

Building Series Seminar Video

Case study

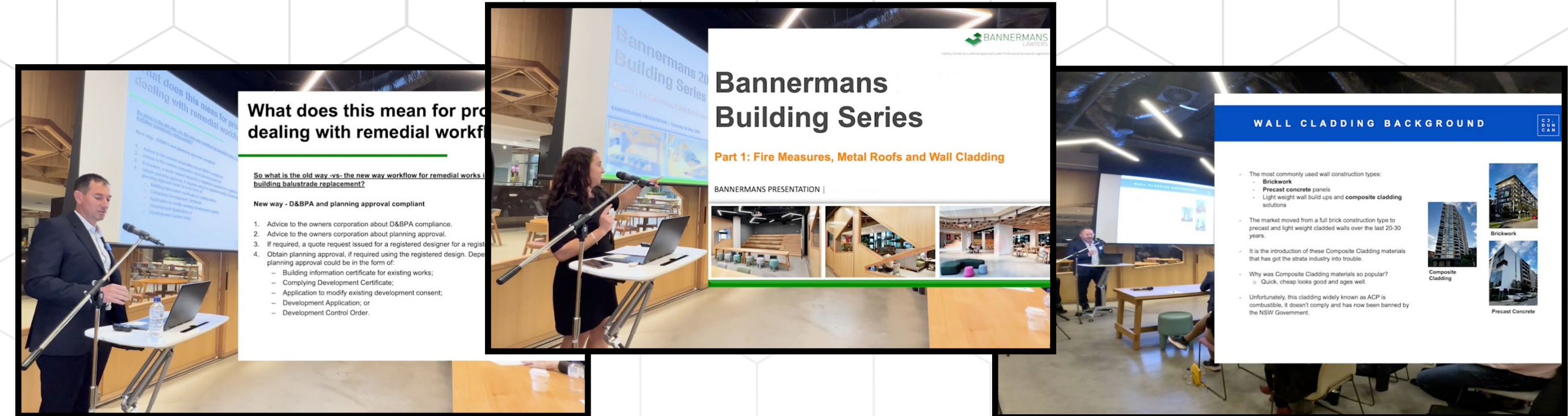
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Client: Bannermans Lawyers

Industry: Strata & Property Law

Target audience: Lot owner, the owners corporation, the community association, executive committee, managing agent

Services: Concept development, Film editing, Filmography, Video editing, Videography, Sound



Overview

Bannerman's Lawyers is a leading legal services provider specialising in strata, development, construction, and insurance. The firm acts primarily for owners corporations and strata managers, but also has many builder, developer, and insurer clients too. The firm's focus is solely on NSW, and prides itself on being at the forefront of education and innovation.

Scope

Bannermans Lawyers, a leading legal firm specialising in strata, development, and construction law, regularly shares industry insights to help professionals navigate legislative changes. To extend the impact of their Building Series Seminar, "Fire Measures, Metal Roofs, and Wall Cladding," they needed a high-quality video recording that could serve as a long-term educational resource for strata managers, owners corporations, and industry professionals.

Talk to us about a project – Call Stefan info@cyrius.com.au

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Objectives

The objective was to produce a polished, multi-camera seminar recording with clear visuals and audio, ensuring accessibility and engagement. The video had to capture key discussions, panel insights, and audience interactions while reinforcing Bannermans Lawyers' expertise. The final product needed to be optimised for on-demand viewing, allowing broader knowledge sharing across digital platforms.

Solutions

Cyrius executed a professional, multi-camera shoot, ensuring sharp visuals and crystal-clear audio. The production included dynamic framing, speaker spotlights, and synced presentation slides to enhance clarity. Post-production focused on seamless editing, refined animations, and accessibility features like captions. The final video was packaged into a full-length seminar recording with shorter, topic-specific clips optimised for online learning, social media, and training materials.

Outcome

The seminar video successfully broadened the reach of Bannermans Lawyers' expertise, engaging strata professionals across NSW. It contributed to increased website traffic, strengthened the firm's position as a trusted legal authority, and provided a valuable educational resource accessible anytime. Feedback from strata managers and industry leaders was overwhelmingly positive, reinforcing the video's impact as a long-term asset for knowledge sharing.

What they said:

"What started as a rescue job turned into a long-term relationship ... We have found a true partner with the right mindset to work with our dynamic and rapidly growing firm."

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We pay respect to the Traditional Custodians and First Peoples of Australia and acknowledge their continued connection to their country and culture.

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