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TECHWORKS

Exploring your career in the audiovisual industry

POTENTIAL

*“During my visit [to Sheffield]
I could see the future of AV in front of me. Some students had come from parallel industries or the military, others straight from high school.”*

— **Joseph Valerio**

Director of Workforce Development at AVIXA



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CONNECTED

*“Sheffield not only taught me the technical fundamentals of AV technology, but **connected me to a network of industry professionals** that helped launch my career.”*

— **Ernie Beck, CTS-D**

Associate Principal Consultant, NV5 Engineering & Technology
Sheffield AudioWorks 2007 Graduate
Sheffield TechWorks 2009 Graduate

THE “AV” INDUSTRY

The professional audiovisual industry refers to the sector of the economy that provides products and services related to audio and video technology. This includes the **design**, **manufacture**, **installation**, and **maintenance** of audiovisual systems for commercial, government, and private clients.

PAST VS PRESENT

THEN

- ❌ A job for the “Geek Squad”
- ❌ Lack of diversity
- ❌ Highly technical minds only
- ❌ Must know how to use analog devices

NOW

- ✅ Dynamic, Innovative, Evolving
- ✅ Diverse & Eclectic
- ✅ Focused on creating experiences
- ✅ Requires technical and creative minds

INSTRUCTORS



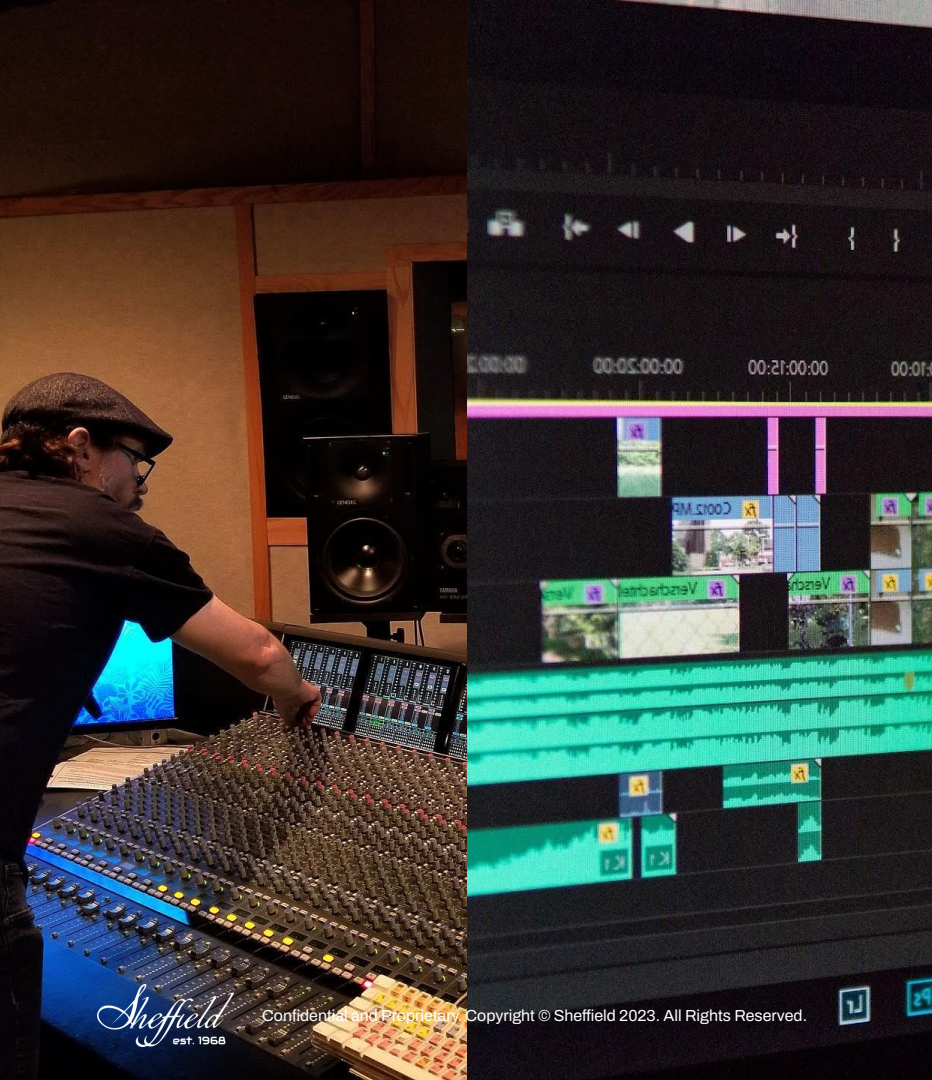
Keith Nachodsky, TechWorks Course Lead & Instructor

