

# What Do...

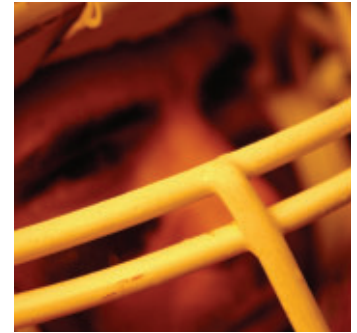
the space program



a rock concert



...and your  
favorite team



# ...have in common ?



They all depend on AV professionals





...to connect to their fans

**infoComm**  
INTERNATIONAL®

# In search of an exciting career opportunity?

Have you considered the multi-billion dollar AV industry?

Ever see the TRL live?

The broadcast studio that enables on air, public interviews of today's stars and MTV audiences was designed and installed by professionals in the pro-AV industry.

- If you've seen the room that NASA uses to track the Space Shuttle, you'll now realize that it too was outfitted by the Pro-AV industry.
- You've grown used to seeing gigantic projected images at concerts, and sports events. Those also are enabled through the expertise, products and services of pro-AV professionals.

PHOTO COURTESY: ITA AUDIO VISUAL SOLUTIONS



# AV technologies are everywhere you look today

Think of auditoriums in schools and colleges, command-and-control centers in government and the military, projected images and digital signs in concerts, sports stadiums, broadcast studios, restaurants, malls and museums.

The people who design and install these systems are AV professionals earning an excellent living in a fun and high-tech field. The people who work with AV systems every day are technology managers in business, government, education, healthcare and other offices.

The AV industry is one of the fastest-growing, most dynamic industries in the world. Looking for a rewarding, high-tech career? Look no further!

PHOTO COURTESY: SPECTRUM PRODUCTIONS INC., ATLANTA



**Contact InfoComm International for all your AV career needs: Education, Certification, the InfoComm tradeshow, and making connections with potential employers.**  
[www.infocomm.org](http://www.infocomm.org).



PHOTO COURTESY: SHEEN WILSON & WILKE, INC.



# Career opportunities in the AV industry

There are tons of choices of careers in AV. Many “AV-ers” started out as musicians or working in production or broadcast. So, depending on your interests, you can choose a job as:

- An AV installer
- A sales or marketing person in an AV company
- An independent sales representative
- An AV systems designer
- An AV systems programmer
- A staging professional
- A presentations professional
- A manager in an AV company
- A customer service representative
- A public relations professional
- An AV technician

## Starting Salaries

The average starting salary in the AV industry is \$39,100

General Manager/Vice President or Area Manager	\$100,000.00
Director or Manager of Sales	\$67,500.00
Branch Manager	\$77,000.00
Sales Representative	\$50,000.00
Video Technician	\$45,000.00
Audio Technician	\$39,000.00
Network Technician	\$47,000.00
Lighting Technician	\$45,000.00
Design Engineer/Systems Engineer/Designer	\$51,712.00
Installer/ Installation Technician	\$36,000.00

Source: InfoComm 2004 Dealer Compensation & Benefits Survey by AWP Research

# Three Steps to Employment in the AV Industry

These simple steps will help ensure your success when seeking a job in the AV industry

- 1 Learn the Basics.** You may already have a basic knowledge of audiovisual technology, perhaps through supporting the AV department at school. Or you can learn the basics from resources such as:
  - A FREE course called *Quick Start* available on [www.infocomm.org](http://www.infocomm.org)
  - A \$99 online course (*Essentials of the AV Industry*) that you can obtain for free when you join InfoComm as a member. If you are a student, membership costs only \$25.
  - A 3- day Certification Prep course for those who learn better in a classroom environment. Check the website for an upcoming schedule of courses.
- 2 Test to achieve your InfoComm Certification (Certified Technology Specialist).** You can do this by
  - Taking the test online (the cost is \$200)
  - Taking the test in person (check the website for a schedule of upcoming CTS tests)
  - Achieving a pass rate of 80%
- 3 Look for a job. Now you're ready to:**
  - Prepare your resume. Just as you would for any other job search, prepare your resume, with your newly acquired skill and the letters CTS after your name (e.g. Chris Jones, CTS)
  - Contact AV companies in your desired area and let them know you have your certification and are available
  - Post your resume FREE on the InfoComm Career job board at [www.infocomm.org](http://www.infocomm.org), which also lists any available AV jobs

