

AV Spending Checklist

A Smarter Guide to
Budget-Friendly Event Production



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Introduction

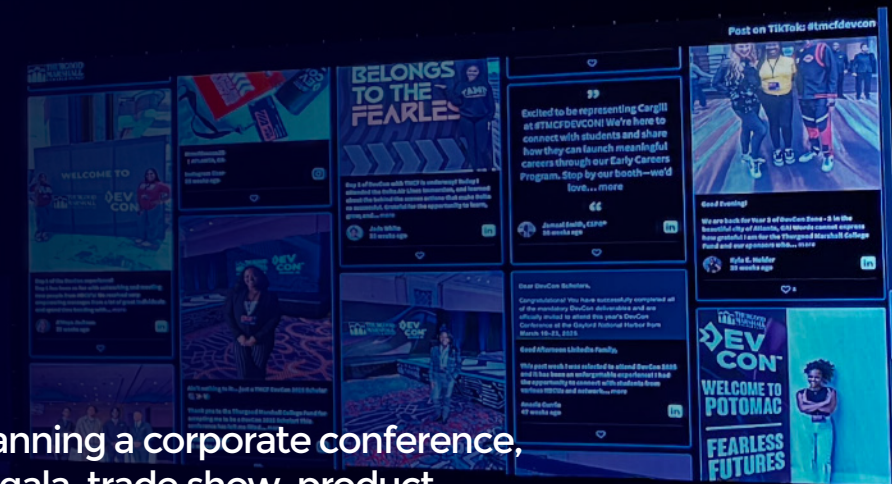
Great events are not defined by how much you spend.

They are defined by how well every detail is executed.

This checklist was created to help business owners, event planners, marketing teams, and organizations make smarter production decisions, avoid common budget traps, and maximize event impact without sacrificing quality.

Whether you are planning a corporate conference, executive meeting, gala, trade show, product launch, town hall, or hybrid event, audiovisual production can quickly become one of the largest and most confusing parts of your budget.

Between venue restrictions, hotel AV pricing, hidden fees, labor costs, internet charges, staging requirements, and livestreaming needs, organizations often spend far more than necessary.





Before You Book the Venue

☐ **Determine your event goals**

Understand the purpose of your event before discussing technology. Are you prioritizing audience engagement, livestreaming, branding, presentations, networking, sponsorship visibility, or content capture?

☐ **Establish a realistic AV budget**

An AV budget helps production partners recommend solutions that align with your goals while avoiding unnecessary spending.

☐ **Ask whether outside AV vendors are permitted**

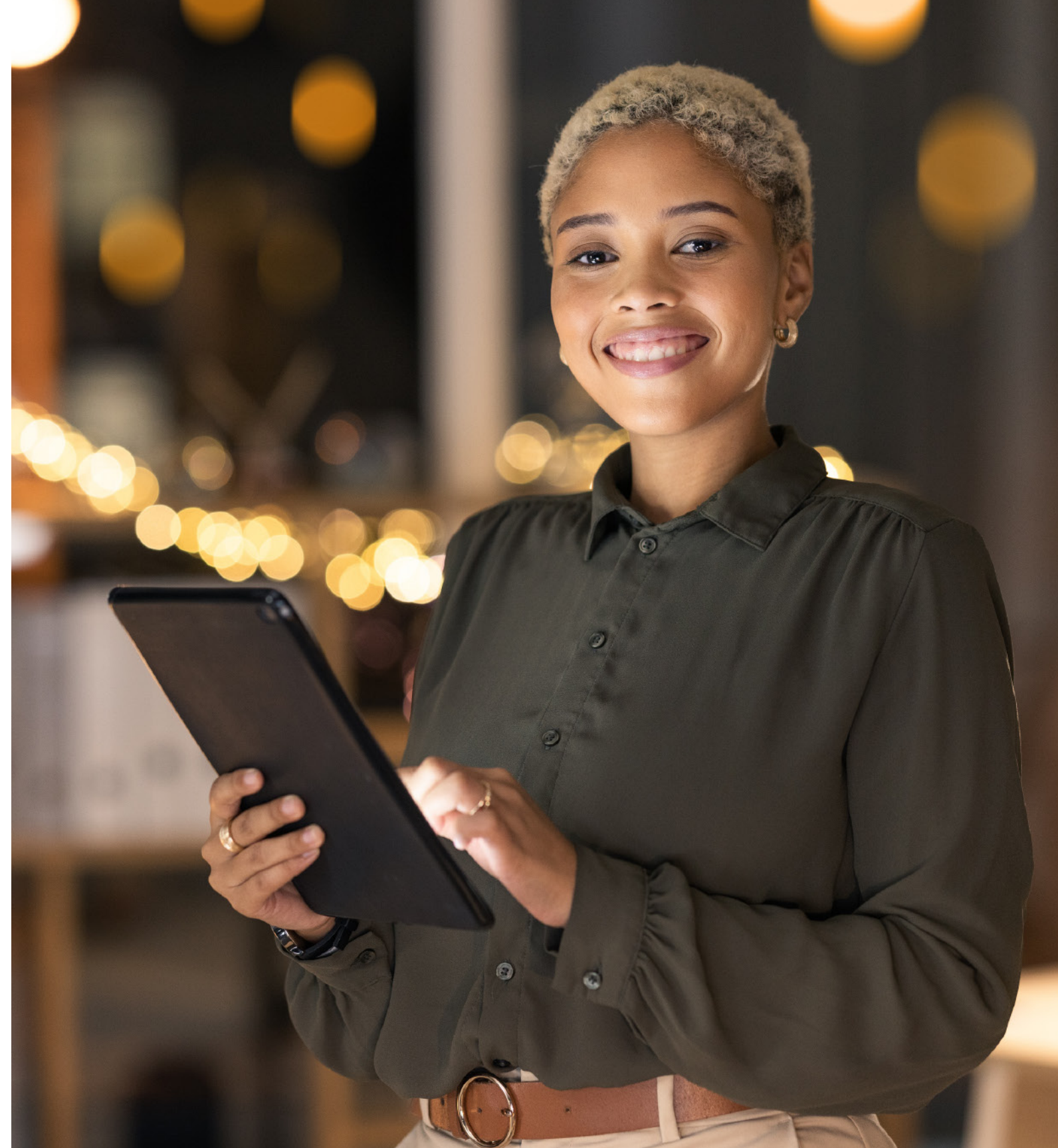
Some venues strongly encourage in-house AV services. Clarify vendor policies early to avoid unexpected restrictions or fees later.

