

Consider a Challenging, Life-Long AV/IT Career



AV Companies Now Hiring!

Q **What is going on in the AV industry today?**

The \$91 billion* dollar AV industry is one of the fastest-growing industries in the world. Think of technologies like flat panel displays found in auditoriums in schools and colleges. Rows and rows of high-definition displays and touch panels in the command-and-control centers used by the government for everything from homeland security to launching the space shuttle. From the projected images and light displays at concerts and sports stadiums, to the slick look of broadcast studio sets on MTV and CNN, AV technology is all around us. Networked digital signs feature state-of-the-art graphics that are changeable in restaurants, malls and museums. The people who design and install these systems are AV professionals earning an excellent living in an exciting, high-tech field.

Q **What are some of the job opportunities in the AV industry?**

There are many different AV careers to choose from. Students who excel in technical areas, communications, business studies, graphic design and music may all be suited to AV careers. Many AV professionals start out as musicians or working in production or broadcast, so depending on interests and skills, employment is available as an AV installation technician, a sales manager for an AV services company, an AV systems designer or programmer, a staging professional or a presentations professional.

Q **What type of education or vocational training is necessary for entering the AV field?**

InfoComm International®, the trade association for the professional audiovisual industry, can prepare high school graduates for an AV career. We suggest three simple steps to ensure success. First, students can learn the basics in

their school's AV department. They can enhance this basic knowledge with several online courses, including a free course called *Quick Start*, offered by InfoComm. From there, students can proceed by completing an online course called *Essentials of the AV Industry*. The next logical step is to earn the InfoComm-Recognized AV Technologist Certificate. Eventually, AV professionals become certified. Over 9,000 industry professionals have earned their Certified Technology Specialist™ (CTS®) credential. Graduates can also post their resume for free on the InfoComm JobSite at infocomm.org/jobs to search for AV jobs.

Q **What kind of salary can people expect to make in the field?**

Salaries in the AV industry are growing. According to InfoComm's 2010 Compensation and Benefits Study, median salaries for 27 specific positions: service technicians \$45,000; design engineers and systems engineers \$65,000; and sales representatives \$75,000. General managers earn as much as \$100,000 or more. Remember that a variety of factors such as experience, education, certification status, location, economic conditions and others may influence actual salaries.

Q **What type of person would fit well in the industry?**

Because there are many career paths – technical, creative, sales – from which to choose, talents and personalities can vary. Many times people in our industry are noted for their left-brain, right-brain skills. They have a technical aptitude for the science of sight and sound. They also have a strong interest and skills for working with computers and programming AV systems and equipment. The creative side of the business involves a range of abilities from designing AV systems, to producing events and preparing content for presentations and digital signage.

Q **Are there opportunities for advancement?**

The potential for a challenging, life-long AV career is excellent. Career opportunities exist with large manufacturers of AV products such as Sony, Phillips, Panasonic and many others where there are multiple possibilities for advancement. Others in the industry are entrepreneurs who own their own AV companies, designing and integrating AV technologies into conference rooms and classrooms and for staged events.

Q **Can you describe a typical day in the industry?**

Variety is the best way to characterize a day in the life of an AV professional. If you are producing an event for a client, you will spend time up-front visiting the venue and the client to create a proposal for staging the keynote speech, breakout meetings and galas. Or if you are designing and integrating AV technology into a new building, you may be part of a building/architect team specifying the right AV technology for individual rooms. Installation of AV equipment for staged events or in buildings entails physical labor as well as the ability to troubleshoot unforeseen obstacles to deliver the optimal experience for AV end users.

For more information:

InfoComm International is the largest trade association representing the audiovisual and information communications industries. To learn more about AV, visit infocomm.org or powerofav.com for news, data, education, certification and career information.