



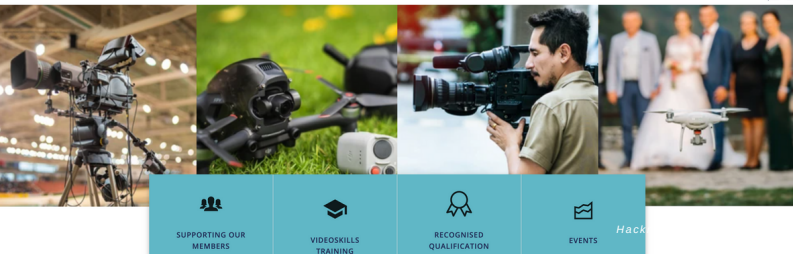
MARCH 2023

IOV Focus Newsletter

Promoting professionalism in video production

Institute of Videography

[DISCOVER MORE](#)



IN THIS ISSUE

- Notes from the Chair
- The new IOV website
- March members Zoom Link details

ABOUT THE IOV

Established in 1984, the Institute of Videography is a not for profit company whose objective is to raise standards and promote professionalism in videography.

WWW.IOV.UK

Give your customers complete peace of mind

Dub and record whatever music they want on their wedding or live event production (CD, DVD or Blu-ray)

You can now fully license your Private Function productions from as little as £8.99*

ATTENTION!!

DO YOU PRODUCE
LIVE EVENT DVDs OR
DUB MUSIC ON TO
YOUR PRODUCTIONS



I Do

PPL Licence

The PPL Private Function Licence from the IOV covers you for the record company and performers rights on your commercial recordings



Price

£4.00 per each PPL licence which must be attached to each copy of your production (subject to a minimum order of 5 licences)

LM Licence

The Limited Manufacture (LM) Licence from MCPS covers you for the music used within any audio and audio visual product you create e.g. CDs, DVDs and Blu-rays.



Prices start from £4.99 per product produced.

you need just
Two Licences

For further information on copyrighting and licensing your productions please visit

www.iov.uk/public-information/



Notes from the Chair

David Hunter

With the end of the tax year only days away, many of us will be finishing our financial year and looking forward to the start of a new one. Hopefully our next year will be much more settled both economically and politically and we can look forward to an even more successful and prosperous one ahead.

Those of you who've joined in our monthly Zoom chats will know that we on the Executive are working on a new simpler, customer facing website. Alvin explains our thinking behind this new site later in this month's Newsletter. He's keen to hear your views and will welcome contributions from members so please do contact us.



We'll be issuing our formal notice of this year's AGM in the next couple of weeks. As a membership organisation our continued success depends on your support. We'd welcome some volunteers to join us on the Executive, while it does require some time, we can usually manage to fit our meetings around our work and family commitments. Even if you're not going to volunteer for the Exec, please join us at the AGM, it's your opportunity to hear what we have planned and to share your ideas with us.

The new IOV Website (work in progress)



from old...



to new.

Over the past few months we have been working on a new “public facing” website for the IOV.

We demonstrated the website at the last members Zoom meeting in December with very positive responses and since then we continue to develop the site and we want to share with members a little detail on why we are doing this and our progress so far.

Background

In order for the IOV to develop, recruit more members and maintain our relevance in the industry, we need to ensure we present a professional image to the public. Although we have a number of social platforms such as LinkedIn and Facebook groups the most important one is our website IOV.UK as this provides a view of the IOV that is totally in our control.

Our current website

The current IOV.UK website has been in place for several years and has been our default ‘shop window’ to the world to promote members and the institute. This website provides a range of public and members services such as:

- Public facing services including overview of the IOV, find a videographer
- Members specific services including the members only forum, newsletters and Videoskills training.
- Specific internal services such as membership management tools, email marketing, purchasing, training modules, Geolocation management, forums and many others



The IOV.UK website has been in operation for many years but we feel it no longer effectively promotes the IOV to the general public. The main issues are:

1. It is difficult to use and navigate
2. There is too much information that is not relevant to the general public
3. The information on the website is out of date
4. There is very little information on members
5. The design is very much out of date.

We have looked at updating the existing website but due to the number of services that the website runs and the integration across multiple services, even a basic update would risk breaking the website for all services. The integration of so many members services would also mean we risk losing members information, critical to the running of the membership. It is also difficult to keep the website up to date, with information that would be better placed on other sites.

With this in mind we do want to keep and update this website but we will need to have something in place as we make these updates, which could take some time.



The new IOV 'Public' website

We are excited to announce that we are currently working on a brand new website! We have been putting in a lot of hard work over the past few months to create a website that truly represents who we are and what we have to offer.

