filmed Site/Building Tour - page 3](#)
- [Filmed Site/Building Tour with Senior Editorial Host - page 4](#)
- [Video Commentary - page 5](#)
- [Fireside Chat with Senior Editorial Host - page 6](#)
- [Filmed Roundtable - page 7](#)
- [Exhibition Videos - page 8](#)

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 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* website, visited by 300,000 property professionals each month
- Featured in the *Place Daily Briefing*, read by 12,500+ subscribers
- Shared on our popular social media and YouTube channels

COST: £3,000+VAT

Additional cost for site photography: £350+VAT



Filmed Site/Building Tour with Senior Editorial Host

Upgrade your site or building video with a senior journalist joining onsite as presenter and interviewer.

Our experienced editorial team have their finger on the pulse of the industry as seasoned conference chairs, they know how to bring out the talking points of your scheme.

The video can include an interview with a tenant or partner of the scheme. A briefing meeting with the presenter and videographers will be held beforehand to plan out the content and ensure we produce a video that showcases the best of the development.

COST: £3,750+VAT



EXAMPLE: WATES CONSTRUCTION

Site: Sycamore housing scheme, Warrington

Presented by senior reporter Dan Whelan

Interviews on-site with Wates' regional managing director and Warrington Council's director of growth



Video Commentary

A one-to-one interview with the leader of your business discussing a hot topic of your choice, is a great way of showcasing your knowledge and status in the industry.

Think of it as a thought leadership piece to camera. The outcome is a three- or four-minute punchy video, that gives fantastic profile and exposure for your senior team and brand.

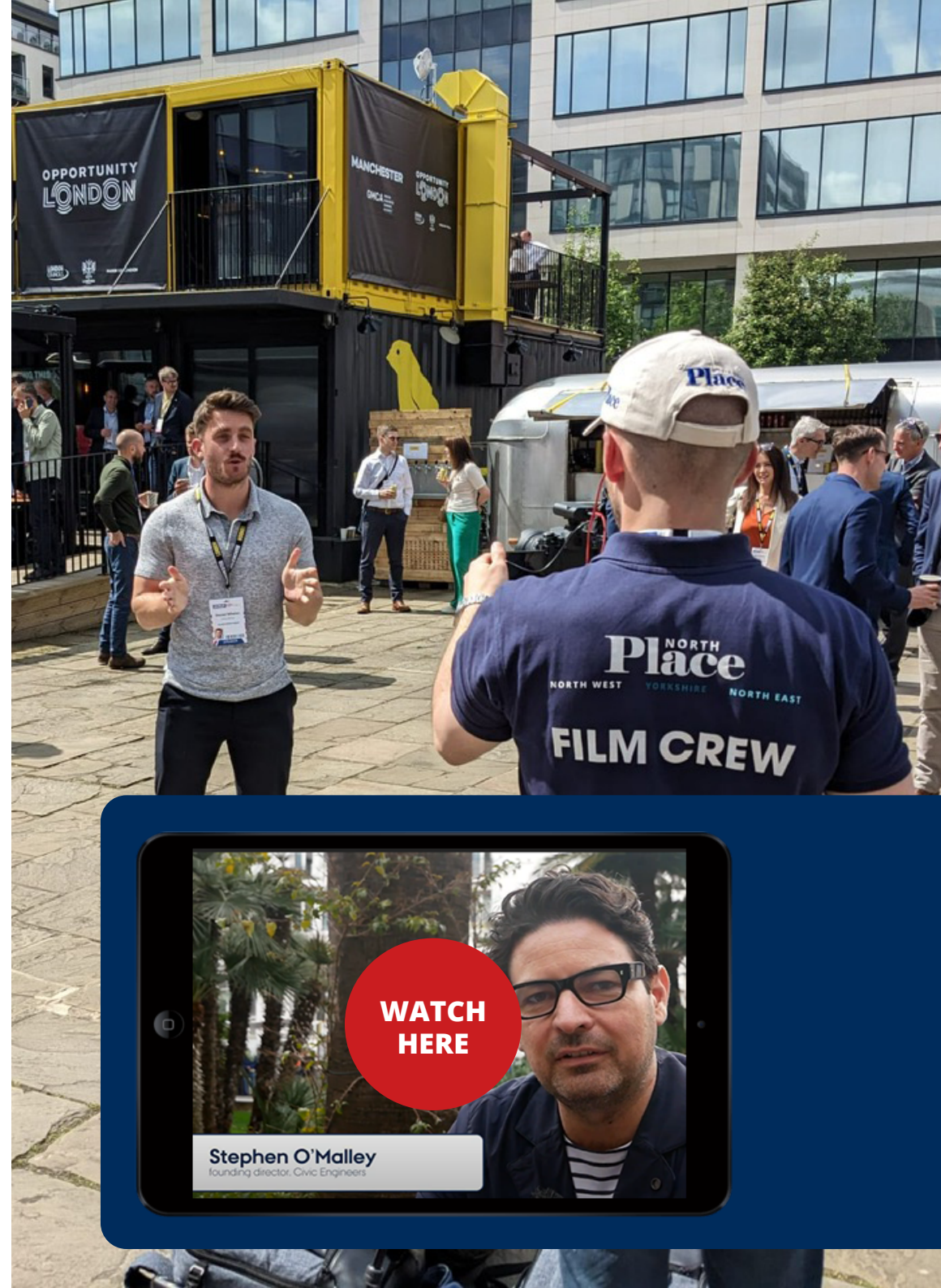
What's included?

- An under 5-minute 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* website, visited by 300,000 property professionals each month
- Featured in the *Place Daily Briefing*, read by 12,500+ subscribers
- Shared on our popular social media and YouTube channels

COST: £1,750+VAT



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 West'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 and angles for a 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* website, visited by 300,000 property professionals each month
- Featured in the *Place Daily Briefing*, read by 12,500+ subscribers
- Shared on our popular social media and YouTube channels

COST: £2,500+VAT



Filmed Roundtables

Roundtables are a great tool for creating marketing content. With people increasingly consuming media in different ways, it's important to make your message as accessible and engaging as possible.

We have gone beyond the traditional Roundtable; we use our market understanding and strong network to source the best guests. We provide video coverage of the discussion, promoted via our popular newsletter, website and YouTube channel.

Below is a brief overview of our offering, which can be tailored to fit your requirements.

What's included

- Source the venue, suppliers and participants
- Chair the discussion
- Curate the content
- Produce a professionally edited video of the event
- Featured in the Place Daily Briefing sent out to our 12,500+ subscribers and 300,000 monthly readers
- Full analytics report
- Shared on our social media and YouTube channels

If you would prefer more of a Chatham House rules format, we can film short one-on-ones with some of the participants and produce a dynamic video of the roundtable. This option tends to allow a freer discussion.

COST: £6,000 + cost of room hire
MIPIM ROUNDTABLE COST: £7,000+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 UKReiff. 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





NORTH WEST Place

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