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### **Advantages to Using an Outsourced Audiovisual Company**

Most larger venues including hotels, have an in-house audiovisual company that can provide you with all of our onsite audiovisual needs. However, at GavCom Media Productions, we feel that there are a number of advantages to using an outsourced audiovisual company for your next meeting. Here are a few reasons why:

#### **Experienced Audiovisual Technicians**

In-house audiovisual technicians can be very knowledgeable and talented. However, outsourced firms often have technicians that work on a wider variety of events, simply due to the nature of their business. Outsourced audiovisual technicians often work on small, large, indoor, and outdoor events.



#### **Up-to-date Equipment**

Outsourced audiovisual companies are always updating their equipment and purchasing the latest audiovisual equipment available. However, this is often not the case for in-house suppliers. They usually make a large investment upfront, and do not replace the equipment for three to five years.

#### **Limited Budget**

Outsourcing your audiovisual needs is often less expensive than using an in-house provider, because in-house providers are required to give some of their profits back to the venue (sometimes up to 50%). This allows for less wiggle room when negotiating and often increases your AV costs.

#### **Relationship Building**

Working with an in-house audiovisual company would be similar to replacing your in-house meeting planners before every meeting. Using an outsourced audiovisual company helps you build excellent working relationships that move with you from event to event. An outsourced audiovisual supplier will have a greater understanding of your needs, wants, and budget.

#### **Focused On Your Event**

In-house audiovisual suppliers often have multiple meetings taking place on one day. So, as a result, you may not have a technician dedicated to your unique needs on the day of the event. Outsourced audiovisual companies will dedicate one technician to your event and ensure that it is flawless from start to finish.

Contact us today to learn how we can make your next event outstanding!

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#### **GavCom Media Productions**

- p: 416.746.5050 • f: 416.746.5050
- e: [info@gcmp.ca](mailto:info@gcmp.ca) • w: [gcmp.ca](http://gcmp.ca)