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INTRODUCTION

Each year AV professionals celebrate the AV industry during a week in October known as AV Week. In 2009, AV Week will be celebrated around the world October 18-24, 2009. It's never too late to begin planning. This guide has many ideas to help you get started.

Once you have your 2009 ideas ready, don't forget to submit your calendar items at www.avweek.org as well as on the InfoComm Community site (<http://community.infocomm.org/>).

The 2009 AV Week theme, "Embrace the Power of AV," provides a blank palette to create any number of activities:

- to call attention to our industry
- to raise awareness for the breadth of AV applications at home, in business, government, education, entertainment, healthcare, and more
- to be recognized as a high technology industry with exciting growth prospects
- to address the issues we face such as hiring qualified workers, maintaining our own high standards through on-going training and certification and competing in today's environment with tighter profit margins

This AV Week guide is filled with ideas and tools to help you customize your own program. In addition, InfoComm has these materials to support your activities. Many of these are available on the Toolkit page of the AV Week website:

- AV Week logos to use on your website and promotional items all year long
- AV Career brochures available in quantities for your AV Week events
- InfoComm's presentation, "Changing the Way the World Does Audiovisual"
- InfoComm's "Architect Presentation" for members only at www.infocomm.org
- AV Week t-shirts, pads and pens
- Videos about the industry
- Print ads, banner ads and audio spots

Additionally, the AV Week website, www.avweek.org, is a great place to learn more about what others within the industry have done in past years.

Choose a day during AV Week to celebrate your industry through an employee event. Better yet, reach out to a school or organization in your community that has little appreciation for the role of AV professionals or products in their lives. There are endless possibilities, and all it takes is a little planning.

Make a commitment early in 2009 to celebrate AV Week. Then start planning over the summer months to do your part to be an advocate for the AV industry. With many voices heard around the globe we can make a difference in raising awareness for our industry and commanding respect for our skills and talents.

Let's use our voices collectively by reaching out to students, businesses and our communities to open their eyes and ears so they know all that AV is – and to better appreciate what they take for granted everyday in airports and churches, in boardrooms and classrooms and at sports arenas, concerts and more.

20 WAYS TO CELEBRATE AV WEEK

There are simple ways to participate in AV Week, and there are more elaborate ways. Exploit your resources and choose which is right for your organization.

- 1. Use the AV Week Logos** – The AV Week logos are available to download at <http://www.avweek.org/toolkit.cfm>. Use them in ads, on your website, on business cards, or to create your own stationery. Promote the AV industry by driving traffic to this informational website.
- 2. Award a New Projector to a School** – You may be able to award a product or services during AV Week, as Boxlight did in 2006. Boxlight selected 10 winning applicants to receive refurbished projectors. They got their Elite Partners involved by having them nominate local organizations, schools or nonprofits who could benefit the most from the projectors. The awards created photo opportunities and good will.
- 3. Partner with a Museum** – Contact an interesting client such as a museum to plan an AV Week event. This is an opportunity to promote the cultural impact of museums and arts organizations that make use of technology to inform, instruct and inspire. For every visitor to the museum during AV Week, they will receive a t-shirt. Or you can invite schools to complete a simple survey to win an AV tour of the museum for their class guided by you, the AV provider, and the Museum's director talking up respective careers opportunities. Another idea is to encourage businesses to use your museum for a corporate event to take advantage of the AV, offering some incentive for AV Week.
- 4. Work with a Science Teacher** – You might want to contact science teachers at your local middle school or high school to get them to participate in AV Week. They can feature the AV Week logo on their website, offer lessons on the science of AV, including activities such as identifying all the AV in use at their school. InfoComm can provide you with lesson plans, facts and statistics to support these. A good resource is the National Science Teachers Association (www.nsta.org).
- 5. Reach Out to Your Local TSA Chapter** – The Technology Student Association is a national, nonprofit organization for middle and high school students with a strong interest in technology, as well as their teachers who serve as advisors.

Search the TSA website at: (<http://www.tsaweb.org/State-Delegations>) to see if there is a chapter in your state. See if they are interested in touring your AV facility or if they would like to have you speak to their members during AV Week.

