



CONSTRUCTION STORYTELLING THAT WINS WORK AND ATTRACTS TALENT

Inter: A strategic guide to turning your projects, people, and events into business assets.

Inside the Fence

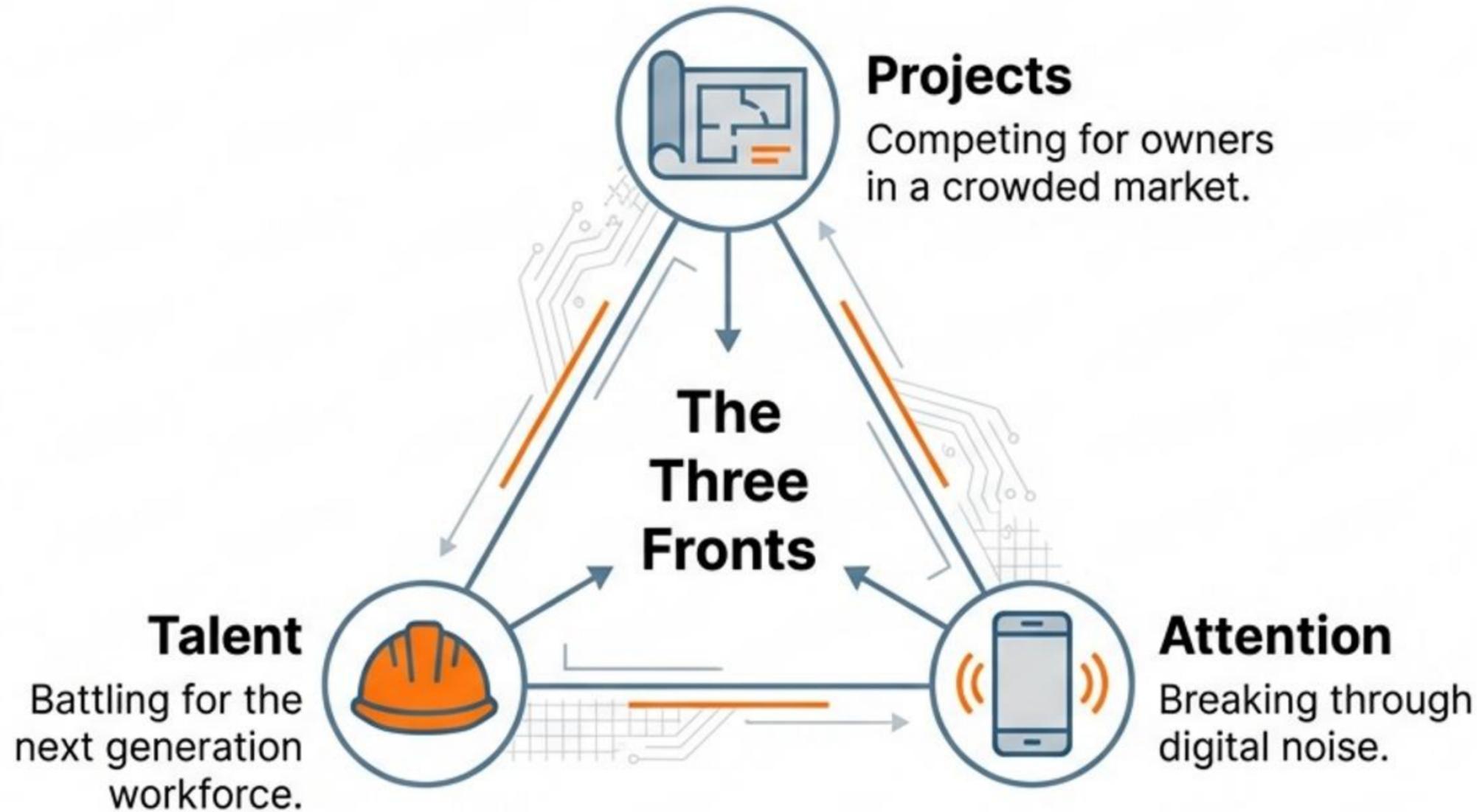
- Teams solve invisible problems daily.
- Massive coordination from dirt to topping out.
- Careers that change family futures.

Outside the Fence

- Work is hidden behind mesh and doors.
- Complexity and collaboration remain invisible.
- Public only sees the inconvenience.

**You perform miracles every day.
But nobody sees them.**

The silence is costing you attention, projects, and talent.