☐ **Identify internet and power requirements**

Many venues charge separately for internet access, bandwidth, electrical distribution, and power drops.

☐ **Include your AV partner in venue walkthroughs**

A production walkthrough helps identify rigging points, stage limitations, camera positions, loading dock access, and technical challenges before contracts are finalized.



Before Signing an AV Contract

☐ Compare multiple AV quotes

Avoid comparing only total price. Review labor, equipment quality, internet, setup time, rehearsals, and support levels.

☐ Review hidden fees carefully

Watch for:

- Labor minimums
- Overtime charges
- Rigging fees
- Internet charges
- Power distribution fees
- Equipment delivery fees
- Setup and breakdown costs
- Union labor requirements

☐ Ask whether outside AV vendors are permitted

Not all packages include microphones, confidence monitors, livestream support, recording, lighting, or staging.

☐ Verify backup systems

Professional production companies should have backup solutions for audio, internet, recording, switching, and presentation playback.

☐ Clarify setup and rehearsal schedules

Insufficient rehearsal time often creates technical issues and last-minute labor costs.

☐ Ask about flexibility for future changes

Event needs evolve. Confirm whether specifications can be updated without excessive change fees.

Event Production Checklist

☐ Confirm audio requirements

Ensure there are enough microphones for presenters, moderators, audience Q&A, livestream feeds, and recording.

☐ Plan audience sightlines

Not all packages include microphones, confidence monitors, livestream support, recording, lighting, or staging.

☐ Consider LED walls instead of projection

LED displays often provide:

- Better visibility
- Improved branding
- Higher brightness
- Cleaner visuals
- Sponsorship opportunities
- More flexible stage design

☐ Confirm presentation formats in advance

Collect all presentations, videos, and graphics early to avoid compatibility issues on site.

☐ Plan for livestreaming and hybrid attendees

Virtual audiences expect professional-quality experiences with clean audio, multiple camera angles, and reliable streaming.

☐ Schedule technical rehearsals

Run-throughs help identify timing, transition, presentation, and production issues before attendees arrive.

☐ Prepare branded visuals and content

Strong visuals elevate professionalism and audience engagement.



Day-of-Event Checklist

☐ **Arrive before attendees**

Allow time for final testing, adjustments, rehearsals, and troubleshooting.

☐ **Confirm presenter audio levels**

Every presenter speaks differently. Proper sound checks improve audience experience significantly.

☐ **Verify livestream quality**

Test video quality, internet stability, audio feeds, recording functionality, and platform connectivity.

☐ **Monitor audience experience**

Check sightlines, room audio coverage, lighting levels, and screen visibility from multiple seating areas.

☐ **Keep communication centralized**

A single production lead improves coordination between presenters, venue staff, AV technicians, and event organizers.

☐ **Schedule technical rehearsals**

Run-throughs help identify timing, transition, presentation, and production issues before attendees arrive.

Post-Event Checklist

☐ **Review production performance**

Discuss successes, challenges, and opportunities for future improvements.

☐ **Analyze attendee feedback**

Audience responses can help identify production elements that created the greatest impact.

☐ **Evaluate livestream analytics**

Review audience engagement, viewing time, attendance, and content performance.

☐ **Repurpose event content**

Recorded sessions, highlight reels, testimonials, and photos can extend event value long after the event ends.

☐ **Build a long-term AV partnership**

Working with the same production partner over time often improves consistency, efficiency, and pricing.

Red Flags To Watch For



☐ Be cautious if:

- AV pricing seems intentionally vague
- Internet pricing appears excessive
- Labor costs are unclear
- There is no backup equipment plan
- Vendors cannot provide examples of pastwork
- Communication is inconsistent
- Contracts contain unclear change fees
- You feel pressured into using one provider



Why Organizations Choose Audiovisualpeople ◀

- ▶ **People-Powered Service**
Experienced professionals focused on collaboration and flawless execution.
- ▶ **Technical Precision**
Modern production systems designed to deliver seamless experiences.
- ▶ **Cost-Conscious Planning**
Solutions built to maximize impact without unnecessary spending.
- ▶ **Full-Service Production**
One coordinated partner for sound, video, livestreaming, staging, lighting, and content production.
- ▶ **Scalable Event Support**
From executive meetings to large conferences and live productions.

Ready To Make Your Event Budget Go Further? ◀

AudioVisual People helps organizations create exceptional event experiences while avoiding unnecessary production costs and hidden fees.

Before signing your next AV contract, talk to a team that prioritizes transparency, quality, and flawless execution.



Let's create something unforgettable.

People Powered. AudioVisual Excellence.

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