



Audiovisual and Integrated Experience  
Association



# OPEN YOUR EYES TO A **NEW WORLD**

Explore Your Career in the Audiovisual Industry





## **Close your eyes for just a minute.**

Think back to the last time you had an ah-mazing experience. Maybe you were cheering for your team or dancing in a club. Maybe you were inspired at a religious service. Or maybe you were throwing your arms in the air, screaming with pure joy on a roller coaster.

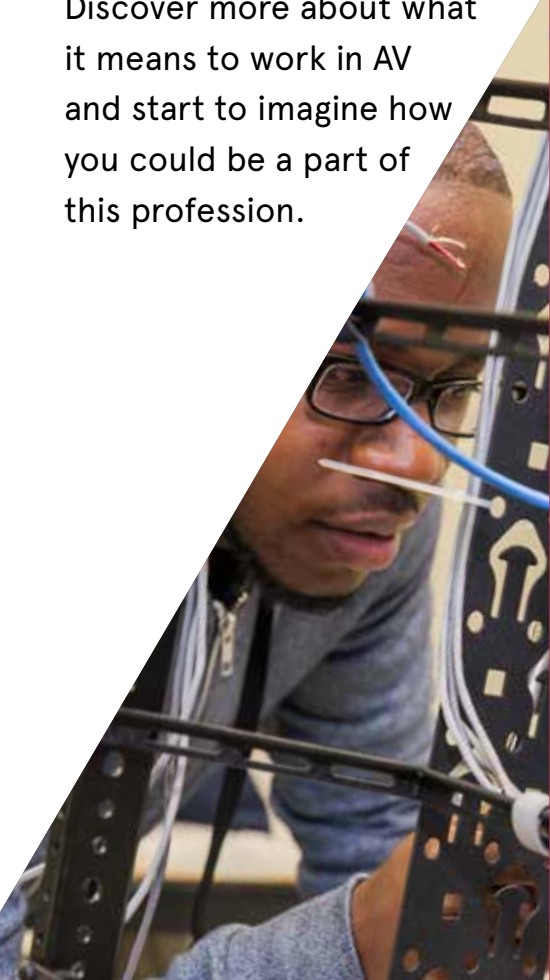
There's a good chance that the audiovisual (AV) industry is threaded into your memory. That's because AV creates those exceptional communication experiences.

The cool thing is, as you learn more about AV, you start seeing it everywhere – from the spine-chilling haunted Halloween house down the street, to the spectacular opening ceremony at the Olympics, to your favorite virtual reality video game.

**Think you could be one of the heroes who make the magic happen?**

# The Facts

Discover more about what it means to work in AV and start to imagine how you could be a part of this profession.



## What does an AV professional do?

AV professionals are in the experience business – combining content, space and technology to craft an event, communicate a message, elicit a response, create an understanding, give people a reason to cheer or move them to tears.

So that is awesome ... but what would you actually be doing all day? Well, that all depends. In the AV world, there are lots of different kinds of jobs – and new ones are being created every day. Here is just a peek:

- **Designer** – Find creative ways to bring experiences to life in classrooms, board rooms, stadiums, concerts, and more.
- **Project Manager** – Keep all the parts of the AV experience moving on time and on budget.

- **Installer** – Set up AV systems with hands-on problem solving.
- **Live Events Professional** – Be the wizard behind the scenes who wows the crowd at big events (like Adele concerts or the World Cup).
- **Technology Manager** – Manage the day-to-day AV experiences, ensuring that students learn or business partners can collaborate in Hong Kong and Paris.

**“AV is a fabulously welcoming industry for women, possibly the most welcoming of the STEM subjects.”**

DAWN MEADE, MBA, CTS



## Where will I work?

The possibilities are endless. You could work in the AV trade with a manufacturer or in almost any other industry in an AV role, like at an ad agency that creates content for digital signage. Here's a starter list to spark your own vision:

- AV integration company
- Manufacturing company
- Fortune 500 company
- Tech company
- School or university
- Hospital
- Hotel
- Museum
- Government office
- Sports stadium

## How do I become an AV professional?

Here's the fun part: lots of ways. Though a few study programs are developed around AV careers, there are creative ways to find your entry ... and your passion. Students study everything from engineering to interactive media and video and all ranges of communications.

If you are serious about your career, you could even earn industry-recognized credentials before you begin your job search. That would really make you stand out! The Audiovisual and Integrated Experience Association (AVIXA™), the trade association for the AV industry, can help. Visit [avixa.org/contactus](http://avixa.org/contactus) to have a one-on-one conversation about how you can start your training.



**“Working in AV is a lot of fun. It’s like putting together a big puzzle, except it actually does something when you’re done.”**

JESSE SCARBOROUGH, CTS-D

## **How many jobs are there in AV?**

Underline this one: The AV industry is growing. According to AVIXA research, the industry is expected to exceed the \$200 billion mark by 2020.

According to U.S. Bureau of Labor Statistics data, there were more than **210,000 AV-related jobs in 2015** – with a projected increase to **227,000 jobs by 2024**.\*

*\*Including Standard Occupational Classification codes Audio-Visual and Multimedia Collections Specialists; Audio and Video Equipment Technicians; Broadcast Technicians; Radio Operators; Sound Engineering Technicians; Camera Operators, Television, Video, and Motion Picture; Film and Video Editors; Media and Communication Equipment Workers, All Other; Camera and Photographic Equipment Repairers.*



# How much money will I make?

Now that you know more about the options in the industry, you can probably guess this answer: It varies. But, in general, there are lots of good jobs in AV.