- 6. Stage a Musical Performance** – Celebrate AV Week with a concert in your community. Perhaps you can get musicians to perform for no fee for the exposure they will get as you invite the public to a free concert. Working with your local concert hall, outdoor theatre or other venue and local business and government, you may be able to defray costs. Distributing AV Week merchandise and setting up a demo and/or career table will give you an opportunity to tell the AV story. Local news may cover the event as well.
- 7. AV Jeopardy** – Create a game quizzing contestants about the AV industry – what does the industry consist of in terms of products, who uses AV, how does AV help people, how big is the industry, etc. You could stage the game after making a school presentation(s) or if you are planning a client event, you could get your clients involved as the contestants.
- 8. Pick a Charity** – AV Week is the perfect opportunity to launch a charitable giving program for your office. There are numerous charities that benefit sight and sound, the senses we stimulate through AV technology. Pick one and make a donation of time and resources. It's a great way to network, create goodwill and involve your employees to do good works.
- 9. Select a Pro Bono Project through a Contest** – InfoComm has a program called InfoComm Shines in which integrators or consultants spearhead an AV project for a needy organization by soliciting donations of equipment and services. If you've thought about doing something like this in the past, now is a good time to formalize a plan and kick off the project. InfoComm can help you get started. Contact outreach@infocomm.org.

- 10. Award a Custom Home Theatre** – Get involved with a local retailer or create your own contest with a local radio or TV station. Solicit video applications from local consumers who really want a home theatre or makeover. The most creative entry wins a custom home theatre. Manufacturers and media can help you defray costs. The visibility can earn you real business.
- 11. Conduct a Survey of Your Customers** – Before AV Week, reach out to your customers with a written poll or survey on your website asking what AV means to them. You can release the findings during AV Week. You might also want to poll schools. Depending on the results, you might be able to generate news coverage. Each survey respondent wins an AV Week t-shirt.
- 12. Contact your Local Media** – Try reaching the business reporter for your local newspaper or producers of your local radio or TV stations' news programs to pitch a story about the AV industry – job opportunities, AV trends, your business and AV Week. In this guide are tips for working with the media, a news release for you to customize and an op-ed article that you may be able to tailor for your needs.
- 13. Request an AV Week Proclamation** – Let your local officials know that AV Week is October 18– 24, 2009. They may be able to issue an AV Week Proclamation which could lead to other opportunities – publicity, speaking opportunities, a visit from your local official. Contact them early in the year to allow time for approvals.
- 14. Set Up an Architect/Builder Event** – If this is an important audience to you, create a program for builder/architects. You may want to target the top firms to see if they would like an update on the latest AV products showcased at InfoComm 09. Show the products in use with a tour of your latest project. Ask to present at their next chapter meeting. InfoComm has a presentation for architects that gives an overview of the industry and the design considerations for AV technologies. The AV Best Practices book is also available in quantities.
- 15. Speak at Your Local Business Group Meeting** – Are you a member of your local Chamber of Commerce, the local chapter of Meeting Professionals International or another business organization? Have you ever thought of sharing your knowledge about the AV industry? AV Week gives you the opportunity to be the featured speaker at their regularly scheduled meetings. InfoComm's AV presentation is the perfect tool for addressing audiences unfamiliar with our industry. Contact your business organization early in 2009 to get on their fall schedule in time for AV Week.
- 16. Conduct a Tour** – Nothing tells the story of AV better than seeing and hearing the technology in its setting – whether installed permanently or for an event. Give a behind-the-scenes tour to your local media, government officials, school group, business or community organization to show them the AV technology and your role as the consultant, systems integrator or staging professional. Museums, theaters and sports arenas are obvious venues for tours and receptions. If the project is a government office or corporate headquarters, their participation can enhance the tour and perhaps garner publicity.
- 17. Host a Career Fair** – A weekend open house is a great way to reach students and turn them on to AV careers – whether you are recruiting or not. In January, you may want to contact the theater, drama, art and technology teachers as well as the Career Centers at your local high school to tell them about the open house. They may be able to help you publicize your open house and/or invite you to be a speaker at their school. Be sure to contact your local school early in the school year.

InfoComm has a number of resources for you to draw on for these events – an AV presentation, career brochures, posters and more. Remember even if you are not currently hiring, there are job opportunities posted on InfoComm's JobSite, and AV recruiters are actively seeking qualified candidates.

