

Video service

Visual storytelling for the built environment

Our service

What we do

We help built environment organisations communicate expertise more clearly and consistently through the power of video content. This includes taking highly complicated subjects and making it more accessible for key target audiences.

Our focus

Our focus is on thought leadership content, reactive video and social-first campaign assets that support reputation, visibility and engagement. This includes short-form videos that allow subject matter experts to talk about industry developments, explain complex topics clearly and share insight in a more direct and accessible format.

Speed and detail

Whether reacting to breaking news, supporting a wider PR campaign or building a consistent LinkedIn presence, our approach is built around clarity, credibility and speed. Content is planned, filmed and edited with expert oversight to ensure it aligns with wider communications activity and reflects the technical accuracy expected within the built environment.

Multi-purpose

We help clients create flexible content that can be repurposed across social media, websites, PR activity and campaigns, building a library of assets that support long-term visibility and trust.



What we offer

LinkedIn

We film and edit short-form LinkedIn videos designed to increase visibility and engagement across company and personal profiles.

This includes thought leadership clips, expert commentary, campaign support content and reactive videos tailored for social-first use, with subtitles, branding and platform-ready formatting included.

PR

We create video content that supports PR campaigns, announcements and media activity.

This includes reactive interview clips, spokesperson videos, project updates and supporting assets that can be shared across press activity, LinkedIn and wider digital channels.

Content creation

We turn a single filming session into a bank of reusable content.

Alongside core videos, we can create shorter clips, teaser edits, website assets and supporting content designed for use across campaigns, recruitment activity, presentations and ongoing communications.

Our process

Core deliverables:

As part of a video campaign, we carry out the following activities:

- Strategy sessions
- Content planning
- On-site, office or event filming
- Post production – editing and branding
- Performance evaluation reports

Optional activities include:

- Reactive video PR content
- Repurposing video content
- Creation of longer-form thought leadership or campaign showcase films
- Event filming and short-form highlights content
- Coming soon: Podcast recording and branded audio content formats

Video expert: Sam Spencer, Client Manager

Sam is a client manager at LMC who has spent almost a decade working in PR and marketing, both agency side and in house, for brands with large and highly engaged audiences.

At LMC, Sam works with clients to strengthen their thought leadership, personal branding and social media content, with a particular focus on video and LinkedIn.

Sam specialises in video-led communications and has created content that has generated more than 10 million views across social platforms.

He brings valuable experience to LMC's video service, helping clients in the built environment use visual storytelling to make complex ideas clearer and more memorable.



How does it work?



Strategy and planning

Every project starts with clear objectives. We define the audience, messaging and tone to ensure the content supports wider business, campaign or reputational goals from the outset.



Filming

Filming can take place on-site, in offices or at events depending on the brief. Our approach is designed to help contributors feel comfortable on camera and communicate naturally, while capturing content that feels credible and authentic.



Editing and branding

We edit all footage into polished, platform-ready assets tailored for LinkedIn and digital channels. This includes subtitles, branding, formatting and review rounds to ensure content is clear, accurate and aligned with your wider communications activity.



Distribution

We support content rollout with guidance around posting, scheduling and channel use, helping videos reach the right audiences and work effectively as part of broader campaigns.



Evaluation

We review how content performs beyond simple view counts, looking at engagement quality, audience response, content reuse and wider communications value. This helps identify what resonated and where future content can deliver even greater impact.

The video package



Essential

One location: filming session with a focused shot list.

Short-form video content for LinkedIn and digital channels.

Basic post-production, including editing, captions and branding.

Enhanced

Pre-production and strategic planning, including shot list, messaging, content structure and audience focus.

Short form and long form video content for LinkedIn, websites, PR campaigns and more.

One location: filming session with a developed shot list and session plan.

Support with interview questions and prompts prior to filming.

Multiple content formats provided from one filming session.

Post-production, including editing, captions, formatting and branding.

Multiple edited assets to support ongoing PR, social media and campaign activity.

Strategic

Pre-production and strategic planning, including messaging, audience focus, content structure, shot list and session plan.

Short-form and long-form video content for LinkedIn, websites, PR campaigns, presentations and wider marketing activity.

Support with scripting, speaker preparation, interview questions and prompts prior to filming.

Multiple filming sessions, with the option to capture content across different locations, projects or campaign moments.

Multiple content formats from each filming session, including polished hero video content and shorter clips.

Post-production, including editing, captions, formatting, branding and graphics.

A library of reusable video assets designed to support PR, social media, stakeholder engagement, recruitment and campaign activity.

Advice and recommendations for long-term video use and content strategy, helping to build a more consistent and visible online presence.

Thank you

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