

10 QUESTIONS TO ASK BEFORE HIRING AN AUDIO VISUAL COMPANY

1

HAVE YOU WORKED ON AN EVENT LIKE MINE BEFORE?

Chances are, an experienced team of AV professionals have tackled all kinds of events. But if your particular event seems complicated to you -- several meeting sessions in various locations over many days -- it's okay to ask for examples of similar events the company has executed and how they manage all the moving parts.

2

HOW ARE YOU DIFFERENT FROM EVERY OTHER AV COMPANY?

Every AV company should be prepared to answer this question. After all, there's a lot of competition out there. Whether the response is impeccable customer service, the number of expert staff members with second-to-none experience, the services the company offers, or something else, you can determine what's important to you as a client.

3

WHAT IS INCLUDED IN THE QUOTE?

Some of the services you're paying for are rather obvious. No doubt you'll see items such as microphones and screens named on your quote. But there's likely to be other equipment you're unfamiliar with, and you shouldn't be shy about asking the AV company to explain everything that is included. Beware of the company that can't describe every line item in ways you can better understand.

4

DO YOU CHARGE EXTRA FEES?

This is a related question, but important for having clarity on what you can expect to pay for services. What if setting up and breaking down take longer than anticipated? If something requires additional equipment outside of the original quote, or another AV technician is needed to staff the event, you'll want to be sure you are notified ahead of time to avoid surprises in the final bill.

5

HOW CAN WE ACCOMPLISH THE SAME THINGS BUT SAVE MONEY?

Every organization has a budget, and a reputable AV partner will understand that. The right AV partner for you also is experienced and creative enough to know how some elements of a an AV plan can be adjusted to save on costs without sacrificing quality. They'll be willing to talk about the pros and cons of different equipment or doing without certain items.

6

WHAT SHOULD I ABSOLUTELY NOT SKIMP OUT ON?

On the other hand, a good AV professional will tell you what cuts to the AV budget will negatively impact your vision for the event. Make sure you understand why before you decide whether to take the advice.

7

HOW OLD IS YOUR EQUIPMENT AND HOW DO YOU MAINTAIN IT?

A serious, established AV company should continually upgrade and improve the equipment it uses. There should be a strictly followed maintenance schedule to make sure every client and every event gets the best service possible. Find out how they handle repairs and situations when they have to deal with broken equipment at an event.

8

WHAT IS YOUR PROCESS FOR CREATING AN EVENT?

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9

DO YOU TRAVEL TO OTHER CITIES?

This is an important question to ask if your organization hosts events in various geographic locations. It would be great to find an AV partner you enjoy working with who can provide services wherever you go!

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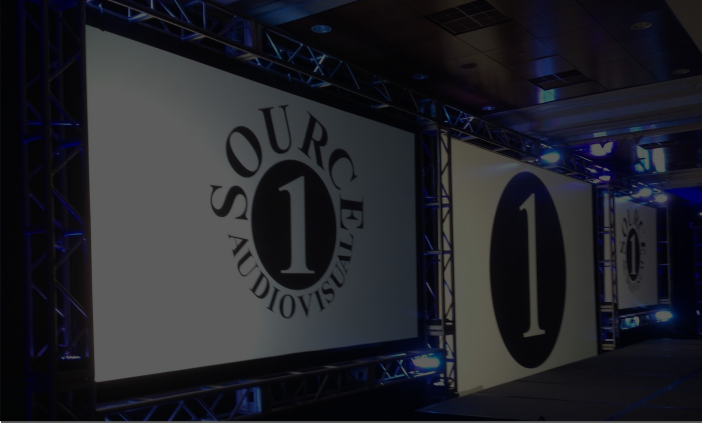
ARE YOU SURE YOU CAN EXECUTE MY VISION?

Enthusiastic AV professionals are excited to tell you all about the fancy equipment for sight and sound. They'll be quick to assure you they know exactly what you're looking for, and everything will be perfect. The right AV company for you won't be offended if you ask this question. Take the time to really explain how you envision the event -- from stage to screens to lights to audience seating -- and ask if they can produce some kind of sketch or design of how they can bring it to life. That will either ease your worry (it looks great!) or give you the chance to make corrections and suggestions to improve it (avoid a big disappointment).

OTHER EXPECTATIONS

In addition to the above questions we've suggested, there are some general things you should expect from the AV company you hire:

- **Prompt Response Time** - Whether it's the first inquiry you make or you are working together already, you want a company that won't delay in answering your calls or emails.
- **Flexibility** - Remember, they work for you and should be able to grant any reasonable request, no matter if it wasn't part of your original plan.
- **References** - Ask for the names of clients you can contact for perspective.



What other questions can you think of?
We'd love to hear your thoughts!

SHARE THEM
WITH US!

REQUEST
A QUOTE!

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