

CEDIA[®] STRONG

2020 YEAR-TO-DATE REVIEW

What a year it has been!

The **CEDIASTRONG** campaign that we launched in April was designed to serve as a rallying cry for our industry. We're immensely proud of what we were able to accomplish together with the initiative. Under the **CEDIASTRONG** banner, CEDIA organized virtual events, global roundtable discussions and webinars, established new resources and eliminated fees for online learning—to empower and inspire integrators to build skills and their businesses. To date, thousands of members from all regions of the world have participated in **CEDIASTRONG** events and services.

As we take stock in where we are today, we must acknowledge that together, we truly are **CEDIASTRONG**. Across the globe we hear that our members have persevered, that business is on the rebound and that optimism regarding opportunity for the future is high.

Insight from our Members

As a result of COVID and the launch of **CEDIASTRONG** programs, we have been more connected to members than ever before. Integrator engagement in particular has been “off the charts”, an upside amidst so much pandemic negativity. In response, I'm pleased to inform you that the team at CEDIA has worked to revamp services, develop new tools and programs and reimagine the way different and more members can leverage our industry association. We will be rolling out a series of new initiatives throughout the year and into 2021. Stay tuned, as much of what is in the works has been inspired by your feedback.

Key areas of focus for the association is on:

- » Driving the advancement of technical and business skills of integrators and their staff - for those just getting started, as well as for more established dealerships.
- » We need to attract new and diverse talent to our industry.
- » We must help integrators differentiate themselves so they can attract new customers
- » We want to offer new opportunities for our members to accelerate business growth.
- » We must take the lead to advance awareness of our industry and the important role our professionals play in home technology, especially in a post-COVID world.

Leading the Way with Enhanced Education

Perhaps there's no greater demonstration of our commitment to upping our game than in the recent launch of our all-new [CEDIA Academy](#). Our Education team has spent the last two years revamping our curriculum

and we now boast a state-of-the-art learning platform that features over 50 technical and business courses (in English and some in Spanish) to guide students through pathways towards professional advancement and certification.

Additionally, our instructional designers continue to build new coursework in response to member feedback and need. Check out the [Academy](#) to learn what's new and available.

The time is now to welcome young professionals from around the globe to our industry. With millions of consumers working from home, the need for reliable technology solutions has never been greater. Dealerships are going to need technical professionals at all levels to meet rising demand. And we're at the ready to address this need with our outstanding new curriculum and focus.

Introducing the CEDIASTRONG Scholarship Fund

To drive this further, we just rolled out a new initiative at CEDIA EXPO that beautifully represents the spirit of **CEDIASTRONG** and reinforces our commitment to professional education and workforce development. CEDIA has established a **CEDIASTRONG** Scholarship Fund to eliminate financial barriers for students interested in building careers in the Custom Install space. Through the **CEDIASTRONG** Scholarship Fund, we will pay for coursework, travel, and certification for high-potential students and in so doing, help attract the next generation of our industry's labor force. Please help us by contributing to the [CEDIASTRONG Scholarship Fund](#).

During these unprecedented times, we at CEDIA have been introspective, examining how we can do and be more for our global membership. The **CEDIASTRONG** programs year-to-date speak to our progress. I look forward to sharing new milestones and gains in the months to come.

Be safe, be well, be **CEDIASTRONG**,

Tabatha O'Connor
Global President & CEO
CEDIA



CEDIA® STRONG

INSPIRED A COMMUNITY

VIDEO



4,923
Total views

1,448

1,269

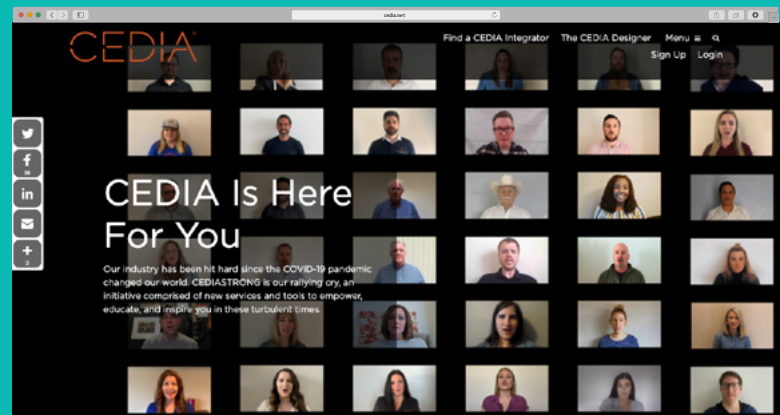
2,206

OVERALL SITE METRICS

Users **up 5.8%**

Sessions **up 51%**

Pageviews **up 122.3%**



PAGE METRICS

- » Class Schedule page **up 547%** in Unique Pageviews
- » Training Search page **up 309%** in Unique Pageviews
- » Resource center **5,741** unique Page Views