- 18. Adopt a School** – If you are interested in a long term commitment to your local school, consider a school/business partnership. Bringing together students with AV experts is a great way to introduce future AV professionals to the industry. A partnership can take many forms.

One InfoComm member shares his 10 years of experience in Corporate Hotel Rental and Equipment Sales with a high school in Bend, Oregon. He teaches the InfoComm Quick Start course over a 6-week period, enhancing the course with an AV Jeopardy game, bringing multimedia equipment and trade magazines into the class and talking about how all the equipment works. His students are amazingly attentive. As a result, he is making a difference in his community and now is redesigning some classrooms to best work for presentations.

Mentoring students can be rewarding and is a great way to develop future employees. Work with the IT department, librarian or counselors at your local schools to see if they can help identify potential candidates for you to mentor. Give them skills so they can maximize the use of AV equipment already in their classrooms.

Donations are always welcome. Do you have used equipment? Check with your local school to see if they can use it.

Scholarships are another way to create goodwill, encourage interest in AV and perhaps gain publicity. If you cannot fund a scholarship, then let your school know about InfoComm's \$1.2 million scholarship program for high school seniors and college students who are pursuing careers in the AV industry. Applications are available on the InfoComm website.

- 19. Organize an Exhibit** – If you have old AV equipment lying around, then use it to make an interesting exhibit and create all kinds of possibilities. Even if you didn't hang on to your old film projectors or slide carousels, chances are good that some one in your community has.

Place an advertisement soliciting old AV equipment in your local paper, in libraries, schools and coffee shops. You might even invite other AV businesses, clients or the local media to contribute to an exhibit that travels throughout your city. The media may co-sponsor such an exhibit.

Partner with the art teacher at your local school, your local museum, library or businesses to create a display that travels to these locations and your office. Juxtaposed with today's AV products, an AV exhibit tells the story of AV's progress very well. It can also be the basis for receptions, presentations and other public events.

- 20. Create a User Group Program** – Take advantage of AV Week to offer "AV Best Practices" seminars to executives, professors and students on your college or corporate campus. The University of Arkansas created a host of AV Week activities in 2007 including classes, posters around campus, tours of their facilities and other presentation venues in central Arkansas. The AV Director, University of Arkansas-Medical Services, and his staff conducted these seminars throughout the week: "Taking Your Show on the Road," "Hosting a Successful Multi-Presenter Conference," "Using Classroom Audience Response Systems," and "Basic Presentation Graphics," among others.

MEDIA OUTREACH TIPS

AV Week 2009 will focus on *Embrace the Power of AV*.

To successfully increase awareness of AV Week and your AV Week event, reach out to the media and create promotional materials to distribute to the community. Be sure to use simple language on promotional materials that will be understood by individuals with various backgrounds and experiences.

Media List

Create a list of media contacts that have covered your organization or other technology businesses in the past. Look to include contacts at magazines, daily and weekly newspapers, radio stations, television and cable outlets, wire services, and community outlets. Check the outlet's website (or call the outlet) for the reporter(s) responsible for covering business, technology or general human-interest stories. Develop a roster of names, titles, email addresses, telephone and fax numbers of the reporters and assignment editors.

Media Contact/List Maintenance

The success of your media strategy will largely depend on your interaction with the media. Building a good rapport with journalists and key staff members does not happen overnight, they are developed over time.

Reach Out to Newspapers, Radio Stations and Television Stations

Conduct outreach to outlets that reach the AV community informing them about your efforts. Popular media outlets include newspapers, radio stations and television stations to inform them about the outreach events in the community. Also many of these media outlets have calendar/event pages on their websites. Post your event details on these as well.

Create Other Media Opportunities

Even if your local media does not cover your event, there are other opportunities to get their attention. You can submit an Opinion Editorial (also known as an op-ed) about the positive impact of AV on the world (see sample). Call your local paper to find out the process for submitting an editorial opinion: where to send it, how you can follow up, etc.

Involve a Government Official

Encourage your city and state government officials to announce or proclaim AV Week. Use the *Proclamation Template* from the AV Week toolkit to request proclamations and involvement of government officials.

Involve a Local Celebrity

Invite a media personality, elected official or local athlete to attend the proclamation event. The media is more likely to cover a story with "star" power.

