

# CEDIA<sup>®</sup> COMMUNICATES



## **Movable glass walls? No problem**

Being a Better Boss:  
The Importance of Soft Skills

**Making Lighting Design a  
Bigger Part of Your Business**

## INDUSTRY Q&amp;A

## RENEWALS

## Members Speak on Renewing Their CEDIA Membership



**Todd  
Kang**

K I Systems



**Mike  
Ranpura**

Smart Life AV



**Abdul Karim  
Mirani**

Desert Sound



**Philippe  
Donnet**

DÉFI TECHNIQUE SA

*What was the primary reason for you renewing your CEDIA membership for 2019?*

**TODD** For us, it's all about the wealth of resources and the benefits that we have access to, as well as being part of the larger global community. Everything from education to events and in between, it helps empower our business. Plus, the staff at CEDIA are a pleasure to work with.

**MIKE** I believe there needs to be an organisation, just as in other industries, that continues to help grow and push the boundaries of the AV industry. CEDIA needs to exist to help clients determine which companies are reputable — and as companies, we should all work towards the goal of winning a CEDIA Award. CEDIA does a great job at everything else in between, providing opportunities to grow your business, helping expand our knowledge, and co-hosting one of the largest trade exhibitions in our industry, ISE. I fully support the work CEDIA does across the board for our industry.

**PHILIPPE** The CEDIA community is very professional and a good high-end reference, and we want to be part of this and seen as a company who follows these standards.

CEDIA  
Community





### *What do you find most beneficial about being a member?*

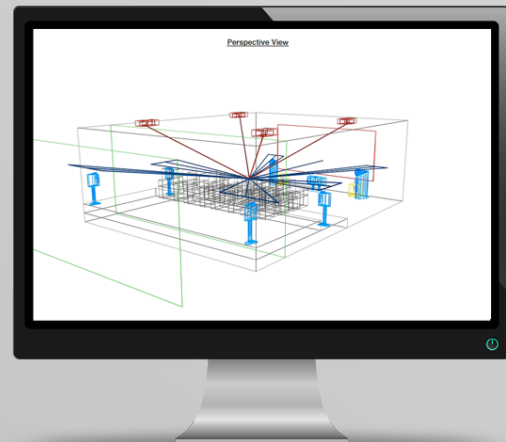
**TODD** It's hard to single one thing out, but I would say it's the community forum. We get a daily digest, which includes some interesting topics. There's always something to be learnt from other members and it's interesting hearing different points of view from people who have been in the industry for many years, as well as those who are just starting out. It makes for an interesting read and I look forward to it every day during my morning coffee.

**MIKE** I decided to become a CEDIA Outreach Instructor and CEDIA Accredited Presenter. In 2018, CEDIA gave me the opportunity to provide client consultations at the London Homebuilding & Renovating Show. I was also interviewed on a live panel at the show in front of around 80 attendees.

Ending last year on a high, I was asked to present to 50 architects at the Royal Institute of British Architects (RIBA) London CPD Roadshow. These opportunities would not have been possible without CEDIA.

**ABDUL** Being a CEDIA member has helped me grow my company's business. I believe that the opportunities CEDIA provides by arranging various exhibitions allows me to interact with peers at a different level. It gives me exposure to the latest practices, products, and services. I have forged a lot of mutually beneficial relationships within the CEDIA community. There is a wealth of online information that I have access to and I can choose appropriate training sessions for my team members. Constant development of CEDIA resources is very strong proof of the association's commitment to its members. An example would be The Cinema Designer, which simplifies the process of designing a home theatre, being acquired by CEDIA.

**PHILIPPE** The biggest benefit of being a CEDIA member is that it allows us to let our current and future clients know that we are a part of a professional community, and as such, they can rely on us to deliver a professional and high-quality install for them.



### *What member benefits are you most looking forward to using in 2019?*

**TODD** For us, we aim to attend the CEDIA Awards ceremony for the first time. As a new company in the industry, we are striving to be the best we can be, so it makes sense to attend events where we can network with our peers. The annual awards yearbook of finalists and award winners makes us strive to be a part of the award-winning community. We also look forward to booking CEDIA education and getting some more certifications under our belt. I'm quite excited about the apprenticeship scheme as we're looking to expand this year and take on new staff.

**MIKE** In this industry, there is always something new to learn. I plan on expanding my knowledge further through more training courses. I will also continue to make the most of CPD presentation opportunities.

**PHILIPPE** I am looking forward to Switzerland-based architects and planners becoming more familiar with CEDIA, what it means, and ensure that CEDIA members are the integrators they choose to work with on future projects. This will help to increase the visibility of CEDIA in our region.







### How easy was the renewal process?

**TODD** Very easy — a few clicks, and you're done. Our renewal was completed online. I'm sure there are other ways, but as a digital company, we found this to be a very simple process that took less than a couple of minutes to complete.

**MIKE** It was very easy. I received the renewal invoice by email and made payment via bank transfer within five minutes.

**PHILIPPE** The process was incredibly easy — I can't say any more than that.

### What advice would you give companies who aren't currently members or haven't renewed yet?

**TODD** What are you waiting for? Before becoming a CEDIA member, I was a little hesitant about being a member as I wasn't sure where the value would come from. You hear about trade bodies that don't give back or add any value to businesses once they've taken your cash and sent you a welcome pack. After joining CEDIA in 2017, we hadn't utilised all the member benefits until a few months after joining, but that was all on us. Anything in life is a "two-way street" — the more you put in, the more you'll get out. When we asked CEDIA about how we can drive additional value out of our membership, we were overwhelmed with the opportunities and are still trying to catch up and get on board with everything they have to offer. Honestly, the people and community at CEDIA make it what it is. Not being part of CEDIA isn't really an option for us, we're proud to be a member and wear the CEDIA badge on our sleeve, literally.

**MIKE** We regularly come across projects completed to very poor standards. When I meet integrators who are CEDIA members, they gain my respect. To me personally, it shows that they as a company are committed to doing a good job and as it states on the member guidelines, carry out work to an ethical standard. CEDIA membership is so much more than just paying a fee every year, and I urge any reputable company to renew or become members.

**ABDUL** I would highly recommend CEDIA to anyone who wishes to improve their business. There are great training programmes available, such as the one offered in collaboration with HAA, leading to THX Level I — Level III certifications. Being a CEDIA member allows you to learn from other members' experiences. You can browse through the members for products and services and even acquire dealerships from fellow members in another country making it profitable for you. There is such a vast variety of world-renowned manufacturers and a diversity of products to select from CEDIA members. In addition, CEDIA provides great exhibitions where the industry comes together to put on a brilliant show! The staggering displays of endless products and services is unparalleled and gives you a chance to discover new products which might be very beneficial for your company.

**PHILIPPE** I think that CEDIA is a very good label and gauge of quality and supports members who are achieving great things. Being the best that you can be and doing a good job all the time is enough of a reason to join CEDIA.

