

Institute of Videography

Local Video Production Company achieves IOV Accreditation

Bob Sanderson of VoxVision Video productions Ltd based in Wordsley nr Stourbridge has recently been awarded Master Membership of the IOV (Institute of Videography) – a UK-based trade association that 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 Bob Sanderson. 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.

Bob Sanderson of VoxVision Video productions Ltd specialises in voiced over video productions for applications such as training, health & safety, video for award ceremonies, video for web and kiosk applications and much more, and is very proud to have achieved this recognition for his work. Bob said: "We always aim to exceed client's expectations and the IOV has been fundamental in enabling us to benchmark our standards. My Master Member accreditation is very important to me and for the continued success of VoxVision Video Productions Ltd". 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 Bob Sanderson 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. The contact details for

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