



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



WHY RISE AV?

The AV industry is growing rapidly, but it has a critical people problem. According to AVIXA, the industry is growing by approximately 6% year on year, yet we are already facing a global shortfall of 2.3 million skilled workers. At the same time, we are not fully utilising half the available talent pool. Women currently represent only 9% of the AV workforce, and just 2% in technical roles.

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 is an ageing, historically male-dominated sector where women remain significantly underrepresented. Those who enter are often not adequately supported and, in many cases, do not progress at the same rate as their male counterparts. This reinforces perceptions that the sector lacks inclusivity and is not attractive or accessible to women. While many organisations recognise the importance of improving diversity and inclusion, they often lack the time, budget, and internal capability to deliver meaningful, sustained change.

THE BARRIERS

Non-inclusive workplace cultures and ongoing unconscious bias experienced by women. Limited investment in development beyond senior levels further restricts progression, contributing to a “leaky pipeline” where women leave the industry faster than they advance.

THE OPPORTUNITY

To fix both the talent pipeline and the system that is failing to retain it. The most immediate and impactful way to address the skills gap is by attracting and retaining more women, effectively doubling the available talent pool. The business case is clear: diverse teams are 25% more profitable, make decisions 78% faster, and generate 19% more revenue through innovation.

THE SOLUTION

Rise AV addresses this through two connected pillars: supporting women throughout their careers and working directly with AV businesses to improve inclusion from the inside. This includes upskilling the AV workforce, creating peer support networks, breaking down barriers, and developing clear pathways for women to enter, stay, and progress in the industry. With sponsor support, we can transform the AV workforce, close the skills gap, 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. Plus, peer support networks.



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

Support organisations to help them embed inclusive practices and foster long-term industry transformation.



DEVELOP REGIONAL COMMUNITIES

Establish Rise AV worldwide, making professional development accessible to women in AV and creating support systems, including peer networks that connect women and allies to strengthen relationships and improve access to opportunity.



HOW WE DO THIS: The Five Pillars



Training

Mentoring Programme
Elevate Programme
Amplify Programme
C-Suite Programme
Specialist Courses



Corporate

Strive to Rise
(Diversity & Inclusion
certification for businesses)
Jobs Board
Regional Councils
Surveys +
Benchmarking



Community

Community Events
Trade Shows
Networking
Retreats
Charity Events



Representation

Panel Plus
Awards
Podcasts



Career Paths

The Academy
Bursaries
Work Experience

Rise _{AV} 2026

MENTORING

PROGRAMME

The Rise AV Mentoring Programme is a free, six-month initiative that runs in the UK, APAC and in 2027, the USA and is 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

MEASURING IMPACT

Rise AV is not a one-time intervention. We track impact and continue to support participants well beyond programme completion. We conduct structured follow-ups every 6–12 months to measure career progression, confidence, retention, and ongoing industry engagement. This allows us to understand long-term outcomes, not just immediate feedback.

The outcomes from our mentoring programmes demonstrate clear, measurable impact:

98%

Of mentees report increased professional confidence

90%

Feel better equipped to build and leverage professional relationships

90%

Feel part of a supportive professional community

84%

Report improved communication and presentation skills

81%

Strengthen their personal brand and professional presence

69%

Believe the programme will accelerate their career progression

INVEST IN FEMALE TALENT. GROW YOUR BUSINESS FASTER.

The **Rise AV Elevate Programme** is a high-impact leadership development initiative for women in management, 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 authority 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**

WHY BUSINESSES SHOULD BE INVESTING IN WOMEN LEADERS

While the Mentoring Programme and Elevate are transformational for delegates, it also delivers measurable value for employers.

Organisations across the AV industry consistently tell us they are looking to build stronger leadership pipelines, improve retention, and develop diverse talent capable of stepping into senior positions.

Yet too often, talented women leave organisations because they don't see a pathway forward or don't receive the development opportunities they need to progress.

Investing in women leaders isn't simply the right thing to do. It's good business

When organisations invest in leadership development, they benefit from:

- Stronger leadership pipelines and succession planning
- Higher employee engagement
- Increased retention of high-potential talent
- More confident and capable managers
- Enhanced team performance and organisational effectiveness
- Increased diversity of thought, improving decision-making and innovation
- Extended networks with senior leaders and industry professionals, increasing visibility and opportunity
- Peer support networks that reduce isolation, build confidence and resilience, enable shared learning from lived experiences, and strengthen belonging.