News Releases

A news release must clearly convey the: who, what, where, when, why and how of your event. Use the *News Release Template* from the AV Week toolkit making sure to localize and tailor it to your organization and event. Distribute the release at least two weeks in advance of an event. Keep in mind that some media outlets, such as weekly publications, magazines and some newsletters require one to two months advance notice.

Follow Up on the News Release

Make calls to reinforce the information in your news release and fill in gaps. Be mindful of a reporter's deadlines – ask if you are calling at a good time; if not, ask when would be a better time to call. If a specific event is taking place, invite the media to cover it and point out photo opportunities.

Write Newsletter Articles

You can work with organizations that have strong connections to the AV industry within the community to include articles about AV Week in their newsletters. Articles can explain various aspects of the AV industry, careers in the industry, growth trends or the importance of AV in everyday life.

Newspaper/Magazine Advertisements

While they can be expensive, print ads in popular newspapers and/or magazines can be an effective way to increase name recognition of your organization and public awareness of AV. Featured on the AV Week website (www.avweek.org) you will find advertisement templates in a variety of sizes that can be personalized with your company logo.

Social Media/Networking

There are many social media/networking sites that can aid in the promotion of your AV Week event. InfoComm members can use the InfoComm Community to post their ideas, plans, questions and more related to AV Week. Other sites such as Facebook, LinkedIn and Twitter also offer a variety of features to promote your event. For example, on Twitter (twitter.com) complete the "What Are You Doing?" box with information on your event or AV Week.

You could also start a blog about AV Week and the event(s) your company is sponsoring.

Provide Giveaways

Promotional items can be a useful way to grab people's attention at various events and leave them with a reminder of AV Week all year long. Visit the AV Week online store for the latest AV Week merchandise that you can customize with your logo.

Use Pictures

A good photo makes the difference between getting media coverage or not. Make sure your event has a "photo opportunity" – an interesting visual that tells the story, not just people talking at a podium. Contact your television stations' and newspapers' photo desks to invite coverage of your event. Have your own photographer present at the event as well. Do not forget to caption photos and identify each person in the picture. When possible, hire a professional photographer. Also make sure that photo release forms have been signed by anyone featured in a photo, including group shots. See a *Sample Photo Release Form* in this document.

90-DAY COUNTDOWN CALENDAR

Although it may be difficult reaching people over the summer months, it's not too early to make initial contacts. If people are in the office, they will be helpful or be able to identify the right contacts and their schedules.

Mid-July **PLANNING**

- Call a meeting with your staff. Include someone in every department to discuss AV Week, gain buy-in and brainstorm how your organization will participate
- Make calls to potential partners for equipment donations, potential event venues, other contributions to support your event
- Solicit AV equipment for an exhibit (ads, requests to clients, call to media for participation)

August **SCHEDULING/ORDERING**

- Contact your local school to schedule a school visit or to notify them about your open house plans
- Get meeting schedules of professional organizations you belong to, offer to speak at their October monthly meetings
- Identify the presenters and topics for your "AV Best Practices" seminars; begin building the presentations
- Contact your local government official to inquire about the AV Week proclamation
- Identify potential tour sites, seek permission, check schedules for availability of any dignitaries you will invite to participate or attend
- Identify the materials you will need, then place your order through the AV Week website or create your own stationery and other materials
- Anticipate your catering needs if any and identify your resources

September **MARKETING**

- Include a teaser for your event using the AV Week logo on your website
- Promote your event in your email signature
- Submit your event to the calendar on www.avweek.org
- Assemble your press list
- Identify your architect/builder target list, including names, addresses, telephone numbers
- Distribute your press release at least two weeks in advance of your event (3-4 weeks for weekly publications); e-mail contact is preferred, followed by a telephone call
- Prepare your invitations approximately 6 weeks before your event and plan to mail 4 – 5 weeks in advance
- Place notices of events on appropriate social networking sites

October **REHEARSE**

- Have a dry run of your tour or presentation early this month to work out any unforeseen obstacles
- Distribute your press release at least two weeks in advance of your event (3-4 weeks for weekly publications)
- Make follow up calls to your invitation list
- Celebrate AV Week with pride!
- Send InfoComm your event summaries and photos to avweek@infocomm.org or via the InfoComm Community