Live sound engineer since 1978, Touring Sound Engineer for Cowboy Mouth (2012 - Present), A/V systems designer since 1981, Technical Manager at The Recher, House engineer at Recher Theatre, House engineer at Howard Theatre, Washington, DC, Experienced A1 and A2 design engineer, AV Project Manager & Design Engineer, A1 for various companies including MHA, Event Tech, MSI, Showcall, Showtime, Metro Technologies, etc., Mixed FOH and/or monitors for numerous acts and events, including a diverse range of artists and large-scale events



Keith Kelley, TechWorks & AudioWorks Co-Lead & Instructor

Masters of Arts in English and Media Studies from Rutgers, the State University of New Jersey, Engineer experience major studios in US Chief engineer at Studio 420, Experienced in the corporate A/V industry, mixing events for Princeton University, the W.H.O., Pfizer, Boeing, Lockheed Martin, TD Bank, and numerous high-profile clients., Experienced FOH Mixer for national touring acts, Systems for specialist for major touring acts, Professional live sound engineer since 1999



SHEFFIELD TRAINING FOR EMPLOYMENT

- ✓ Networking for A/V
- ✓ Basics of A/V design
- ✓ A/V Equipment Rack Build
- ✓ AVIXA® CTS® Certification
- ✓ Crestron® Certification
- ✓ Dante® Certification
- ✓ Focused on creating experiences
- ✓ Focused on creating experiences

IS THE AV INDUSTRY RIGHT FOR YOU?



**Love to learn
something new
every day**



**See the beauty
and creativity in
projects**



**Tackle
challenges with
enthusiasm**



**Enjoy
a changing
landscape**



**Amazed at
advancements in
technology**



**Embrace
your inner
“geek”**



**Roll up your
sleeves for
hands-on work**



**Want to make
a difference in
the world**

FUTURE CAREERS

- ✔ Systems Technician
- ✔ Systems Designer
- ✔ Project Manager
- ✔ Live Events Professional
- ✔ Technology Manager
- ✔ Sales Executive
- ✔ Educational Technologist
- ✔ Broadcast Engineer
- ✔ Content Producer
- ✔ AV Consultant

WHO ARE THE EMPLOYERS?

✓ Anywhere there is AV

- ✓ AV Systems Integration company
- ✓ Manufacturing company
- ✓ Fortune 500 company
- ✓ Tech company
- ✓ School or university
- ✓ Hospital
- ✓ Hotel
- ✓ Museum
- ✓ Government office
- ✓ Sports arena



\$258B

AV Industry Size in 2023

Expected to grow at compound annual rate of 7.2% 2021- 2026

Source: AVIXA Market Intelligence Report 2022

IN-DEMAND

PROBLEM

- ✘ *“The strength of the AV industry is creating a tight labor market, as qualified works are hired at a fast pace. This is excellent new for job seekers, but on the negative side, there are fewer qualified people to fill current openings as they become available.”*

