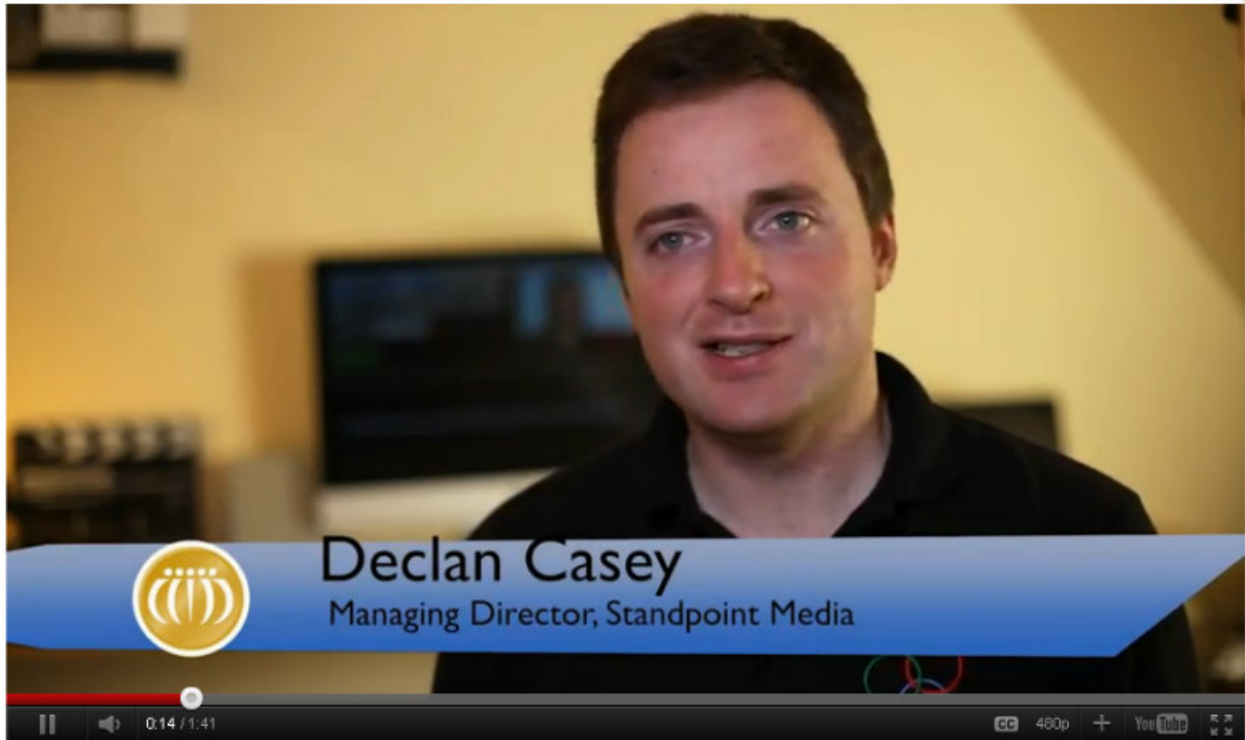


Case Study - Standpoint Media



Watch on YouTube - <http://youtu.be/KZqBHWbbvDk>

Standpoint Media was established in 2006 and is a Cork based video production company, delivering high quality, high definition video productions to corporate clients on time and on budget. Started from the bedroom of Declan Casey's house the company now has a large network of camera operators and editors allowing the company to run productions all over Ireland for clients including RTE, Enterprise Ireland, EMC, Irish Guide Dogs for the Blind, Irish Ferries, Newsweaver and Abtran.

Company Owner Declan Casey:

"Standpoint Media joined the Chamber three years ago with just myself working from home. Since joining my business success can definitely be attributed to membership. 70% of our business now comes from Chamber members, clients I met at events and also via recommendations from these clients so the return on our investment has been fantastic.

"Membership of the Chamber, with a membership of over 1,000 companies, gives legitimacy to my business, being part of a wide network of companies that trust each other and work together. I attend all the business breakfasts and business after hours events and do my homework before arriving. I check the attendance list emailed to me and decide which members I want to meet. By attending these events I feel the door is opened for me especially to very big companies who otherwise would be hard to engage with. As we approach our fifth year in business we hope to open an office in Dublin next year to engage more with our Dublin based clients.

"It is hard to imagine where the company would be if we were not part of Cork Chamber. I can certainly say the company would not have achieved as much in recent years".