TIMELINE

Media Materials	What is its function?	Whom should it be sent to?	When should it be sent?
Community Calendar Entry	Short, concise entry for community calendar section	Community calendar editor (local daily and weekly newspapers)	1 month before (place follow-up call to ensure receipt)
News Release	Should convey the who, what, when, where and why of your event	- Feature reporter and photo desk editor (newspaper) - Community Affairs Dept. (radio & TV) - TV/radio producer	- Send to reporters 2 weeks before the event - Include in Media Kit
Media Advisory	Simple way to inform local media outlets about an upcoming event or press conference	Same as above	Send 3-4 days before event (place a follow-up call to ensure receipt)
Media Kits	Gives general info about event and the industry -News Release -AV Week Fact Sheet -Camera Ready logos and art work	Key media outlets	Give to journalists the day of the event and send to those who didn't attend but expressed interest in the event
Photos	Send event photos (and a quick thank-you note) to print journalists who attended the event and those print reporters who didn't attend but expressed interest in the event		

SAMPLE PRESS RELEASE

FOR IMMEDIATE RELEASE

CONTACT:

(Your name here)

(Your telephone number here - include a cell phone # or a number to a voicemail you check regularly and your e-mail address; also include a number where you can be reached on the day of your event.)

(Your company/organization's Web address here)

(Name of your company/organization) Celebrates AV Week 2009

(Your City, State) (Date of Release) – (Name of your company/organization) will host a (type of event) on (include specific time and date of recognition event) in celebration of AV Week.

(describe event)

The audiovisual industry is a \$75 billion dollar industry worldwide. It is an integral part of information communications technology that includes new media, projectors, high definition TVs, digital signage, and remote video; video and collaborative conferencing; interactive display, systems integration, and security systems. The industry's scope also includes presentation professionals and lighting and staging for corporate events, entertainment, sports and concerts.

"The audiovisual industry is revolutionizing the way the world learns, works and lives," said Randal A. Lemke, Ph.D., Executive Director, InfoComm International, the professional audiovisual trade association. "Digital signage helps people navigate airports, museums and office buildings. Collaborative conferencing brings the world together in a cost-effective manner. AV allows for better medical diagnoses, improving the human condition. Everything from education through space exploration is made better because of AV."

During AV Week, a host of companies and organizations from around the world will be conducting special events and community outreach activities for students, clients and the public. To learn more about the AV industry, please visit www.infocomm.org. For more information about the audiovisual industry, visit www.powerofav.com (website to be developed in 2009).

###

(Insert a general statement about your company/organization here.)

SAMPLE PHOTO RELEASE FORM

Company/Organization Name
Address
City, State, Zip
Phone
Website

Permission to Use Photograph

Event Subject	
Location	

Event Date(s) _____

I grant to [insert company/organization name], its representatives and employees, as well as to InfoComm International, the right to take photographs of me and my property in connection with the above-identified subject.

I authorize [insert company/organization name] and InfoComm International, its assigns and transferees to copyright, use and publish the same in print and/or electronically.

I agree that [insert company/organization name] and InfoComm International may use such photographs of me with or without my name and for any lawful purpose, including for example such purposes as publicity, illustration, advertising, and Web content.

I have read and understand the above:

Signature _____
Printed Name _____
Organization Name (if applicable) _____
Address _____
City, State, Zip _____
Phone _____
Date _____
Signature, parent or guardian
(if under age 18) _____

SAMPLE PROCLAMATION

WHEREAS, AV solutions providers work with architects and building owners to create buildings that are sustainable, safer, more comfortable, productive and efficient; and

WHEREAS, the audiovisual industry is improving people's lives through lifesaving medical technology; and

WHEREAS, audiovisual equipment allows government proceedings to be recorded, allowing for a more active and involved citizenry; and

WHEREAS, AV equipment and services are used to protect our nation's people and infrastructure through command and control facilities; and

WHEREAS, millions of students are receiving an enhanced educational experience through use of AV information communications technology; and

WHEREAS, the audiovisual industry provides entertainment value to millions of sports fans and concert goers; and

WHEREAS, the audiovisual industry allows companies to meet with customers, shareholders and others around the world without leaving their boardroom; and

WHEREAS, networked digital signage helps the public receive critical information in real-time; and

WHEREAS, the audiovisual industry is a \$75 billion industry worldwide; and

WHEREAS, during this week, across the globe, community outreach projects will be performed by the audiovisual industry.

