

## Market Your Credential

Let the world know you have invested in an accredited AV credentialing program by employing or having a CTS, CTS-D or CTS-I. InfoComm has a wealth of resources to help you. Tools include press release templates, logo information, brochures to download and co-brand, bid sheets, and so much more in the [CTS Tool Kit](#).

## Benefits of Certification

*How do AV professionals distinguish themselves in the industry and among their peers?*

### Benefits of certification to the AV industry include:

- A respected career path for AV professionals
- An open, tested, clear set of industry standards by which consumers can evaluate audiovisual providers

### Benefits of certification for employers include:

- Reassurance to clients of competency, experience and ethical behavior
- Increased consumer confidence
- A commitment to excellence shown by hiring CTS professionals

### Benefits of certification to an individual include:

- Self-confidence and the ability to sell your work more effectively to clients
- Evidence of technical proficiency and professionalism
- Increased credibility among co-workers
- Increased customer confidence
- Increased value, recognition and marketability of the CTS credential
- Adherence to a strict code of ethics and conduct

### Benefits of a CTS holder's services to the client include:

- Reassurance of competency, experience and ethical behavior
- An open, tested, clear set of industry standards to evaluate audiovisual providers
- Professionals who are held to a high standard of ethics and conduct

### Fast facts about ANSI/ISO/IEC 17024:

- ANSI — American National Standards Institute
- ISO — International Standards Organization
- IEC — International Electrotechnical Commission
- ANSI accreditation signifies that InfoComm's procedures meet ANSI's essential requirements for openness, balance, consensus and due process in accordance with the ISO/IEC 17024 standard.
- The ISO/IEC 17024 standard is a program to assure the public and the CTS certification holders that InfoComm is applying "best practices" to the administration of the CTS program.

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Certification is not a guarantee for performance by certified individuals. Certified Technology Specialist (CTS) holders at all levels of certification have demonstrated audiovisual knowledge and/or skills. Certified individuals adhere to the CTS Code of Ethics and Conduct and maintain their status through continued education. Certification demonstrates commitment to professional growth in the audiovisual industry and is strongly supported by InfoComm.

All eligibility, application, score reports, special accommodation requests and general inquiries regarding InfoComm certification will be handled through the InfoComm International Certification Office, with headquarters located in Fairfax, VA, U.S.A. Purchases of education, membership or any other InfoComm services are not required to seek certification.

