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CEDIA unveils its new strategic plan-- one that will prioritise the work of the association over the next 3 years, with the hope of "significant" advances in three key areas.



Developed by the CEDIA staff and board, plus input from members and strategy expert Dr. Rebecca Homkes, the plan focuses on education, increasing professionalism through standards, guidelines and best practices, and deeper engagement and partnership with the design and build community.

"CEDIA is committed to members and their success, and this process created clarity around the priorities that provide the most meaningful benefit to them individually and to the industry as a whole," CEDIA CEO Tabatha O'Connor says. "The overall health of the industry is dependent upon a well-trained and professional workforce, and CEDIA's responsibility is to deliver education pathways to support that. CEDIA will seek to enhance the overall education experience through refining, curating, and developing new, relevant, and compelling courses. This will include an improved digital experience as well as expanded regional education offerings."

In 2018 CEDIA has scheduled over 50 training events in 12 countries, available across Europe as well as the US, Canada, India, Colombia, Australia and China. On the standards side, the organisation will collaborate with manufacturers to better understand product road maps and advance awareness, understanding and implementation of new technologies.

As for engagement with the design/build community, CEDIA is building awareness and creating demand for member services with architects, builders and designers. One such initiative is the CEDIA Outreach Instructur program, which will get more emphasis and focus in the future.

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