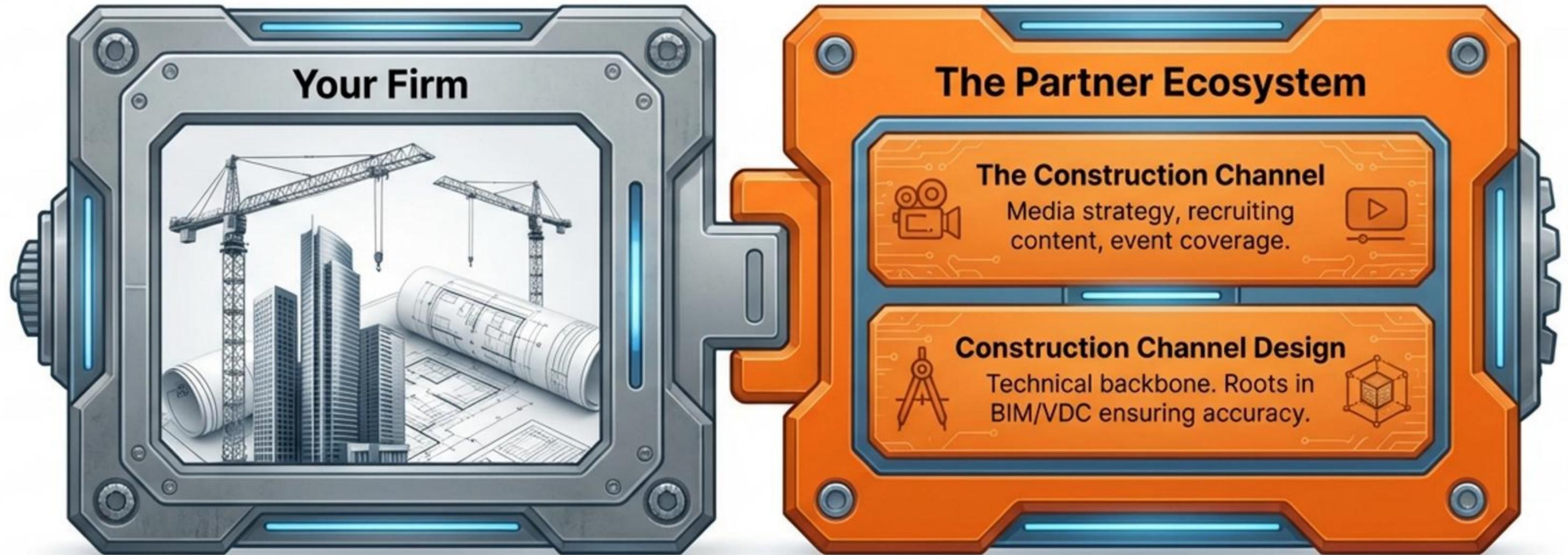


The Hard Truth:
If you don't tell the story of your projects, your people, and your events, somebody else will fill the silence—or nothing will.

Visibility isn't vanity; it's a competitive necessity.

Don't become a media company. Plug one in.

You build the world; we tell the story.



We help serious construction, architecture, and design organizations turn existing work into a strategic engine.

The Four Pillars of Construction Storytelling



Win Work (Projects)

Documenting the journey, not just the result.



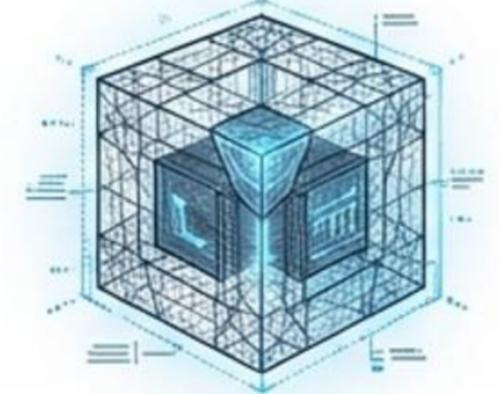
Attract Talent (Recruiting)

A localized engine for the next generation.



Maximize ROI (Events)

Turning days on a calendar into year-round assets.



Protect Reputation (Accuracy)

Technical credibility via BIM/VDC expertise.

