



CLOSING THE SKILLS GAP. EMPOWERING WOMEN IN AV
SPONSORSHIP OPPORTUNITIES 2026



WHY RISE AV?



We are the leading organisation dedicated to fostering gender diversity through professional development, representation and community within the AV, Live and Production Technology sectors.

9% of the AV workforce are women.

2% are in technical roles.

2.3m skilled worker shortfall by 2026.

PROVEN SUCCESS

Building on the success of Rise Broadcast since 2017, this initiative has supported over 2,000 women in technical, engineering, and executive roles, with a global community of over 4,000. With training programmes across all continents.

THE CHALLENGE

The AV industry faces a severe skills shortage, with 2.3 million unfilled roles projected by 2026. At the same time, women make up just 9% of the workforce and only 2% in technical roles

THE BARRIERS

Unconscious bias, lack of mentorship, limited role models, and non-inclusive cultures prevent women from entering, thriving, and staying in AV careers.

THE OPPORTUNITY

The most immediate opportunity to close the skills gap is women. By attracting and retaining more women, the AV industry can effectively double its talent pool. The business case is undeniable: diverse teams are 25% more profitable, make decisions 78% faster, and generate 19% more revenue through innovation.

THE SOLUTION

Rise AV directly tackles this gap by building networks, breaking down barriers, and creating pathways for women to succeed. With sponsor support, we can transform the AV workforce, close the skills shortage, and strengthen the industry for the future.

GOALS AND OUTCOMES



LEVEL THE PLAYING FIELD

Remove systemic barriers and ensure equal access to opportunities for women across all career stages.



ATTRACT, RETAIN AND ADVANCE WOMEN

Inspire women to join, stay, and progress through structured mentoring, training, and professional support.



BUILD FUTURE TALENT PIPELINES

Bridge the gap between education and industry to attract and prepare the next generation of AV professionals.



DRIVE SYSTEMIC AND CULTURAL CHANGE

Partner with organisations to embed inclusive practices and foster long-term industry transformation.



DEVELOP REGIONAL COMMUNITIES

Establish Rise AV worldwide, making professional development accessible to all women in AV and tailored to regional needs, connecting women and allies to strengthen networks.



HOW WE DO THIS: The Five Pillars



Training

Mentoring
Programme
Elevate
Programme

COMING SOON...

C-Suite
Specialist Courses



Corporate

Strive to Rise

Jobs Board

Regional Councils

Surveys +
Benchmarking



Community

Community
Events

Trade Shows

Networking

Retreats



Representation

Panel Plus

Awards



Career Paths

The Academy

Bursaries

Work Experience

Rise ^{AV} 2026 MENTORING PROGRAMME

The Rise AV Mentoring Programme is a free, six-month initiative designed to support and empower women in the commercial AV, live events, and production technology sectors.

Whether they're new to the industry, early in their career, or an experienced professional looking to refine their skills, this structured programme offers a unique opportunity to accelerate their growth and take their career to the next level.

Mentee Will Gain:

- **One-on-one mentorship** with a senior AV industry mentor for at least 12 hours of personalised guidance.
- **Exclusive networking opportunities** - Exclusive access to industry events to expand their network.
- **Specialised training** - Regular in-person and online sessions covering career mapping, personal branding, confidence building, resilience, presentation training, and key topics tailored to learning and understanding the AV sector.
- **Community** - a network of women who support and uplift each other throughout their AV careers.

This is a one-of-a-kind opportunity for women in your organisation to connect with industry leaders, establish meaningful relationships and a sense of belonging, and develop essential skills to take their career to the next level.

www.rise-av.com/mentoring



“Being part of Rise AV has been a really powerful experience for me. As a mentee, I’ve felt genuinely seen and supported in a way that I hadn’t before in my career. My mentor has helped me better understand my own strengths and how to lean into them with confidence, and for the first time, I feel like I don’t have to tone myself down to fit in—I can bring all of who I am to the table.”

~ Georgina Austen-Smith, Diversified

INVEST IN FEMALE TALENT. GROW YOUR BUSINESS FASTER.

The **Rise AV Elevate Programme** is a high-impact leadership development initiative designed to build the next generation of senior women leaders in the AV industry.

This structured 6-week programme, designed by AV women for AV women, is for the women in your organisation who are already making an impact, managing people, stepping into leadership, or currently leading without having had the tools or support to lead confidently.

What Women Will Gain:

- **Lead with authenticity:** Build greater self-awareness and lead with clarity and confidence
- **Communicate with impact:** Strengthen trust, influence, and relationships
- **Break internal barriers:** Overcome self-doubt and imposter syndrome
- **Navigate real-world challenges:** Resolve conflict, align teams, and manage with direction
- **Lead with resilience:** Develop a purposeful, adaptable leadership style that lasts

This is a premium, career-defining opportunity typically valued at around £3,000 per delegate. Thanks to the generous support of our sponsors, we're able to offer it at a heavily subsidised rate. In 2026, Elevate will be CPD-accredited.

