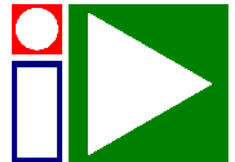


# Institute of Videography

Press Release: Benburb Video Productions

MASTER MEMBER



INSTITUTE OF  
VIDEOGRAPHY

## Local Video Production Company achieves IOV Accreditation

Cathal Hegarty of Benburb Video Productions in Co Tyrone 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. Less than 50% of applicants are successful in achieving an accredited status within the IOV, which makes this a significant achievement for Benburb Video Productions. 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.

Benburb Video Productions specialize in Wedding and Event Videography and are very proud to have achieved this recognition for their work. Company Director Cathal said: There are far too many poorly produced wedding videos being made by bodies claiming to be professional, damaging the reputation of the true professionals, we are one of the very few videography companies in N.Ireland to have obtained this recognised achievement, we want people will feel confident in booking with us, getting the standard of work they truly deserve. 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 Benburb Video Productions will start to benefit from their achievements in the coming months."

The IOV's accreditation system is based on submission of work to a panel of existing Fellows who grade the work in five main categories – namely Graphics, Camera Craft, Sound, Editing and Overall Production Quality. Each applicant receives a critique back from the panel and, if successful, is permitted to use the IOV's logo in their advertising and promotional material. These accredited members are also listed on the IOV's website under the 'Find a Videographer' facility – enabling clients to find a suitable videographer within their area.

More details about the IOV's Accreditation system can be found on a special section of the IOV website – [www.iov.com/assessment](http://www.iov.com/assessment). The contact details for Cathal at Benburb Video Productions are as follows: 91 Drumflugh rd, Benburb, Dungannon, Co Tyrone, BT71 7QF, email: [enquiries@benburbvideoproductions.com](mailto:enquiries@benburbvideoproductions.com)