NOW, THEREFORE, I, **(NAME/TITLE)** do hereby proclaim

October 18-24, 2009

as

AV Week

In **(CITY/STATE)**.

Signed this **(DATE)** day of **(MONTH)**, 2009

Save the Day – and Money – With AV

We've all seen on television and in movies those high tech board rooms and control rooms with people who, despite being located worlds apart, appear to be in the same room. We've seen lights dimmed and videos start with the touch of a single button, large presentation boards that reveal information when lecturers drag their index fingers across, and we've seen people passing files, and even videos, back and forth between computers and to and from cell phones.

While these audiovisual systems may appear futuristic, they are used today by businesses, schools, retailers, arenas – everywhere people communicate. On the surface, such systems appear very expensive. Yet the number of organizations using them is huge and growing every year. Those who are integrating audiovisual systems into their businesses know something that many don't -- the best-designed audiovisual systems actually save money.

Reducing travel means huge savings. Consider that the estimated cost of a domestic business trip is \$1,100. A company purchasing a videoconferencing system can recoup its investment in about 2 dozen trips, while also reducing its carbon footprint. Videoconferencing is one of a host of green technologies that saves green.

Office supplies are also reduced using digital presentations. Whereas the low-tech meeting required stacks of photocopies, the high-tech meeting uses projectors and screens. The presenter can email the presentation (and associated annotations) to participants or post it to the Internet to share with anyone, anywhere. It's quicker than physically distributing paper, it reduces the use of copiers and ink, and it's another way of staying green.

Some AV products protect other equipment. Control systems are flat-panel touch screens on a wall, desk, or lectern that control all equipment in a room as well as the lights, drapes and audio. These may seem like extra luxuries until you realize that one benefit alone is they serve the functions of remote controls – remotes that can be lost or damaged and need to be replaced. Regarding loss, certain AV systems alert managers if a projector, flat-panel monitor – any expensive equipment -- is moved from its designated location. These days, audiovisual systems play a vital role in theft prevention. Control systems also add to a building's sustainability. By automatically controlling drapes, HVAC and lights, these AV systems can promote energy efficiency.

One relatively new development is using AV for safety, especially for organizations spread out among different buildings. The same type of large flat-panel screens you see giving arrival and departure times at airports or advertising new designs in a clothes store window are now used for instantaneous large-scale communications. These digital signage systems can broadcast information within one building or to any number of buildings, anywhere in the world. If there is a danger, be it fire, hurricane, tornado warnings, or emergency of any kind, management can use the signs to not only alert people at the affected facilities, they can explain how those people should proceed, including appropriate exits to take. State-of-the-art audiovisual systems will also allow these same messages to be sent simultaneously to select cell phones.

The way to realize savings using audiovisual systems is to make sure the systems are designed by professional audiovisual companies. The system designers know how to make sure a system isn't too sophisticated (and more expensive than it needs to be), or not sophisticated enough, (reducing potential productivity). They know how to consolidate equipment functions to get the maximum use out of each investment. The professional audiovisual company will select equipment that works together, they'll train people how to use it, and they'll keep it up and running. In times like these, when saving is crucial, investing in technology may be the key to a profitable future.

To learn more about the audiovisual industry, careers in AV and more, please visit www.powerofav.com.

See What Others Have Done!

Below are just a handful of samples of what members of InfoComm have done to celebrate AV Week. In all five cases you will notice that every participant believed that participation was worth the time and effort put into it. We hope this helps!

Case Study: Cibola Systems

Website: www.cibolasystems.com

Location: Santa Ana, California

Interview with Ellen Mogasemi

- 1) **What made you decide to get involved in AV Week?** My enthusiasm for AV week began when I read about Rem Remington's experience with [AV Week 2007](#).
- 2) **When did you begin planning for AV Week?** August 2008
- 3) **What kind of support did you get from management?** Management supported our participation from day one.
- 4) **How did you get support from staff, clients? How did you get them on board and involved?** Operations staff was very supportive once they learned the details of our participation.
- 5) **What was your budget?** \$500
- 6) **Was it worth the effort? Will you participate in 09? Why?** It was definitely worth the effort. Cibola would like to participate in AV Week 09 and continue to increase awareness of the AV industry.
- 7) **List any tangible results from celebrating AV Week – new business, awareness, etc.** ITT Tech has a better understanding of what we do and can better assist us in our recruiting efforts.