www.rise-av.com/elevate-programme

Rise
AV 2026
ELEVATE



**Develop Essential Leadership Skills
Women Can Use Immediately**



**Targeted Coaching and
Personalised Development**



**Gain Access to Senior Industry
Mentors**



**Presenting with Presence, Impact
and Influence**



**Forge a Powerful Cross-Industry
Network**

WHAT'S COMING IN 2026 - POWERED BY YOUR SUPPORT

- The Rise AV Mentoring Programme will return in the UK and launch into APAC, with the US also in the pipelines,
- The Elevate Leadership Development Programme will return in the UK, and this time with a CPD.
- A third professional development programme will launch for women in leadership.
- The Rise AV Awards is launching in May, recognising female talent across the world
- The Community Events Series will launch, open to all genders, uniting the Rise Broadcast and AV communities through honest conversations. These sessions will unite allies across the industry to learn, share, and address the issues affecting people in AV right now. Topics include women's health, allyship, workplace culture, redundancy, and more.
- Our UK Summer Party this year was a highlight, with mentors, mentees, sponsors and advisors in one room. Next year we'll open it to our wider community and past cohorts - bigger, louder, and even more impactful. We'd love you there.
- Strive to Rise, we will work with companies in AV to help them improve their diversity and inclusion policies. To attract and retain talent, we need to drive change from within.
- Market Intelligence & Industry Benchmarking survey for the AV sector delivering critical data on skills, diversity, and workforce barriers, giving sponsors exclusive insights to shape strategy, demonstrate leadership in inclusion, and directly influence the future talent pipeline of the industry.



WHY SUPPORT RISE AV?



Rise AV's initiatives are made possible through the invaluable support of industry organisations that share our dedication to empowering women and upskilling the workforce, ensuring a strong future for the AV sector.

Your sponsorship directly empowers Rise AV to create transformative programmes that foster a more diverse and inclusive AV industry, upskills and empowers women and builds the future talent pipeline.

All funds are reinvested into the organisation to fuel future initiatives and drive continued progress.



Elevate Your Brand and PR

Align with a movement that aims to safeguard the future of AV by empowering women, promoting professional development, and fostering a more diverse and inclusive workforce.



Attract and Retain Talent

Gain access to Rise AV's talent database, along with expert support to enhance and evolve your inclusion policies. These improvements can enhance your appeal to investors, attract top talent, and foster stronger strategic partnerships



Support CSR and ESG Goals

Invest in diversity and inclusion to strengthen impact, boost reputation, attract conscious stakeholders, and drive lasting success.



Upskill Your Workforce

Investing in the women in your business will enhance satisfaction, retention, and productivity while preparing women for leadership and driving long-term success.



Contribute to Transformative Change

Take an active role in supporting programmes that create lasting, positive change, driving long-term industry transformation.

TYPES OF SPONSORSHIPS

Rise AV offers a spectrum of sponsorship and partnership opportunities designed to suit every budget and level of engagement.

Whether you want to amplify your brand, support women in AV at a local level, or take a strategic role in multi-region initiatives, there's a way for your organisation to make a meaningful impact



SPONSORSHIP

Sponsorship provides brand visibility and recognition and directly supports programmes at a country level, creating measurable impact in your local market. You can sponsor the UK, APAC or both! Packages start at £1,000 per year.

PARTNERSHIP PROGRAMME

Partner Programmes are custom-designed and offer a deeper, strategic relationship with influence over global initiatives, elevated visibility, and guaranteed places for your women on our mentoring and leadership programmes.

EVENT SPONSORSHIP

You can also support initiatives at major trade shows like ISE and InfoComm Asia, sponsor networking or community events, or participate in the upcoming Rise AV Awards.

RISE AV INITIATIVE SPONSORSHIP	Bronze Sponsor £1k	Silver Sponsor £2.5k	Gold Sponsor £5k	Headline Sponsorship 10k	Global Partner £20k
Your branding on all emails sent to Rise AV members database, and branded emails Rise AV sends to strategic partner databases - this includes industry press, industry associations and industry events.	●	●	●	●	●
Your company's logo on the partner page of the Rise website, LinkedIn announcement of sponsorship. Logo on any signage at country-specific exhibitions and professional development programmes (Global headline sponsor - all regions)	●	●	●	●	●
2 people to attend the summer and end of programme networking drinks. This will include mentees, mentors, advisory board members and sponsors.	●	●	●	●	●
Opportunity to send branded email to the mentors, mentees and membership database		1	1	2	2
Social media coverage, including job posts and/or promotion of sponsors in-house DEI and training initiatives		2 per year	4 per year	1 per month	Unlimited
Your company's name will be included in all press releases related to Rise AV (minimum eight per year) Gold sponsor UK only / Headline sponsor global press			●	●	●
High Impact Marketing Campaign Showcasing your organisation's DEI initiatives and celebrating the career journeys of your organisations senior women.			●	●	●
Direct talent investment through guaranteed programme places on the Mentoring Programme for women from your organisation			1	1	2 per region
Guaranteed programme places for women from your organisation in Elevate - high-impact leadership training for AV professionals (RRP £995 per delegate)				1	2 (currently UK only)
Interviews and Panel opportunities for women in your business to be on AV Magazine's Making Waves Podcast				●	●
Your branding on all media advertising activity across your chosen region or alll regions for global partner				●	●
Market Intelligence & Industry Benchmarking: Gain full access to Rise AV survey results, including exclusive insights unavailable to other sponsors. Your organisation will be prominently featured in the report and have the opportunity to help shape survey questions, ensuring the findings align with your strategic priorities and provide actionable benchmarking for the AV industry					●
Speaking opportunity at our in-person networking events. (All regions for global)					●
Quarterly strategic sessions where partner insights inform Rise AV's councils, shaping programmes and ensuring partner priorities remain relevant and actionable.					●

GET IN TOUCH

TO FORMALISE YOUR SPONSORSHIP OR REQUEST FURTHER INFORMATION



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