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, Amplify will launch for women in leadership.
- The Rise AV Awards is launching in September, taking place in May 2027 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. This year, we'll open it to our wider community and past cohorts - bigger 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.

As a non-for-profit organisation, 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. We also offer bespoke packages to match your needs.

Whether you want to amplify your brand, support women in AV at a local level, upskill your workforce, or take a strategic role in multi-region initiatives, there's a way for your organisation to improve inclusion and diversity in your business and 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 the US! Packages start at £1,000 per year, per region, with further discounts if you both two or more.

PARTNER 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. Rise AV invites partners who share our values and are committed to setting the benchmark for the AV industry, positioning themselves as globally recognised leaders and employers that actively foster an inclusive and diverse workplace while developing future talent.

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.

PARTNER PROGRAMME



Our partner programme is a bespoke, long-term strategic collaboration, designed around the specific workforce challenges, talent priorities, and inclusion goals of each organisation.

We work in close partnership with you to build a model that delivers measurable business value, while accelerating progress in gender diversity, skills development, and talent retention across the AV industry.

Rise AV invites partners who share our values and are committed to setting the benchmark for the AV industry, positioning themselves as globally recognised leaders and employers that actively foster an inclusive and diverse workplace while developing future talent.

Global Headline Partner

Core Benefits

- Guaranteed access to programme places across all regions (UK, APAC, EU, North America)
- Priority access to emerging female talent pipelines at multiple career stages
- Direct insight into the Strive to Rise accreditation framework and organisational benchmarking
- Full access to Rise AV industry research and survey data, with input into future research design

Global Visibility and Influence

- High-impact storytelling content showcasing your organisation as an industry leader in inclusion
- Speaking and panel opportunities across global Rise AV events
- Integrated social media and thought leadership campaigns
- Brand presence across all mentoring and leadership programmes
- Talent visibility through job posting access to the Rise AV network

RISE AV SPONSORSHIP PACKAGES	Regional Bronze Sponsor £1k	Regional Silver Sponsor £2.5k	Regional Gold Sponsor £5k	Regional Platinum Sponsor 10k	Global Headline Partner £20k
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.	●	●	●	●	●
Company's logo on the partner page of the Rise website, LinkedIn announcement of sponsorship. Logo on signage at exhibitions and events. Global Partner receives branding on all Rise AV social media posts.	●	●	●	●	All Regions (UK, APAC, US)
2 people to attend the summer and end of programme networking drinks in your region. This will include past and present mentees, mentors, regional council members and sponsors.	●	●	●	●	All Regions (UK, APAC, US)
Opportunity to send branded email to community 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
Company's name will be included in all press releases related to Rise AV (minimum 12 per year)			●	●	●
High Impact Marketing Campaign Showcasing your organisation's DEI initiatives and celebrating the career journeys of your organisations senior women.			●	●	●
Panel opportunities for women in your business to be on AV Magazine's Making Waves Podcast			1	2	Unlimited
Guaranteed programme places for women from your organisation on the Mentoring Programme (UK, APAC, US - 2027)			1	2	2 (All regions)
Guaranteed programme places for women from your organisation on the Elevate Programme (heavily subsidised paid for programme) - currently UK only, other regions coming soon.				15% off RRP	1 (All regions)
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				●	●
Branding on all media advertising activity globally key trade press in UK and APAC, soon in US)					●
Speaking opportunity at our in-person networking events					●
Rise AV will deliver one bespoke, collaboratively developed strategic campaign during the partnership term, aligned with the Partner's goals and positioning them as a benchmark for inclusion and diversity in the AV sector					●
Quarterly strategic sessions where partner insights inform Rise AV's councils, shaping programmes and ensuring partner priorities remain relevant and actionable.					●

WAYS TO SUPPORT US

Become a mentor: Share your experience and guide mentees in their careers.

Become a sponsor or join our partner programme: Help fund initiatives that upskill and support women in AV.

Spread the word: Advocate for change in your workplace and across your personal and professional networks.

Volunteer: Contribute your skills to events or generously provide your venues to support our events.

Nominate: Women in your business or network to join our professional development programmes

GET IN TOUCH

TO FORMALISE YOUR SPONSORSHIP OR REQUEST FURTHER INFORMATION



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