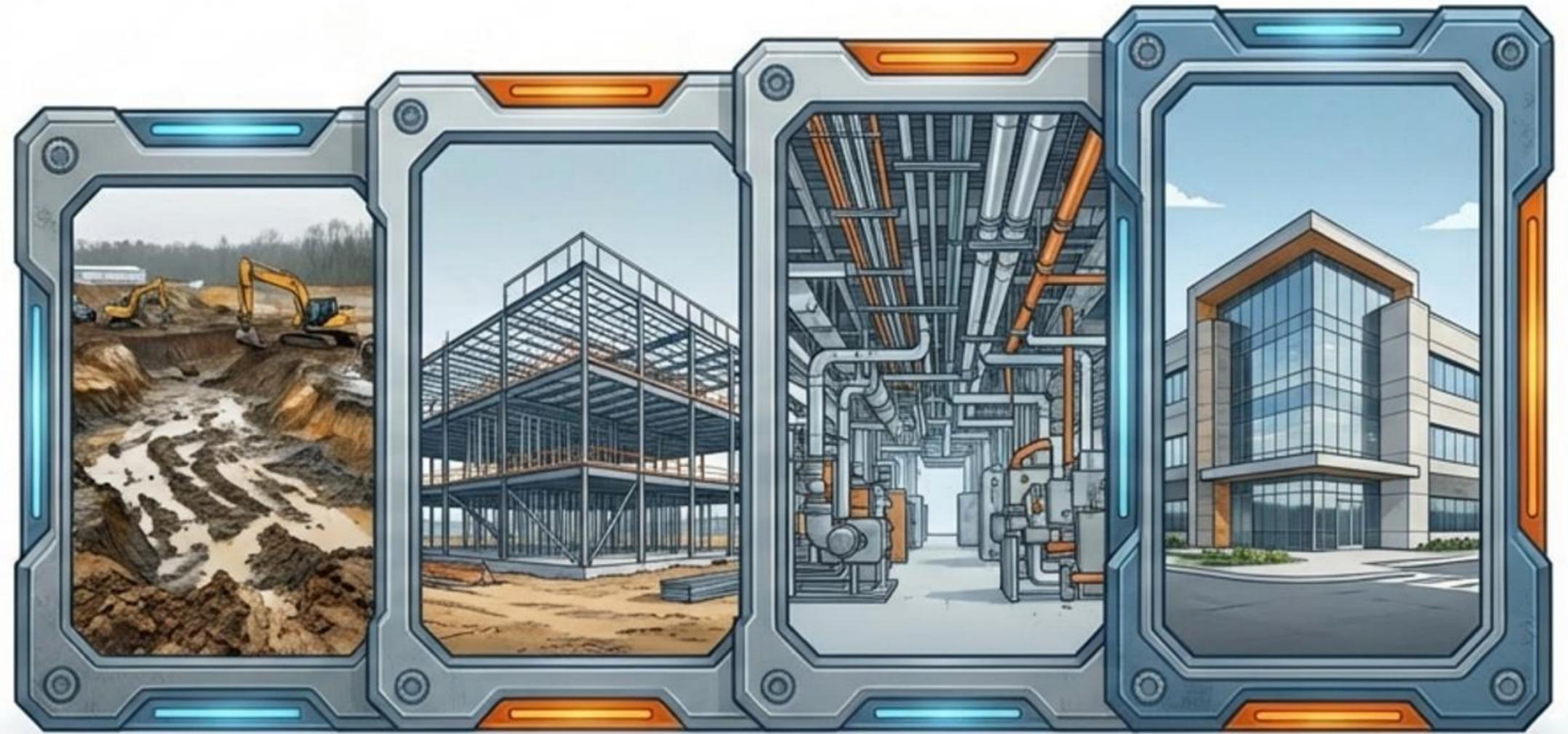
**Strategic
Storytelling**

Pillar 1: Win Work

Why Projects Deserve More Than a Final Photo

The Old Way: A handful of pretty photos at the end. The struggle, the problem-solving, and the process are lost forever.

The New Way: Document the journey. Capture the “how,” not just the “what.” This creates a sales asset that proves your capability to handle complexity.



ROI:

- Sales Asset for complex bids
- Internal Culture & Pride
- Permanent Legacy Library

Pillar 2: Attract Talent

Building a Recruiting Engine

The labor shortage won't be solved by job boards.

Young talent decides based on what they see on their phones.

We replace stock footage with real people, showing visible career paths and a culture where they belong.



Strategy:

- Showcase apprentices & engineers
- visualize career trajectories
- Use BIM/VDC appeal for tech talent

Pillar 3: Maximize ROI

Turn Events Into Year-Round Visibility

You pour budget into summits and awards. When the doors close, the value disappears.

