

From: IAF Marketing <marketing@iaf.nu>

Sent: Tuesday, January 21, 2025 12:24 AM

To: IAF Marketing <marketing@iaf.nu>

Cc: Secretariat <secretariat@ilac.org>; Karla Sanchez <karla@iaf.nu>

Subject: SME videos for World Accreditation Day 2025 - Submissions requested by 10 February 2025

Dear IAF and ILAC Members,

To support celebrations for World Accreditation Day 2025, themed *Accreditation: Empowering Small and Medium Enterprises (SMEs)*, IAF and ILAC are now seeking video testimonials from SMEs that use accredited conformity assessment services.

The videos should be short (60 seconds or less) and can highlight any of the ways that accredited conformity assessment has benefited the SME, e.g. by enhancing trust in the business or increasing market access.

It is envisioned that the videos will be posted on the IAF/ILAC YouTube account and used as part of the WAD social media campaign.

Please find attached a list of recommendations for filming the videos, to help ensure the quality of the recordings. Please provide any videos to karla@iaf.nu by **10 February 2025**, along with the following information:

- Name of the company featured in the video
- Name and job title of individual speaking in the video
- Suggested video title

We encourage IAF and ILAC accreditation body members to forward this request to your accredited conformity assessment bodies for their information.

Best regards,

Victor and Michael



Victor Gandy
IAF Secretary
iaf.nu



Michael Fraser
ILAC Secretary