## Median Base Salaries\*

### MANAGEMENT

- VP/COO/Managing Director: \$137,500
- Branch/Area/Regional Manager: \$72,950

### BUSINESS DEVELOPMENT

- Director of Business Development: \$90,500
- Senior Account Executive: \$61,000

### TECHNICAL

- Chief Engineer: \$103,360
- Project Manager: \$80,000
- Design/Systems Engineer: \$73,500
- Control Systems Programmer: \$66,000
- Senior/Lead/Install Technician III: \$65,550
- Senior/Lead/Specialized Rental and Staging Technician: \$51,470
- Specialized Integration/Installation/ Install Technician II: \$50,000
- Non-Specialized Rental and Staging Technician: \$40,780
- Non-Specialized/Installation/ Install Technician I: \$36,550

*See the full salary list for 36 positions by firm size and geographic segmentations in the AVIXA 2017 Compensation and Benefit Report. Find out more at [avixa.org/compbenefits](http://avixa.org/compbenefits)*

## Meet the AV Peeps

Okay, so obviously, we're biased in this, but here goes: AV professionals are a welcoming community of creative, tech-savvy people ... who are also a lot of fun.

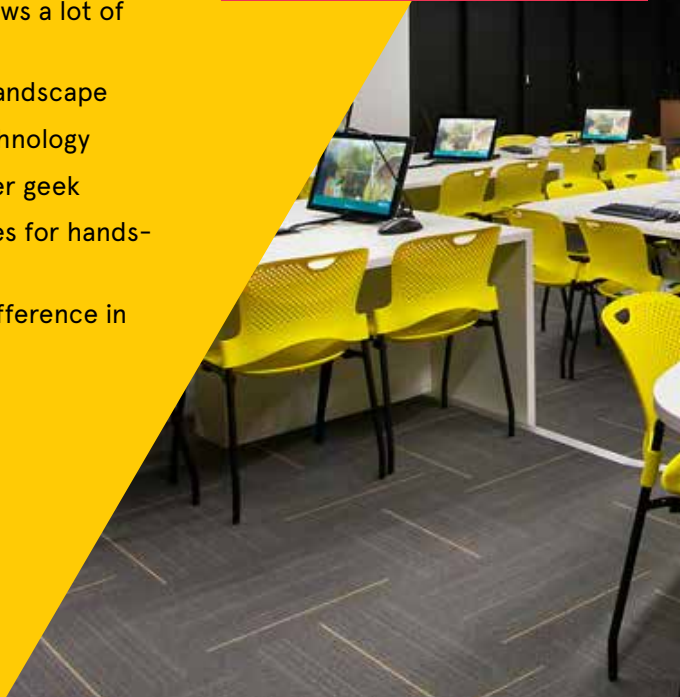


You might find a career in AV if you:

- Love to learn something new every day
- See the beauty and creativity in projects
- Tackle challenges with enthusiasm
- Are in a band or work as a DJ (Love of music draws a lot of people to AV!)
- Enjoy a changing landscape
- Ooh and ah at technology
- Embrace your inner geek
- Roll up your sleeves for hands-on work
- Want to make a difference in the world

**“I have no idea what is going to happen next. That’s kind of the joy of the AV industry: looking forward to the future.”**

JUSTIN WATTS, CTS







## Here are some of the ways people found their love of the AV industry:

**JULIA DINGBA** discovered the AV world when she was a first-year pre-chemical engineering major. She was pulling and terminating cable. Her knowledge grew with her determined attitude, tackling troubleshooting. That experience of constantly learning drew her in for more challenges. Now, AV is her personification of happy.

**KEVIN N. RHODUS, CTS®**, did lighting and sound for theater through middle and high school and volunteered at the Columbus Zoo as a photographer. When the zoo's requirements started to encompass more AV, Rhodus, still a student, was first in line to the front of house.

**KWEK SOON HENG** was mesmerized the first time he stepped into a club and experienced the music and lights. He knew then that he wanted a future in AV.

**TIM PILE, CTS**, got his AV immersion as a teenager helping his pastor father run sound at church, and then later as a media producer at several other churches and for the Wichita Wingnuts baseball team.

For **LAUREN KOSKE**, an AV scholarship winner, a career in this industry is exciting because it creates messages that really make a difference.

*Maybe you are next?*



# Your Future in AV Starts Here

Explore more career resources – including job postings  
– at [avixa.org/careers](https://avixa.org/careers).

Want to go down an AV path? You might be eligible for  
a scholarship. Visit [avixa.org/scholarships](https://avixa.org/scholarships) or email  
[foundation@avixa.org](mailto:foundation@avixa.org) for details.

We hope to welcome you to the AV community!





Men are built to work without getting a combat rifle

Ils sont mis au combat des écoles non e





**Audiovisual and Integrated Experience  
Association**

AVIXA™ is the Audiovisual and Integrated Experience Association, producer of InfoComm trade shows around the world, co-owner of Integrated Systems Europe, and the international trade association representing the audiovisual industry. Established in 1939, AVIXA has more than 5,400 members, including manufacturers, systems integrators, dealers and distributors, consultants, programmers, live events companies, technology managers, content producers, and multimedia professionals from more than 80 countries. AVIXA members create integrated AV experiences that deliver outcomes for end users. AVIXA is a hub for professional collaboration, information, and community, and the leading resource for AV standards, certification, training, market intelligence and thought leadership. Additional information is available at [avixa.org](http://avixa.org).