We turn 'days' into 'years' of content by capturing highlight reels, sponsor value, and member spotlights that last.

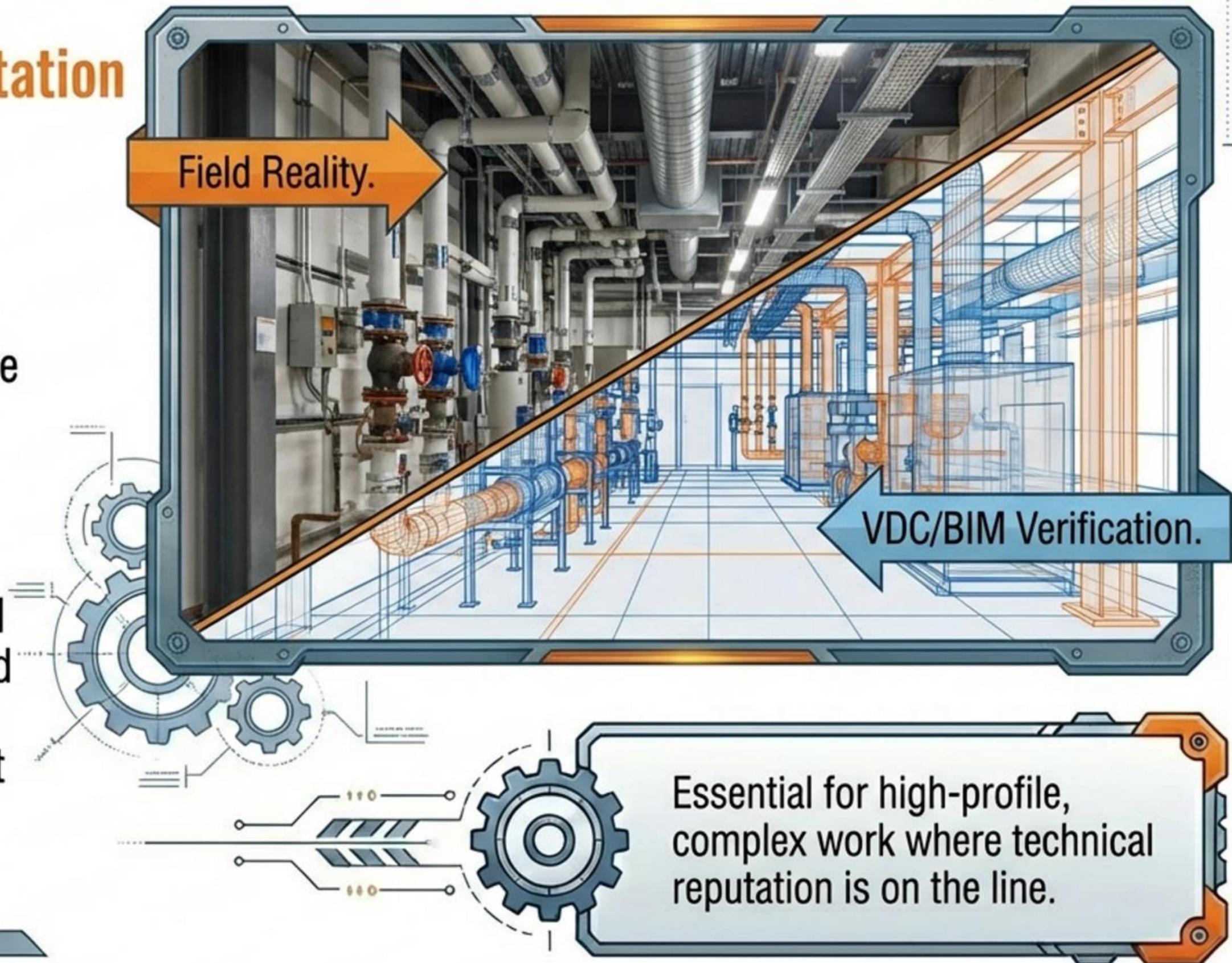


Pillar 4: Protect Reputation

The Technical Advantage

The 'Pretty But Wrong' Trap. Generic videographers capture unsafe shots or impossible sequences. Experts notice.

Our Solution: Construction Channel Design. Roots in BIM and VDC mean we understand the build. We tell stories that are engaging to the public but credible to experts.



Implementation: Evolution, Not Revolution

Start with a pilot. Build a system that fits your workflow.



