

## CEDIA Brings Groups to EMEA

Written by Marco Attard  
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Following a successful US launch CEDIA brings CEDIA Groups to EMEA-- a peer-to-peer networking initiative providing an opportunity for installers to talk shop and share best practices with peers.



Each group involves the discussion of challenges and opportunities members face in a confidential and non-competitive manner. Groups take place monthly over teleconferencing or webinar, and as the association puts it the groups allow companies to tap into a deep knowledge base and learn from each other.

The group sets an own agenda and structure, and gets a team leader and CEDIA resources based on the needs of the participants.

The first CEDIA EMEA Group will be hosted by Giles Sutton, CEDIA vice chairman and director of London-based member James + Giles. It includes 7 home technology professionals interested in participating in honest and open conversations on a regular basis.

"Companies cannot survive in a vacuum in this channel," CEDIA says. "You have to connect with the people around you. CEDIA members have been working to help one another find success since the association was formed. There is a strong tie to the community created within the industry and CEDIA is the common thread. CEDIA groups provide an outlet for members to connect with one another year round."

CEDIA EMEA is looking for more professionals interested in becoming Group Member. More information is available in the link below.

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