

VIDEO & CONTENT PRODUCTION

Video & Content Production in Orlando, FL

Commercials, corporate video, event coverage, interviews, and social content. Broadcast quality, delivered on your timeline.

OVERVIEW

Video & Content Production in Orlando, FL is built for a city where the cameras follow the conventions. Orlando is the top meetings destination in North America, and every week another general session opens under resort lights. Keynote recordings, show-floor sizzle reels, and attendee stories are the content engine of this market.

Beyond the convention floor, Orlando is a resort-event town. Incentive programs, association galas, and brand experiences unfold across the resort corridor, and the coverage has to match the production value of the event itself. A same-day sizzle reel from the show floor can carry your message far beyond the attendees in the room.

We are a full video and content production team producing nationally. Concept, scripting, directing, shooting, editing, and delivery. Commercials and brand films. Corporate video and explainers. Customer testimonials and executive interviews. Event coverage with same-day edits. Photography, social content, and podcast production.

Because we also produce live events, our video team thinks like producers. We plan for the edit before we roll, we staff for the schedule you actually have, and we deliver cuts built for where they will live: the keynote screen, the website, the feed.

LOCAL INSIGHTS

Orlando is a general session town. Much of our work here is multi-camera recordings of keynotes and general sessions at the Orange County Convention Center and the resort properties, delivered as polished session videos, highlight reels, and same-day social cuts. We staff editors on site so selects are being cut while the show is still running.

For interviews and testimonials, our mobile interview kits travel to resort venues, conference hotels, and offices across Orlando, making any space look intentional.

And when the story needs the destination itself, we handle the logistics of shooting around Orlando properly, including permits and location agreements for resort properties and public locations, so your B-roll never becomes a legal problem.

TOP VENUES

- Where we shoot: Orange County Convention Center
- resort ballrooms and atriums along the convention corridor
- show floors and general sessions
- permitted public locations across Orlando

 **20+**

Years in media,
events, and production

 **3**

Integrated services:
events, video, marketing

 **25**

Cities served
nationwide

PEERSPACE LOCATIONS TO SHOOT

- **Orlando Rental Studio** (Downtown industrial studio with cyc wall and daylight area, Central Orlando)
- **Momentum Studios** (Modern industrial daylight studio and luxury event space, Winter Park)
- **212 Video Studio** (Full production video studio with 20-by-26-ft cyc wall and interchangeable sets, Orlando)
- **Santoku Media LLC** (Multi-set photo and video studio with vintage sets and white cyc, Pine Castle)



BROWSE PEERSPACE

ICONIC LOCATIONS TO FILM

- **Lake Eola Park** (Downtown lakefront park with skyline views and swan boats, shoot permits handled through the City of Orlando)
- **Harry P. Leu Gardens** (50-acre botanical garden and 1888 historic house on Lake Rowena, commercial shoots arranged through the Gardens)
- **Winter Park, Park Avenue Historic District** (Brick-lined shopping and dining avenue in the City of Arts and Culture, Winter Park requires all productions to submit permits through its own online portal)
- **Kia Center** (Downtown arena, home of the Orlando Magic and Solar Bears, shoots coordinated with venue management)



Film permits →

WHY SIMPLE

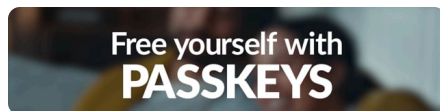
One team from lens to final file. The people who shoot your story edit your story, which means nothing gets lost between production and post.

Simple is headquartered in Washington, DC, with crews traveling to 25 cities nationwide. Our world-class producers fly in, so you get our standards, our accountability, and people who know your shoot. We hire local crews and stagehands, so you get people who know the locations, and local labor is covered without shipping gear cross-country. Travel is part of how we quote, never a surprise line item.

We turn fast when the moment demands it: same-day sizzle reels during conventions and trade shows, rapid-response edits when news breaks in your sector. And because the video team sits alongside our event and marketing teams, your footage can become a campaign, not just a file on a drive.

We deliver what we say we will. We treat your budget, timeline, brand, and reputation with care.

FEATURED WORK



Amazon and Fido Alliance

Simple managed the end-to-end production of an Amazon & Passkeys television commercial, collaborating closely with the client's marketing agency to deliver a high-quality spot on a tight deadline.



Femme It Forward - Give Her Flowers

Simple managed multi-camera production for this prestigious event, delivering real-time photography for social media and same-day recap videos.



The AI CEO Podcast

Simple serves as executive producer of The AI CEO Podcast with Seema Alexander, overseeing podcast filming and production of her AI Business Conference.

CAPABILITIES

-  Concept
-  Scripting
-  Directing

-  Shooting
-  Editing
-  Delivery

Let's Work Together

Filming in Orlando? Let's talk.

LET'S TALK

 **simple**

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