Flagship Project



One job worth documenting from pre-con to handover.

Recruiting Story



One specific role or career path that needs visibility.

Major Event



One occasion that shouldn't disappear after the weekend.

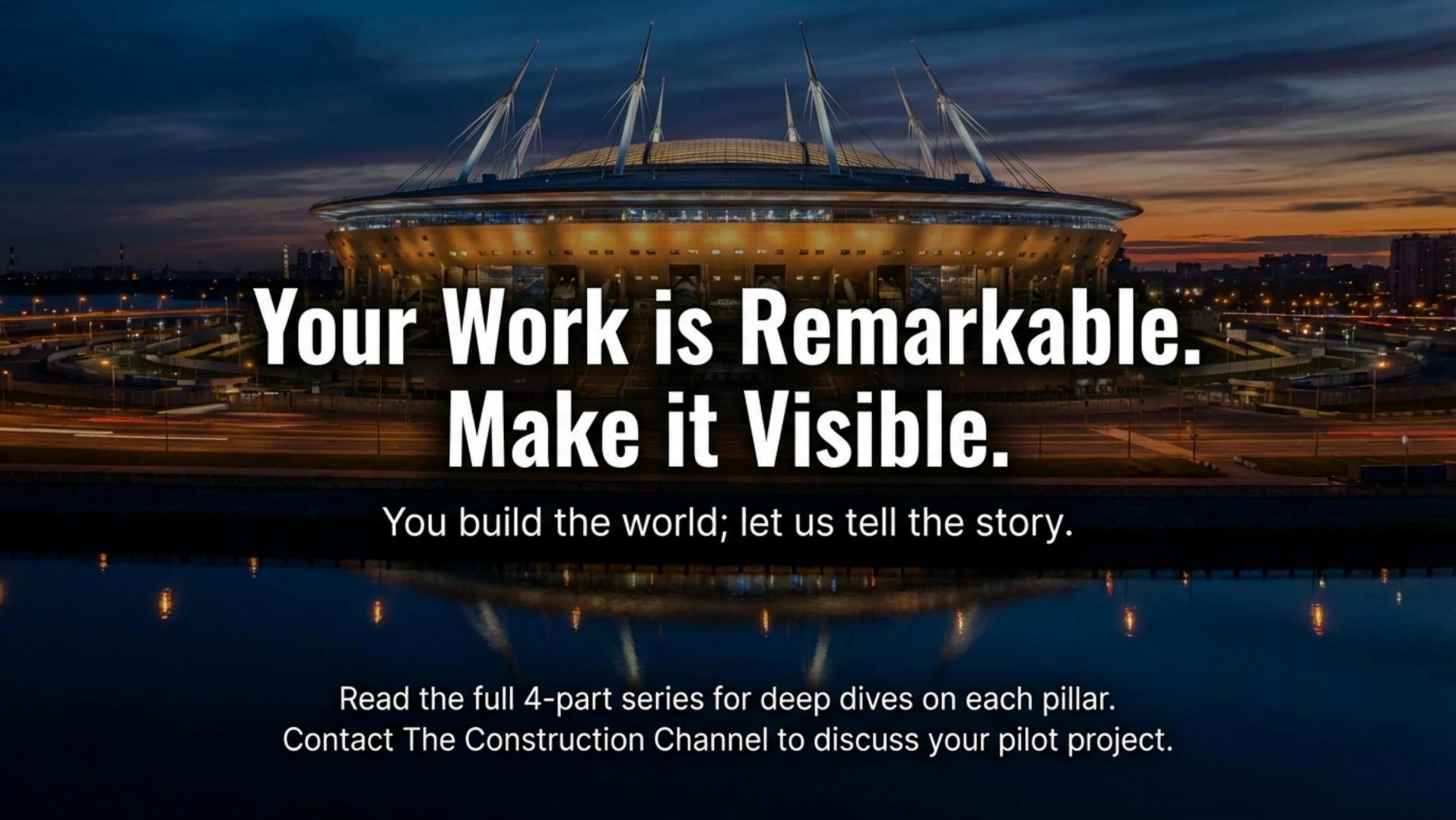
Technical Challenge



One complex job where the story must be technically accurate.



Select one area to start your partnership.



Your Work is Remarkable. Make it Visible.

You build the world; let us tell the story.

Read the full 4-part series for deep dives on each pillar.
Contact The Construction Channel to discuss your pilot project.