We have designed this website based on the following principles:

- **Public facing only** - the new website is designed for the general public and will contain information that promotes the IOV and its membership base. It will not provide any membership specific information other than the find a videographer function (that will continue on the IOV.UK website).
- **New modern design** – we will incorporate modern design language within the website so that we have a contemporary look that will work with mobile devices and that can be easily updated to reflect design changes when needed.
- **Speed** – this website will contain no internal processing so it will be responsive and easy to navigate.
- **Social media integration** – the website will be the basis of a number of social media upgrades, with Facebook and LinkedIn also having a revamp to ensure we have a consistent look across all platforms.

Find a Videographer

Looking for a videographer who can deliver exceptional quality, reliability, expertise, and knowledge? With the IOV you can be assured of all this and more. Our members possess the skills and knowledge necessary to deliver the best work possible. Whether you require videography services for a corporate project or want to capture a special event's memories, our members have the experience and expertise to handle all types of videography projects.

When you hire a videographer who is a member of the IOV, you can rest assured of getting the best value for your investment. With our commitment to excellence, you can be confident that you will receive a finished product that is of the highest quality, meets your expectations, and exceeds them.



So, what can you expect from our new website? Here are a few things we are working on:

- 1. Modern Visuals:** We understand that videography is a visual medium, and we're working hard to ensure that our website reflects that. We're using high-quality images and videos that showcase our best work, so that visitors can see the quality of our services.
- 2. Easy Navigation:** Our goal is to make sure that our website visitors have a seamless experience, which is why we're paying careful attention to our website's navigation. You'll be able to easily find information about our services, members and portfolio.
- 3. Detailed Services:** Our members offers a range of services, including event videography, corporate video production, weddings and more; we're making sure that these services is explained in detail, and looking to provide examples of our work.
- 4. Listed members** - we are adding a new members section where all members will be viewable along with contact details for commercial contacts. At minimum we would like to have a member photo, website and email address.
- 5. A new Find a Videographer** - this will provide an easier search experience for potential customers to find members for work, we will group members by regions and give all members the opportunity to include more granular information on their services, contact, website and social media.
- 6. Members showcase video on the home page** - Members will have the opportunity to place showcase video on the site which will be updated regularly.



About the IOV

Supporting our community of videographers for almost 40 years

Since 1984 the Institute of Videography has dedicated itself to supporting and promoting professionalism in videography.



Ready to join us?

Lorem ipsum dolor sit amet, ut mea dolore tritani repudiandae. In his remore temporibus consequuntur, ut in ad prima videntur conatibus.



IOV Community support

Lorem ipsum dolor sit amet, ut mea dolore tritani repudiandae. In his remore temporibus consequuntur, ut in ad prima videntur conatibus.



Product and Service Discounts

Lorem ipsum dolor sit amet, ut mea dolore tritani repudiandae. In his remore temporibus consequuntur, ut in ad prima videntur conatibus.



Improve your client image

Lorem ipsum dolor sit amet, ut mea dolore tritani repudiandae. In his remore temporibus consequuntur, ut in ad prima videntur conatibus.

Next steps

We're excited about the progress we've made so far, and can't wait to share our new website with you. We still have a number of hurdles to get over, both time (we are all working videographers so this is very much part time), and technical issues with domain selection, integration with the existing website and many others, but we are progressing and looking forward to a members only view in the next month.

We will also soon require members input on the site, especially to populate the directory details for Find a Videographer; we will be in contact with you soon about this.

I hope you have found this preview interesting, please do get in touch in the Facebook group if you have any thoughts or would like to help contribute in the development of the website.

Alvin Burrell is the Director of Communications and Membership for the IOV.

He is also a commercial videographer and editor.





Decembers Members Zoom Meeting

The next IOV members zoom meeting will be on Tuesday 21st March at 7:30 PM

We will be discussing some of the latest AI tools and how they can help videographers gain a competitive advantage.

Join Zoom Meeting

[https://us02web.zoom.us/j/86966910691?](https://us02web.zoom.us/j/86966910691?pwd=YkxnU3FEWkpCR3hscC85TkdaYWVVdz09)
[pwd=YkxnU3FEWkpCR3hscC85TkdaYWVVdz09](https://us02web.zoom.us/j/86966910691?pwd=YkxnU3FEWkpCR3hscC85TkdaYWVVdz09)
Meeting ID: 869 6691 0691
Passcode: 680476

We are looking for your contributions

Your contributions can make these monthly newsletters engaging and informative to both members and eventually non-members.

If you have any video related articles you would like to share please contact the IOV Executive. Anything from technical advice to BTS shots of recent productions will be considered and there will be a reward for any articles published so join in and share.

CONTACT THE IOV

You can contact the Institute Of Videography at WWW.IOV.UK