# Becoming InfoComm AV-Certified

As you acquire experience, you'll want to obtain your Certified Technology Specialist (CTS) status



InfoComm's Certified Technology Specialist (CTS) designation lets potential employers know what you are capable of -- there are many technical, sales and administrative positions already waiting for you!

In some cases InfoComm can put students seeking their first job or internship in touch with AV companies that are members.

When you apply for an AV job, being InfoComm-certified gives potential employers evidence of:

- Technical proficiency and knowledge
- Dedication and commitment
- Professionalism and integrity through agreeing in writing to an Honor Code Pledge and Professional Code of Ethics
- Self-confidence and the ability to sell your knowledge and skill as a worker
- Credibility among co-workers
- Increased customer confidence
- A respected career path

Everyone who wants to succeed in the industry is achieving certification.

There is a general certification (CTS) and specialized designations for Design and Installation.

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PHOTO COURTESY: CPR MULTIMEDIA SOLUTIONS GAITHERSBURG, MD

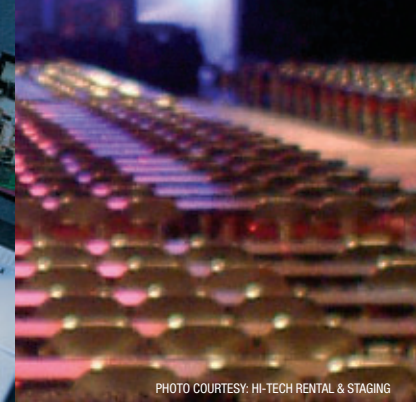
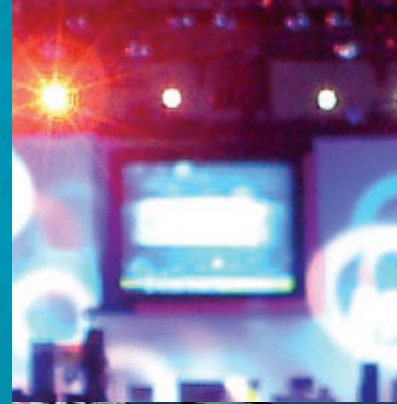


PHOTO COURTESY: HI-TECH RENTAL & STAGING

InfoComm will help you launch your career with many resources, including a Career site, a self-test quiz, training, online information, and many ways to network with members.

*This great industry is waiting for you!*

**infoComm**  
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# What should you do now ?

Get in touch with InfoComm International

**Customer service reps are ready to help you  
decide how to pursue your career goals.**

**contact**

**[customerservice@infocomm.org](mailto:customerservice@infocomm.org)**

**1 800.659.7469 or 703.273-7200**

**[www.infocomm.org](http://www.infocomm.org)**

## **About InfoComm International**

InfoComm International® is the international trade association of the professional audiovisual and information communications industries. Established in 1939, InfoComm's 3,600 members include manufacturers, systems integrators, dealers and distributors, independent consultants, programmers, rental and staging companies, end-users and multimedia professionals from more than 70 countries. InfoComm International is the leading resource for AV market research and news. Its training and education programs, along with its separately administered Certified Technology Specialist (CTS) and corporately administered company credentials, set a standard of excellence for AV professionals. InfoComm International is the founder of InfoComm, the largest annual conference and exhibition for AV buyers and sellers worldwide. The association also co-sponsors Integrated Systems shows in Europe, Asia, China and India. Additional information is available at [www.infocomm.org](http://www.infocomm.org)

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