



AVIXA SITUATIONAL ANALYSIS & SOCIAL MEDIA STRATEGY FRAMEWORK

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BACKGROUND INFORMATION

- HISTORY OF AVIXA
- MISSION & VISION



HISTORY

AVIXA, FKA INFOCOMM INTERNATIONAL

Since 1939, InfoComm International has been leading the professional AV and information communications industry worldwide.

Over the years, technology has grown evermore complex and capable, and at each turn, InfoComm International has been there providing the industry with guidance and setting the standards for implementation.

Today, professional technology continues to advance, however, rapid growth in the consumer technology sector has made once mystifying technical feats seem remarkably commonplace. Where once clients asked for technical assistance, they are now asking for more esoteric things. They are looking for magic. They are looking for a “wow” factor. And though the demands in the market have shifted, it has not eroded the need for AV professionals. Instead, it’s redefined what an AV professional is, creating new and exciting roles and disciplines for implementers and innovators across the globe.

AVIXA believes that AV has more relevance in people’s lives today than it ever has before.

HISTORY

INFOCOMM INTERNATIONAL IS NOW THE AUDIOVISUAL AND INTEGRATED EXPERIENCE ASSOCIATION

As of 2017, InfoComm International became The Audiovisual and Integrated Experience Association, (AVIXA®).

The name Audiovisual and Integrated Experience Association marries the straight forward and traditional notion of audiovisual (AV) with a new concept of Integrated Experiences (IX).

The change reflects AVIXA's broadening mission to be an industry hub, while also acting as a catalyst for market growth beyond what has been considered traditionally as professional AV.

MISSION & VISION

WHAT IS THE MISSION/ VISION OF AVIXA?

AVIXA believes audiovisual technology changes how people communicate and experience the world.

The association helps drive the market for audiovisual solutions and serves as a hub for the AV community, which is comprised of professionals who use technology to create integrated experiences, in settings such as classes, museums, theaters, worship experiences, concerts, arenas, and more.

With over 11,400 members, AVIXA shares a love of technology, creative content, and communication with the AV community at events around the world through trade shows, webinars, courses, networking, and other events. AVIXA is a hub for professional collaboration, information, and community, and is the leading resource for AV standards, certification, training, market intelligence, and thought leadership.

There is no established tagline for AVIXA. However, AVIXA occasionally utilizes various phrases including:

- *Together, we can change the way people experience the world.*
- *Find out what AV can do for you.*

ABOUT THE BRAND

- INDUSTRY
- COMPETITORS



INDUSTRY

AVIXA is part of the Audiovisual and Integrated Experience industries. These industries are closely related to the Technology industry.

COMPETITORS

AVIXA'S KEY COMPETITORS

Consumer Technology Association:

It's about ideas, large and small, that keep us connected, that help us move, that spark even bigger ideas. The Consumer Technology Association (CTA)® convenes companies of every size and specialty in the technology industry to move us all forward. CTA is the trade association representing the \$505 billion U.S. consumer technology industry, which supports more than 18 million U.S. jobs.

Similar to AVIXA's InfoComm, CTA hosts a trade show called CES:

- **Consumer Electronic Show:**

CES® is the most influential tech event in the world – the proving ground for breakthrough technologies and global innovators. This is where the world's biggest brands do business and meet new partners, and the sharpest innovators hit the stage.

COMPETITORS

AVIXA'S KEY COMPETITORS

National Association of Broadcasters:

The National Association of Broadcasters is a trade association and lobby group representing the interests of commercial and non-commercial over-the-air radio and television broadcasters in the United States. The NAB represents more than 8,300 terrestrial radio and television stations as well as broadcast networks.

Trade show:

- **NAB Show:**

NAB Show® is the annual trade show of the National Association of Broadcasters (NAB) held in Las Vegas, Nevada. The show is a global gathering of content professionals from the media, entertainment and technology industries and attracts close to 100,000 attendees from 165 countries along with 1,500+ exhibitors. This pinnacle event is the eighth largest trade show in the United States and is considered to be an unrivaled source for those seeking to create superior audio and visual experiences.

COMPETITORS

AVIXA'S KEY COMPETITORS

CEDIA:

CEDIA, the global industry association and central touch point for residential technology, provides members with cutting-edge education, develops standards to ensure the highest levels of professionalism, and is the industry's only certifying body. CEDIA furthers collaboration with architects, designers, builders, and homeowners to deliver technology solutions that allow families to experience their best moments in life in the comfort of their own homes.

