

# vive la CEDIA!

**I**n June, CEDIA hosted a training and networking event in Nice for French-based home technology professionals. The two-day event featured a range of manufacturer product training courses and CEDIA education sessions, hosted by three local CEDIA members.

Day one was free to home technology professionals and followed the format of a CEDIA Tech Forum. Throughout the day, attendees had the opportunity to participate in a number of 60-minute manufacturer product training sessions held by the six event sponsors: B&W Group, Crestron, Genesis Technologies, Meridian Audio, Prestige Distribution and Vivateq.

The Meridian Audio session, entitled 'Enjoy high-Resolution Audio' was the best attended training course of the event. Barry Sheldrick, Director of Sales at Meridian Audio commented: *"We were delighted to be part of the CEDIA Tech Forum in Nice. These events provide us with a great opportunity to present the Meridian brand and the benefits it delivers to both installers and their customers. The structure of the day allowed us time to give both informative training, alongside Q&A sessions, in an interactive way. The event was great for networking and it put us in front of the right people. Overall, a great success! Thank you CEDIA."*

Crestron's presentation, 'Crestron Pyng Introduction' also drew in a

large crowd. Jérôme Frizet, Business Developer at Crestron France said: *"For several years, Crestron has developed a strong partnership with CEDIA. As a manufacturer, we are delighted to be able to get involved in the CEDIA training events in France as they allow us to present our latest residential innovations to a quality, well-informed audience. The fact that CEDIA has organised an event in the South of France is very positive, as it enables us to strengthen our synergies and develop new local contacts."*

The first day concluded with a Connect with CEDIA event, where over thirty new and existing members joined CEDIA representatives for a networking session.

Day two was split into three CEDIA training sessions, running before and after lunch. Bruno Napoli, Co-Founder of Krika kicked it off with his course, 'Selling Maintenance Contracts to your Clients'. Following the session, Bruno said: *"I would like to thank CEDIA for giving me the opportunity to share my 25 years of experience in the consumer electronic market with French home technology*



*professionals. It was a pleasure to teach attendees how to deal with maintenance contracts and invoices, in a world where customer service is even more important than the products we sell."*

Thank  
you to  
CEDIA for  
choosing  
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this  
training  
event in  
our area



Christian Polizzi from Azur Control Media attended Bruno's training session and was impressed with the course content. *"Bruno Napoli's seminar exceeded my expectations. As he is from Lyon, it was easy to understand him. We have just signed our first contract using Bruno's techniques. Thank you to CEDIA for choosing to hold this training event in our area. It's great to have the opportunity to link up with other industry professionals who are willing to share their experience and offer advice."*

Before lunch, Marc-Etienne Huneau, owner of The Dark Side of the Room presented a course on effectively working with architects. This course advised attendees on how to be part of the design team effectively, and discussed how to understand key stakeholders and decision makers. Attendees also learnt how to deal

with issues of ownership of the project and how to take advantage of regular trade.

The day was rounded off with a session entitled 'Pieces of Design for Immersive 3D Sound.' This was hosted by Dominique Rigolet, owner of Audire, who commented: *"Dolby Atmos, DTS:X and Auro-3D standards promise precise surround sound for a unique sensory experience. The course aimed to provide details on the positioning of multiple speakers in a private cinema room to ensure that these new requirements are met. The students were very happy with the course and followed up with a number of questions over the next few days, which was very encouraging. Thank you CEDIA for this opportunity."*

CEDIA has also received positive feedback from Hugues Bienfait,

Director of Maurin Audiovisual. *"Coming to this training event has given me a sense of the amount of knowledge I still need to acquire and specialise in. The meetings, networking and discussions between different attendees at the event, whether they were trainers or audience members, was rewarding. This first contact with CEDIA has allowed me to get a foot on the ladder towards my goal of perfecting my skills and improving the quality of the services we offer."*

CEDIA was thrilled to host this training and networking event in France. This event was not only a great opportunity for attendees to develop skills and knowledge about the industry, but also provided them with the opportunity to build lasting relationships with fellow CEDIA members and sponsors.

#### EVENT SPONSORS

**B&W Group**



**CRESTRON**

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