

Unlocking AV Management with AVaStar: A
Game-Changer for Venues

The Missing Manual: Why AV Operations Are Overlooked

When preparing to open a new property, everything seems to be in place—audiovisual (AV) systems are installed, projectors and screens are positioned, speakers are mounted, digital signage is operational, and any portable gear is neatly packed. Yet, one crucial element is absent: an AV Operations Manual. Unlike other departments, AV often lacks structured guidance, leaving staff scrambling to understand how to manage and optimize event technology.

Without clear guidelines, the operational staff is often left questioning:

- Who selected this equipment, and what is its purpose?
- Was it installed correctly?
- Who will train staff on its operation and maintenance?
- How can we track AV-related revenues and costs?
- Can we streamline our AV management process?

Enter AVaStar—an innovative solution designed to bridge this gap, offering a seamless way to self-manage AV technology efficiently.



The Profitability of In-House AV Management

In venues, while General Managers seek ways to maximize revenues, AV operations are frequently overlooked despite being a profit center, generating a profit percentage to rival rooms operation. Even in non-revenue generating venues such as corporate training centers, higher education campuses, and government institutions many remain unaware of the cost created by inefficiencies and a lack of management systems.

AVaStar is the first-of-its-kind program designed specifically for meeting venues, providing comprehensive oversight of all AV equipment and related costs. AVaStar offers real-time tracking, management, and financial insights that empower staff to take control of their event technology.





The Risk of Unmanaged AV – Why Self-Management Matters

Who "owns" the AV services at different types of venues can be a puzzle. Some venues might outsource this service to a third party provider while others assign responsibility to other departments such as IT, Meeting Services, or even Engineering. However in nearly all venue types there are AV systems outside of the meeting spaces, such as digital signage, F&B entertainment systems, background music, and television distribution throughout the public and amenity spaces. AVaStar's SaaS equipment module can be configured to include all of these systems, ensuring they are maintained and serviced on a regular basis – optimizing their lifecycle and protecting the owner's investment.

How AVaStar Transforms AV Operations

Unlike one-time training sessions from AV installers who disappear post-installation, AVaStar ensures ongoing support and management. This system tracks and manages:

- **Equipment Inventory:** Purchase history, warranties, service contracts, repair records, and usage frequency.
- **Revenue & Cost Analysis:** Understanding how much each piece of equipment contributes to the hotel's bottom line.
- **Storage & Utilization:** Optimizing asset allocation and ensuring equipment availability.
- **Labor & Service Expenses:** Calculating staff management costs and managing external provider fees.
- **Expense Reduction:** Comparing long-term costs of renting versus purchasing advanced systems.

Beyond Sticky Notes and Spreadsheets: The Power of AVaStar

For too long, staff has been forced to rely on fragmented systems—sticky notes, whiteboards, Excel spreadsheets—to manage AV operations. AVaStar replaces these outdated methods with an intuitive, data-driven platform that ensures accuracy, efficiency, and profitability.

AVaStar: The Future of AV Management

The search for an AV Operations Manual is futile because it never existed. However, AVaStar is here to fill the void—offering an intelligent, user-friendly, and highly profitable solution for AV management.

Venues no longer need to rely on guesswork. With AVaStar, they gain access to a system that provides clarity, efficiency, and long-term financial benefits. And when questions arise, support is always just at their fingertips.

Take control of your AV operations today with AVaStar—the smarter, more profitable approach to event technology management.



Scan the QR code to schedule a call.

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