Mastering your Trade at Mediatech Africa

The AV technology industry is a constantly evolving and competitive market, as such, it is essential to be able to make use of current tools and expertise. In the digital age a vital element in the success of any company or industry professional, in South Africa's AV market, is investment in training and education, thereby keeping up to date with advances in international trends.

Mediatech Africa is not only a crucial industry event for visitors wanting to explore ground breaking, advanced technology products and services, but an educational platform for optimising industry developments and getting expert advice on the best use of equipment.

The biennial exhibition takes place 17 – 19 July 2013 at The Coca-Cola Dome, where local and international delegates are invited to attend educational workshops, conferences and interactive training presentations – delivered over the course of the three days. Mediatech show director, Simon Robinson, is focusing efforts on an increased African presence at the exhibition: "We welcome African visitors attending the event, not only for the exhibition but also to

gain valuable knowledge through the conference and educational workshop programs."

Following the success of the previously held presentation at Mediatech 2011, SACIA and the Government AV Forum will be presenting another half-day workshop, with a focus on the use of broadcast and AV technology in government and state-owned enterprises. The workshop will take place from 8am – 12pm on Thursday 18 July at Mediatech. For the two days before Mediatech opens, SACIA will be hosting a new IABM training course focused on the broadcast market: Internet Protocol and Network Essentials for Broadcast Engineers. The course cost is R13 500, but for SACIA members and out-of-town delegates pre-registered for the Mediatech show, the course cost is reduced to R11 350.

Also running immediately prior to Mediatech is the popular SACIA InfoComm accredited GEN111 Essentials of AV Technology course. This three-day course will

run 15-17 July and provides in-depth explanations of the science and technology for basic audio, visual and audio-visual systems integration. A brief overview of the sales, rental/hire, design and installation functions is included in the course content. This course builds the student's understanding of the everyday fundamentals used in the AV industry. It is also great preparation for students wanting to earn the InfoComm-recognised AV Technologist certificate. The course cost is R6 500, but for SACIA members and out-of-town delegates pre-registered for the Mediatech show, the course cost is reduced to R4 500.

Both courses will be held at Blandford Manor in Northriding (just 5km from the Northgate Dome where Mediatech is being held). Visitors interested in attending can contact Kevan Jones at kevan@sacia.org.za for bookings and further information.

For an interactive and engaging experience, visit Mediatech Africa and hone your skill as a professional in production and live entertainment technology. Along with workshops and training, there is a myriad of activities to enjoy, including: outdoor sound demos, international speakers, live entertainment and over 800 brands represented by 125 companies. Register online at www.mediatech.co.za before the 7th July to avoid paying R50 at the door. ⏵

SACIA's code of conduct gets thumbs up

The Southern African Communications Industries Association (SACIA) has, over the last few months, been actively engaged with its members and industry stakeholders to develop a Code of Conduct for the communications industry in the region. The lengthy and interactive process has resulted in a code designed to promote ethical business practice and aims to make the SACIA logo synonymous with trust and quality.

The ethics and accountability drive began in April 2012 when SACIA members elected a new board, chaired by Bruce Genricks, to lead the association for a two year period. Soon after, in June, the new board convened for a full-day strategy session to define SACIA's objectives and activities for the coming year.

The meeting was attended by the SACIA board and key stakeholders within the broadcast and pro-AV industry and moderated by Dr Nico Walters from the Strategy Institute of South Africa. The key objectives discussed were the need to market the association, expand membership and ensure that the SACIA logo becomes synonymous with ethical business practice in

the industry.

Kevan Jones CTS, executive director of SACIA, indicated that they requested help from the Ethics Institute of South Africa in order to develop a code of conduct that is relevant to the industry. "We organised an industry networking breakfast in Johannesburg on 5 October 2012 and invited Kris Dobie from the Ethics Institute to lead the discussion and gather feedback from industry delegates. We also invited South African Screen Federation (SASFED) and other industry associations to send delegates," he stated.

"The presentation was recorded by the SABC, and a series of videos of the presentation and subsequent discussions were put together by Libravision in Cape Town. These videos were then uploaded to the SACIA Vimeo site. Based on the discussions at the Ethics breakfast in October, we then drafted an interim Code which was circulated to all members and industry partners for comment."

In the following months the Ethics video was viewed by nearly 200 people and SACIA received feedback from more than 100 associations and individuals. The Ethics

Institute then collated the feedback and produced the final business code adopted by the SACIA Board in early January.

According to Jones the board was cognisant of the fact that an effective code of conduct was based on input from the industry. "We wanted to make sure that we were not imposing a code onto the market, but rather providing as many people as possible with the opportunity to contribute to the development of this code," he added.

The final version of the SACIA Code of Conduct was launched earlier this year in January. So far, about half of the SACIA members have become signatories with the remainder expected to ratify by the end of April. The code can be downloaded from the home page of the SACIA website at www.sacia.org.za. ⏵