

COVID 19 & Production of Commercials – March 16th 2020

Commercial Producers Ireland (CPI) Production and Post Production companies as part of their daily business, assess and mitigate risk to our clients, suppliers and staff and as such we wish to reassure that our members always put public health and safety first.

From March 16th 2020, our recommended best practice to our members, and to clients of our members, is that only work where human contact can be avoided should continue at this time and that all other work where human contact is necessary should cease until further notice.

This is a hugely challenging time for small business owners. For any work that is cancelled or suspended at this difficult time, the relevant costs should be paid for as agreed.

The following work by our members can continue effectively during this time:

Postproduction work using widely available remote systems

Bidding, treatments, budgeting, pre production and planning

Castings, and recalls using self tape auditions

This will be a testing time for our industry and we hope that all suspended work will continue once this difficult period ends. We wish all our members, freelance crew and suppliers, advertising agency personnel and clients a safe passage through this COVID 19 event.