With \$500 for a budget and less than a year to plan, Cibola Systems helped both the AV industry and their company by participating in AV Week 2008. They chose to partner with the ITT Technical Institute and provided the local community with a better understanding of what their company does and what the AV industry is all about. Cibola participated in ITT's job fair and presented to interested students a program about exciting AV career opportunities. They used fun and interactive games in their presentation to engage students.

Case Study: Westminster College
Website: www.westminster.edu
Location: New Wilmington, Pennsylvania
Interview with Gary Swanson

- 1) What made you decide to get involved in AV Week?** It was a natural tie-in for us to highlight our departmental services at the college and provide information in our industry.
- 2) When did you begin planning for AV Week?** We had some light discussion of ideas with students in May prior to their departure for the summer, but true planning actually started in mid-September.
- 3) What kind of support did you get from management?** Initially I don't believe our President or his staff thought it was a worthwhile effort, however the resulting PR and campus response turned them into believers and supporters.
- 4) How did you get support from staff, clients? How did you get them on board and involved?** Getting our student workers involved was easy. They enjoy the planning, and really enjoy the excitement the week generates. Our vendor partners have really stepped up to our aid, and got free PR on all of our promotional materials. Clients enjoy the training sessions and timely presentations (Digital TV switch over, etc.) and it gives us ample opportunity to showcase our other services.
- 5) What was your budget?** \$0, but we find ways to make it all happen with partnerships, trade, etc... InfoComm is a huge help!
- 6) Was it worth the effort? Will you participate in 09? Why?** Absolutely. We've been participating since 2006, and look forward to next year's event. The PR and opportunities it provides to present our many services is fantastic.
- 7) List any tangible results from celebrating AV Week – new business, awareness, etc.** We got more phone and walk-in clients from outside of campus who mention they saw an article in the local paper, or heard a story on the local radio station during AV week and wondered if we could help them out with their particular project. It is terrific PR for the college. Student and faculty awareness substantially grows as a result of the week. Our staff, which performs most of their work behind the scenes with little or no applause, really likes having the spotlight on them for a few days, and are already talking about 2009.

With only two months of planning and no budget whatsoever, Gary Swanson and his AV Staff threw one heck of an AV Week at Westminster College. Every day of the week was filled with exciting activities to promote AV Week. With Student collaboration and participation, partnerships, and some help from InfoComm, Gary was able to bring valuable awareness of the AV Industry and his college to the local community. Gary's staff is not usually in the spotlight but for one week every year, they know what it like to be stars and are excited to participate in 2009!. Some of their activities:

- ❖ *Tours of the AV office, equipment, and facilities*
- ❖ *Giveaways including random door prizes, free candy, and a special AV Week Prize Package*
- ❖ *Collected and donated DVD's, magazines, board games in conjunction with the "Make A Difference Day" charity.*
- ❖ *Helped collect and dispose of old batteries, old tapes, discs, media, etc...*
- ❖ *A Smart Classroom Training*



Case Study: rp Visual Solutions
Website: www.rpvisuals.com
Location: Santa Ana, California
Interview with Ginger Williams, CTS

- 1) What made you decide to get involved in AV Week?** It's a great way to get exposure for InfoComm to our end users as well as bring in the local dealers/consultants. Additionally, our new personnel were exposed to InfoComm and the benefits we get with an association.
- 2) When did you begin planning for AV Week?** July
- 3) What kind of support did you get from management?** Excellent support – Randy (president) was on board from the beginning
- 4) How did you get support from staff, clients? How did you get them on board and involved?** We solicited end users, and Disney was the first to respond. Disney really likes InfoComm and wants to do more with them.
- 5) What was your budget?** We kept our costs to \$2,000, including the flashlights and providing a continental breakfast for participants.
- 6) Was it worth the effort? Will you participate in 09? Why?** Every end user/dealer/consultant enjoyed the Disney tour immensely, and most were in awe of the AV technology Disney incorporated into their Home of the Future. We are planning on it at this time. The benefit to our company and the industry as a whole.
- 7) List any tangible results from celebrating AV Week – new business, awareness, etc.** We received many thanks from the tour attendees, as well as, awareness from dealers nationwide as we were mentioned in an InfoComm newsletter.

