



Rise AV Mentoring Programme

Frequently Asked Questions (FAQs)

What is Rise AV?

Rise AV is a not-for-profit organisation dedicated to advancing gender diversity across the AV, live events, and production technology sectors.

We do this through professional development, visible representation, advocacy, and community-building, creating meaningful pathways for women to enter, thrive, and progress in the industry.

What problem is Rise AV addressing?

The AV industry is facing a critical skills shortage, with an estimated 2.3 million unfilled roles projected by 2026. At the same time, women represent just 9% of the overall workforce and only 2% of technical roles.

By attracting and retaining more women, the AV industry can significantly expand its talent pool and address the skills gap. The business case is clear:

- Diverse teams are **25% more profitable**
- Decisions are made **78% faster**
- Innovation-driven revenue increases by **19%**

However, persistent barriers, including unconscious bias, limited access to mentorship and training, a lack of visible role models, restricted career progression, and non-inclusive workplace cultures, continue to prevent women from entering, progressing, and remaining in AV careers.



How does Rise AV help solve this?

Rise AV directly addresses these challenges by:

- Building strong professional networks and supportive communities
- Educating the industry on existing barriers and how to remove them
- Providing targeted mentoring and skills development
- Creating clear pathways for women to succeed and lead

With the support of sponsors and industry partners, Rise AV is helping to future-proof the AV industry by strengthening its talent pipeline and workforce diversity.

What is the Rise AV Mentoring Programme?

The Rise AV Mentoring Programme is a free, six-month professional development programme designed to support and empower women working in commercial AV, live events, and production technology.

The programme includes:

- **One-to-one mentoring**
A minimum of 12 hours of personalised guidance with a senior AV industry mentor.
- **Exclusive networking opportunities**
Access to curated industry events to build meaningful professional relationships.
- **Specialised training**
A mix of online and in-person sessions covering:
 - Career mapping
 - Personal branding
 - Confidence and resilience
 - Presentation and communication skills



- AV industry knowledge and career pathways
- **Community**
A trusted network of women and allies who support and uplift one another throughout their careers.

This is a unique opportunity to connect with industry leaders, build confidence and capability, and take the next step in your AV career.

Why mentoring - and why does it matter?

Mentoring is one of the most effective ways to support women in traditionally male-dominated industries.

In AV, women often face challenges such as imposter syndrome, limited access to professional networks, and a lack of confidence or advocacy. Mentoring helps to break down these barriers by offering personalised guidance, visibility, encouragement, and practical career support, while fostering a genuine sense of belonging.

What will mentees gain from the programme?

Mentees accepted into the Rise AV Mentoring Programme embark on a transformative six-month journey. Participants will:

- Gain clarity on their career direction through tailored mentorship and goal setting
- Explore new career opportunities and pathways within the AV sector
- Build confidence, self-awareness, and resilience
- Expand their professional network and form meaningful industry connections
- Develop key skills through expert-led workshops and masterclasses



- Gain insight into industry trends, emerging technologies, and best practices
- Receive ongoing support from mentors, peers, and the Rise AV team

What do businesses gain from having women participate in mentorship and professional development programs like Rise AV?

Businesses gain strategic advantages when women are mentored and supported through professional development programmes. These initiatives help retain and engage talent, strengthen the leadership pipeline, and address gender imbalances in management.

They also extend professional networks, giving participants access to senior AV professionals, industry insight and sponsorship that can accelerate career progression.

Gender-diverse leadership teams have been shown to improve performance, decision-making and innovation. Mentoring fosters a more inclusive and collaborative culture, while leveraging women's perspectives to better understand customers, develop products and explore new market opportunities.

Programmes such as Rise AV enhance employer branding by demonstrating a commitment to equity and talent development, and participants often go on to mentor others, creating a ripple effect that strengthens the organisation's long-term growth.



Who can apply as a mentee?

The programme is open to ambitious women based in the **UK and APAC** who want to progress their careers in AV, live events, or production technology.

Applicants may include women who are:

- In the early stages of their AV career (typically up to six years' experience)
- More experienced professionals seeking to rebuild confidence or refine their skills
- Working in any AV-related role, including engineering, project management, sales, marketing, HR, consulting, events, manufacturing, or distribution

APAC participants

Applications are open across the Asia-Pacific region. While up to four in-person workshops and networking sessions will take place in **Hong Kong and Singapore**, we welcome applicants from all APAC countries. Wherever possible, participants will be matched with mentors from their own country to reflect the cultural context. Additional locations may be considered depending on demand.

Is the programme suitable for freelancers or contractors?

Yes. The programme is fully suitable for **freelancers, contractors, and permanent employees** working across the AV, live, and production technology sectors.



Who can apply a

Rise AV mentors are experienced professionals of all genders who are passionate about developing talent and championing diversity.

To become a mentor, you must:

- Have substantial experience and expertise within the AV, live, or production technology industries
- Commit to at least **two hours of mentoring per month** over six months
- Be willing to participate in up to **three in-person events per year**
- Be based in the UK or APAC

Mentors should apply only if they can fully commit to the programme, ensuring meaningful and productive mentoring relationships.

