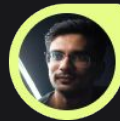
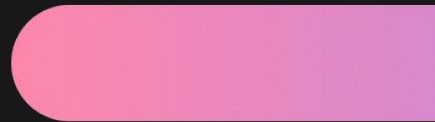
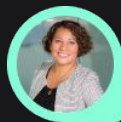




Zapnito x AVIXA

# Building a Stronger, Connected Ecosystem Through Community





AVIXA Xchange was created to extend the industry's culture of connection into a year-round digital space. It enables professionals to share knowledge, learn from peers and build meaningful relationships – supporting AVIXA's mission to educate, connect and strengthen the AV community.

### Key highlights

- A collaborative community where professionals exchange expertise and solve emerging challenges together
- As AV, IT and Broadcast converge, continuous peer learning is more critical than ever
- Career support thrives organically through mentorship, job sharing and peer guidance

# The Community Challenge

As the AV industry rapidly evolved - with AV, IT and broadcast converging - professionals needed a way to stay connected beyond annual trade shows.

AVIXA wanted to extend the industry's natural culture of in-person connection into a year-round digital space - one that supported peer learning, innovation and global collaboration.

## Industry convergence

AV professionals are no longer just hardware specialists - they are technologists, creatives and innovators navigating fast-moving change.

## Continuous knowledge demand

Emerging topics like AI, sustainability regulation and broadcast integration required real-time peer exchange - not just formal education.

# The Zapnito Solution

By partnering with Zapnito, AVIXA launched AVIXA Xchange - a global digital community designed to complement its education programs and world-leading trade shows.

## Dedicated peer spaces

Focused discussion areas for careers, AI, sustainability and sector-specific challenges.

## Safe space for exploration

A platform for professionals to test ideas, ask “what if?” questions, and learn from each other’s real-world experiences.

## Events + digital integration

“AVIXA Xchange” connects in-person trade show conversations with ongoing digital dialogue no matter where you are.

## Organic career support

A thriving careers and mentorship space that emerged organically from community demand.

# Results

29,000

Active Membership  
since the community  
launched end of 2021



## Convergence

Digital and in-person  
experiences now  
reinforce each other -  
extending conversations  
beyond the show floor

## Organic Growth

A thriving careers and  
mentorship space that  
emerged directly from  
community demand



# Why Zapnito?

Zapnito gave AVIXA a purpose-built platform to foster peer connection and knowledge sharing. It enabled dedicated spaces where professionals could exchange insights, explore emerging trends and learn from one another in a trusted environment.

It also extends engagement beyond events, creating a continuous digital experience. This helps AVIXA strengthen relationships, support professional growth and scale its community globally.





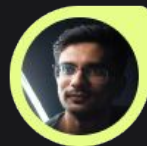
Community provides a safe space to explore ideas without clear answers.

AVIXA provides clear answers in our education – standards, definitions, best practices. But creativity, application, innovation – that’s where community becomes essential.



**Samantha Minish**

VP of Content Delivery, AVIXA



# Thank you

Find out more at <https://zapnito.com>