

Institute of Videography

GB Video Productions, Mallow attains professional Qualification form the IOV

Local Video Production Company achieves IOV Accreditation 14th December 2010

Gerard Brennan of GB Video Productions in Mallow, Co. Cork has recently been awarded Master Membership of the IOV (Institute of Videography) – a UK-based trade association which promotes professionalism in video production.

The IOV has over 1,000 members in the UK & Europe specialising in event, corporate and freelance video services. This is a significant achievement for Gerard Brennan and GB Video Productions as the IOV has a challenging accreditation process. Accredited members first have to pass online exams to achieve Associate Membership, whilst full accreditation is not awarded until after satisfactory samples of work have been submitted to an assessment panel, which now all have been achieved by Gerard. In addition to their new accredited status, all IOV members agree to act in accordance with a strict Code of Practice which includes offering their clients' access to the IOV's Arbitration Service. The IOV's Arbitration Officer also acts as an independent expert in cases involving non-members – and can advise members of the public on the best course of action should they find themselves in contractual dispute with videographers.

GB Video Productions (www.gbvideo.ie) specialises in wedding videos and is very proud to have achieved this recognition for their work.

Gerard said: "I am very pleased to have achieved this honour and it gives my clients confidence in working with me, as the only wedding videographer in Munster with this level of accreditation" and Membership Secretary, Martin Baker added: "Gaining an IOV accreditation is no easy task. As general video production standards increase, so does the expectations of those carrying out the accreditation process. I'm sure that Gerard will start to benefit from their achievements in the coming months."

More details about the IOV's Accreditation system can be found on a special section of the IOV website – www.iov.com/assessment. The contact details for GB Video Productions are as follows:

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