Trade show:

- **CEDIA Expo:**

CEDIA Expo is THE platform where residential technology integrators, designers and construction professions connect, learn, and engage. CEDIA Expo brings together thousands of home tech pros and hundreds of exhibitors to the leading event for smart home technology.

CURRENT PRESENCE

- TONE & VOICE
- CURRENT TALK



tone & voice

tone

Simple, yet informative and captivating.

voice

- Professional **not** Stodgy
- Confident **not** Aggressive
- Informed **not** Arrogant
- Helpful **not** Patronizing
- Genuine **not** Informal

CURRENT TALK

AVIXA'S CURRENT TALK AND CONVERSATIONS

- **InfoComm Tradeshow [June 4-10, 2022]:**
InfoComm is the most comprehensive event for audiovisual solutions that enable integrated experiences.
- **D=SIGN (Digital Signage Conference at InfoComm) [June 7-8, 2022]:**
D=SIGN gives attendees insight into what's next for digital signage and preps them for what's in store on the show floor. This conference includes discussions on topics like AI-automated content, media players vs. SOC, maximizing mobile in the digital signage ecosystem, what the future holds for narrow pitch LED, and more!
- **CongresoAVIXA [April 27-29, 2022]:**
CongresoAVIXA is a member-free, virtual, four-day event, for All AV and IT industry professionals, end users and students from Latin America, Spain and Portugal interested in advancing their professional development, networking and technology trends knowledge. This event delves into the most relevant, top-of-mind technology issues, challenges, and ideas that impact the AV industry.

PROPOSED SOCIAL MEDIA STRATEGIES

- SMART GOALS
- VALUE PROPOSITION
- STRATEGY IDEAS
- TARGET AUDIENCE
- KEY METRICS



SMART GOALS

AVIXA'S KEY COMPETITORS

1. Increase the engagement on social media posts to an average of 1% of AVIXA's number of followers within the next 6 months

*For example, if AVIXA has 100,000 followers across **Instagram** and **Twitter**, the association should have a minimum of 100 likes, comments and/or shares (combined) for each post/tweet.*

2. Increase the amount of followers to 40k across all platforms by 2023

Currently, AVIXA has nearly 5,000 followers on Instagram and 25.6K followers on Twitter. This year, AVIXA should gain 10,000 followers (combined between Instagram and Twitter), which roughly equates to 1,250 followers per month until January 2023.

VALUE PROPOSITION

AVIXA HAS A LOT TO OFFER

AVIXA is a hub for professional collaboration, information, and community, and is the leading resource for AV standards, certification, training, market intelligence, and thought leadership.

Broken Down:

- Information & Education
- Community
- AV standards
- Certification
- Training
- Market intelligence
- Thought leadership content

STRATEGY IDEAS

1. Give AVIXA a name and face on social platforms

Adding a face to the brand will allow AVIXA to form a strong human connection with its audience and community. Connecting with your audience on a human level helps increase engagement, loyalty, and trust. Furthermore, giving AVIXA a face may make the association more identifiable and memorable. This individual can show up in many ways on AVIXA's social platforms including page takeovers, stories, hosting IG lives, narrating and voice over of informative videos, etc).

2. Engage with AVIXA followers by keeping the conversation going and sharing content that encourages a response

Finding creative ways to engage with AVIXA's audience will aid in increasing follower engagement on Twitter and Instagram. AVIXA can start by making it a habit to consistently respond to comments, DMs, and Tweets in a timely manner. Additionally, sharing useful content like AV tips, tricks, lessons, and tutorials can help spark conversations online. Finally, AVIXA can host fun and exciting events exclusive to their social networks, such as giveaways that require audience contributions or contests in which they share content created by real-life AV professionals or companies.

TARGET AUDIENCE

AVIXA SHOULD TARGET THE FOLLOWING PERSONAS



Everyday AV Professional

- Individual currently working within the AV industry
- Actively working on the technical aspects of live events, digital signage, audio engineering, etc.
- 28-55 years of age
- Commonly a male, but not limited
- Knowledgeable, experienced, wants to stay current



AV Enthusiasts

- Individual highly interested in audiovisual technology and integrated experiences
- Beginner or intermediate experience
- 16-27 years of age
- Exposed to or learning about AV in their personal environments (church, school, vr, museums, etc).
- Desires to become an AV guru

KEY METRICS

PERFORMANCE METRICS FOR TO EVALUATE RESULTS

- **Follower Count:** track followers to determine overall reach
- **Likes:** to determine overall appreciation and interest level
- **Comments:** to determine follower willingness of direct engagement and interaction
- **Shares/Retweets:** to determine follower willingness to inform others of AVIXA content

