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.

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
VIDEO

4,923 Total views

- 1,448 on Industry Event Calendar
- 1,269 on Roundtables
- 2,206 on Financial Resources
- 393 on Marketing Assets
- 319 on Webinar Library
- 207 on Career Planning
- 138 on Resource center

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

12,146 CEDIA Strong pageviews since launch
EDUCATION

WEBINARS
4,988 total attendees on 31 webinars
5,020 video views on 30 webinars

COURSES
16,702 Registrations
5,298 U.S.
4,156 India
3,674 UK
819 Nigeria
789 Canada
2,089 learners
546 companies

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
Australia (5/20) 22 COVID-19 specific podcasts, 1 pending (23 total)
22 Blog posts, 1 pending (23 total)
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

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