

Institute of Videography

Press Release for members gaining IOV accreditation

GB Video Productions, Mallow attains professional Qualification form the IOV

Local Video Production Company achieves IOV Accreditation

Gerard Brennan of GB Video Productions in Mallow has recently been awarded Associate 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 of 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. 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 in filming and editing Wedding and other social events and is very proud to have achieved this recognition for their work. Gerard said: " By getting this accreditation from this professional body should give potential customer more confidence in booking a wedding with me. IOV 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 GB Video Productions in Mallow 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 Gerard Brennan are as follows: Gerard.brennan@gbvideo.ie or 0872365223.

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