842
on Industry Event
Calendar

393
on Roundtables

319
on Financial Resources

274
on Marketing Assets

207
on Webinar Library

138
on Career Planning

CEDIA® STRONG

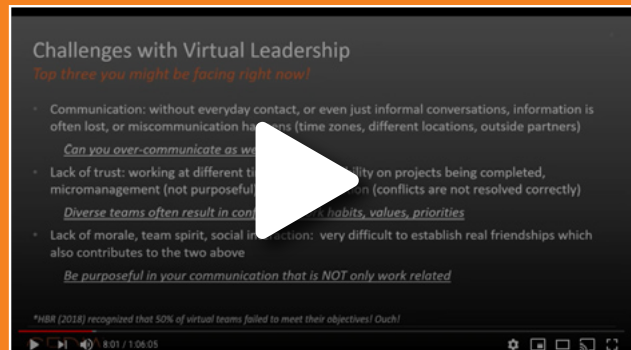
EDUCATED A WORKFORCE

EDUCATION

WEBINARS

4,988
total attendees
on 31 webinars

5,020
video views
on 30 webinars



COURSES



CEDIA® WHITE PAPER

**HDCP 2.2
for Integrators:
HDCP Evolution,
Function &
System Design**

White Papers: 1,755 Downloads

Research: 381 Downloads

Standards/Rec Practices:
128 Downloads

CEDIA® STRONG

LEAD THE WAY

ROUNDTABLES

338 total attendees
on 9 roundtables



Florida (4/29)
75 attendees

Asia Pac (5/6)
15 attendees

California (5/6)
62 attendees

Asia Pac (5/13)
17 attendees

Australia (5/20)
7 attendees

Europe (5/20)
84 attendees

Asia Pac (5/27)
12 attendees

Latin America (6/3)
69 attendees

New York (6/17)
10 attendees

22 COVID-19 specific podcasts,
1 pending (23 total)

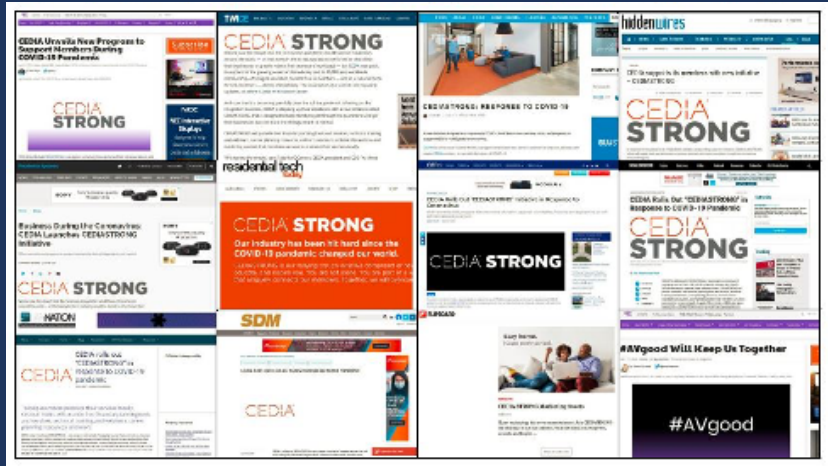
22 Blog posts, 1 pending (23 total)

CEDIA® STRONG

AMPLIFIED MEMBER VOICES

MEDIA COVERAGE on CEDIASTRONG campaign from media outlets throughout the globe:

CEDIASTRONG coverage has registered an estimated reach of **366,276 people** with an estimated earned media value (if purchased) of **\$5,835.25**.



23 COVID-19 specific podcasts

CEDIA® STRONG

COVID-19 RESPONSE

OVERVIEW

- » **Free Education** for members including all online products
- » **Two new webinars per week** (Tuesday/Thursday)
- » **Two new podcasts per week** (Tuesday/Friday; one COVID-19 focused and one technology focused)
- » **Financial webinar** every Monday
- » **Education digest** each Monday that includes all products on a topic and a new, related podcast
- » **Upcoming webinar** promotion each Wednesday
- » **Resource Library** on both cedia.net and community
- » **23 Covid-19** specific podcasts