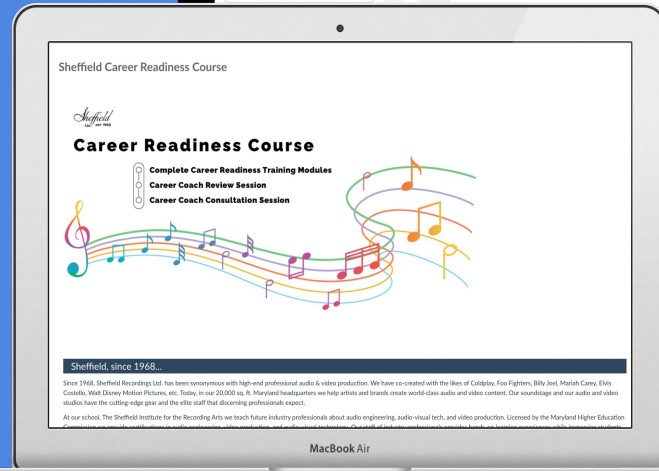
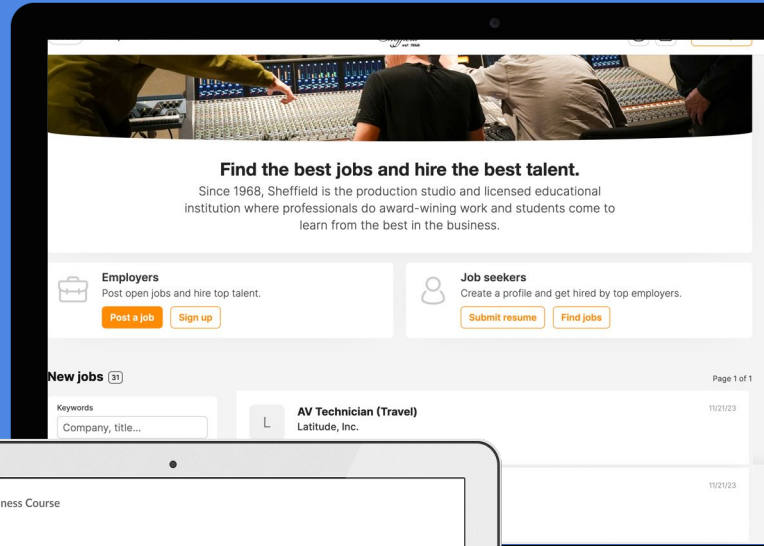
— AVIXA Pro-AV Index 2019

SOLUTION

- ✔ **Sheffield’s TechWorks** offers one of the few trade-specific hands-on learning facilities in the nation tailored to those interested in careers in the professional audiovisual (AV) industry.

CAREER READINESS

Sheffield offers curated job readiness and search tools that help them find the right career upon graduation



CREATING FINANCIALLY INDEPENDENT STUDENTS

Salary Examples:

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**

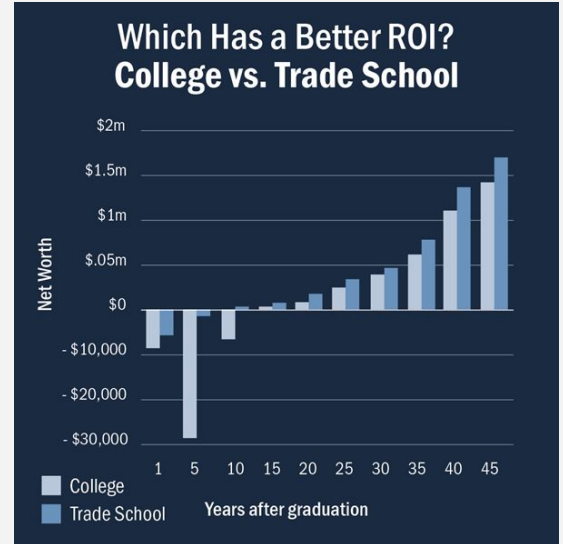
Senior/ Rental and Staging Technician: **\$51,470**

Install Technician II: **\$50,000**

Non-Specialized Rental and Staging Technician: **\$40,780**

Install Technician I: **\$36,550**

What does this mean? Faster entry into a career path vs. 4-year University, Greater earnings potential over time, Attainable Return on Investment (ROI), Specialized technical skillsets promote job security



BENEFITS

ACCESSIBLE ENTRY

A/V jobs are available to high school graduates, providing an exception to the common trend where many positions require a college degree.

DIVERSIFICATION OF SKILLS

A/V integrators are incorporating IT and unified communication experts, offering professionals multiple options to enhance and diversify their skills.

STABLE FUTURE

The A/V industry has consistently grown, with nearly half of integrators increasing revenue in 2015, and a third maintaining stability. This stability provides a level of job security uncommon in other industries.

CAREER GROWTH OPPORTUNITIES

Integrators experience significant upward growth, allowing high school graduates to transform entry-level positions into lifelong pursuits. Roles like designers and solution managers offer continuous challenges that blend creativity and skill, preventing work from becoming monotonous.





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