Why become a Rise AV mentor?

As a mentor, you will:

- Help shape the future of the AV industry
 - Develop your leadership, coaching, and communication skills
 - Actively support diversity and inclusion
 - Expand your professional network
 - Gain personal fulfilment from making a tangible impact on someone's career
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Can I apply if I'm Singapore?

ong Kong or

Yes. We actively encourage applications from across the APAC region. While some in-person sessions will be held in Hong Kong and Singapore, the majority of the programme is delivered online.

Can Rise AV Regional Council members apply?

Yes. Regional Council members are encouraged to apply. Participation offers valuable insight into the programme and a deeper understanding of the initiatives you are supporting.

What is the application process?

Applications are open to mentors and mentees in the UK and APAC. Each region accepts **30 mentors and 30 mentees** to ensure the programme remains high-quality and personal.

Not all applicants will be successful. Selection is based on achieving the best possible mentor–mentee matches and the information provided in the application. Unsuccessful applicants may be kept on record for future programmes.

The application links are below:

[Mentors](#)

[Mentees](#)



How are mentors matched?

Matching is carefully managed by the Rise AV team, based on:

- Career goals and experience
- Personal preferences (for example, mentor gender or learning needs)
- Cultural context
- Avoiding competitive company pairings

All applications are reviewed individually to ensure the most meaningful and supportive matches.

What happens once you are selected for the programme?

Applicants will receive a **successful or unsuccessful notification in mid-March**.

If selected, you will:

- Receive the full programme calendar with key dates added to your diary
- Be invited to join a **mentor or mentee WhatsApp group**

Joining the WhatsApp group is optional, but strongly encouraged. These groups play an important role in community-building, peer support, networking, and creating a sense of belonging. They also connect you to the wider Rise AV community, including past mentors and mentees.

Mentor-mentee pairings will be introduced in mid-April.

Following the introductions:

- Rise AV will share a **press announcement** celebrating the programme and pairings



- Pairings will be featured on the Rise AV website
- Participants will receive **personalised social media assets** to share their involvement

Sharing your participation helps expand your professional network, strengthen your personal brand, and support Rise AV by encouraging future applicants.

Throughout the programme, the Rise AV team remains available to provide guidance, advice, and safeguarding support to both mentors and mentees.

What does the six-month programme look like?

Approximately **80% of the programme is delivered online**, focusing on transferable professional and leadership skills.

The remaining **20% consists of regional, in-person networking and community events**, such as site visits, speed networking, and industry meet-ups.

The agenda for the 2025 UK programme can be found [here](#) to be used as an example.

What is the expected time commitment?

Mentees

Full participation is required for both online and in-person sessions. Repeated non-attendance without a valid reason may result in removal from the programme.

We ask that you see your manager for approval before applying, and that they support you attending events, and provide travel expenses. Please reach out to Rachael - rachael@rise-av.com if you need any assistance with this.



Mentors

Mentors must commit to:

- At least two hours of mentoring per month
 - Participation in up to three in-person events per year
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Do you provide a guide for mentoring?

We believe mentoring works best when it's personal, not programmed. Every journey is different, especially when starting from a place of 'I don't know...', so we don't use a fixed script for our six-month process.

We encourage you to let your partnership evolve naturally through curiosity and relationship-building. While the process is organic, you're never on your own; we host regular touchpoints and meet-ups to support you every step of the way."

What support is available if a mentor-mentee relationship isn't working?

Rise AV has a strong track record of successful mentor-mentee matches; however, we recognise that mismatches can occasionally occur, and that is completely okay.

If a pairing isn't working:

- The Rise AV team can arrange a rematch with another mentor
- Regular check-ins help identify and resolve issues early

We do not micromanage mentoring relationships, but we do expect participants to communicate openly. The Rise AV team is always available to support, advise, and safeguard participants.



What happens at the end of the programme?

All participants become part of the Rise AV alumni community.

Alumni can:

- Take part in future professional development programmes
- Attend exclusive community and networking events
- Volunteer with Rise AV at trade shows and industry events
- Be considered for speaking, panel, and leadership opportunities
- Receive early access to training, initiatives, and collaborations

The mentoring programme is designed to be the beginning of a long-term relationship with Rise AV.

What are the key dates?

- Applications close: **31 January**
 - Programme calendar released: **End of January 2026**
 - Successful applicants notified: **March 2026**
 - Programme duration: **May – October 2026**
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What does the programme cost?

The Rise AV Mentoring Programme is **completely free**, thanks to the generous support of our sponsors. We believe access to mentoring and professional development should never be a barrier.

How is Rise AV funded?

Rise AV is supported by industry organisations that share our commitment to diversity, inclusion, and workforce development. All funding is reinvested into the organisation to deliver mentoring programmes, training initiatives, and community-building activities that strengthen the future of the AV industry.

If you are interested in supporting Rise AV, you can find the packages [here](#).