With a budget under \$2,000 and four months of planning, rp Visual Solutions produced a unique AV Week event. With the support of InfoComm International and Disney, attendees were given an amazing tour of Disneyland facilities, highlighting all of the AV that makes the magic happen at Disneyland.



Case Study: MSpace

Website: www.yourmspace.com

Location: Minnetonka, Minnesota

Interview with Rebecca Trainor

- 1) What made you decide to get involved in AV Week?** MSpace is a company that wants to stay involved in our community. The possibilities in the AV industry are growing and creating awareness of the opportunities available is something MSpace feels is beneficial to everyone.
- 2) When did you begin planning for AV Week?** Around the end of September.
- 3) What kind of support did you get from management?** Our president, Ryan Heining, stressed that he wanted to continue being involved in AV week. Ryan was also the speaker for our event.
- 4) How did you get support from staff, clients? How did you get them on board and involved?** We didn't need a lot of support from our staff or our clients. We used our connections with St John's University to set up the event and it was organized by me, Ryan, and several people at St. Johns.
- 5) What was your budget?** We didn't have a budget. \$0
- 6) Was it worth the effort? Will you participate in 09? Why?** I think it was. We were able to make a connection with young smart college students who will be in the workforce either this year or next. They were very interested in the industry and we had several of the students apply for our summer internship.
- 7) List any tangible results from celebrating AV Week – new business, awareness, etc.** Awareness of the industry. Created interest in our summer internship. Publicity in our newsletter, on our website, at St. John's and with InfoComm. Established a stronger relationship with our customers at St. Johns University.

With no budget and very little effort, MSpace was able to spread the word about the AV Industry to a young, smart college audience who will soon be joining the workforce. Using Videoconferencing technology, MSpace was able to connect an AV presentation in Minneapolis with Entrepreneurship Scholars at St. Johns University in Collegeville, MN. They now are better informed about career opportunities that exist in the AV industry and the benefits of InfoComm International.

Case Study: Biamp

Website: www.biamp.com

Location: Portland, Oregon

Interview with Anthony Cain of Staccato on behalf of Biamp Systems

- 1) What made you decide to get involved in AV Week?** Biamp Systems is committed to enriching our community through service programs such as AV Week, which allow us to provide education to local students and broaden their awareness of the audiovisual industry. The AV industry is experiencing tremendous growth and through these awareness programs, the community can gain insight into the ways in which our industry directly impact their lives and the types of career opportunities that exist.
- 2) When did you begin planning for AV Week?** Planning for our speaking engagements surrounding AV Week began in September, although content and graphic material planning began at a much earlier date.
- 3) What kind of support did you get from management?** The management team at Biamp is very supportive of this program and was eager to assist in the planning and execution at every level. They were also the driving force, as they recruited employees from various levels and departments to participate.
- 4) How did you get support from staff, clients? How did you get them on board and involved?** We utilized our connections with many local high schools to set up presentations on the science of sound and the AV industry. We got staff involved to develop content, participate in the presentations, and support the local schools through attendance at the presentations.
- 5) What was your budget?** We did not have a specific budget allocated, but the Biamp management team has remained committed to making AV Week a great event for the past several years.
- 6) Was it worth the effort? Will you participate in 09? Why?** Feedback from the event was extremely positive. Our efforts were a big hit with the high school students we presented to, and teachers were able to utilize materials within their course curriculum. These students will enter college or the workforce soon, only now with the knowledge of the AV industry and the career possibilities it can provide. We will continue our support for this program next year, due to the opportunity it provides for us to support our community and raise awareness of our industry.
- 7) List any tangible results from celebrating AV Week – new business, awareness, etc.**
 - ❖ Re-emphasizes Biamp's commitment to doing business better by supporting our corporate responsibility goals
 - ❖ Generates chatter for our community programs via our customer e-newsletter, website, and with industry partners
 - ❖ Creates awareness of the audiovisual industry
 - ❖ Creates interest in audiovisual applications and mechanics
 - ❖ One school asked us to refer them to an integrator to help design a new AV system for their multi-use auditorium

Here is a great example of AV Week 2008 bringing together staff at every level of Biamp with high school students to learn about the possibilities in the AV Industry. AV Week is all about informing people about the AV industry - people who might never been introduced to it otherwise and who did not know how much AV impacts their daily lives.