



FREE GUIDE

Maximise AV Impact Minimise AV Costs

**The Ultimate AV Guide
for event planners and organisers
everywhere**



INTRODUCTION

As an event organiser or conference planner, balancing cost-efficiency and high-quality AV for your events can feel like a juggling act.

Whether it's a large summit or an intimate Hunter Valley conference, you want to ensure that your AV setup is seamless, professional, and within budget.

In this guide, we'll walk you through practical strategies for cutting AV costs without sacrificing quality. Plus, we'll share free resources to help you plan with confidence, reduce overheads, and deliver outstanding experiences to your attendees. Let's dive in!





WHY AV COSTS CAN BE A STRUGGLE FOR EVENT PLANNERS?

Let's start by addressing why AV costs can often be a pain point for conference organisers, especially when dealing with venues such as hotels or large convention centres.

Hidden Fees & Overpriced Add-ons

While many venues offer AV services in-house, it's easy to overlook the fact that you're paying for convenience – not necessarily value. These services are often bundled with additional costs such as audio equipment rental, labour fees, or extra charges for technical support.

Without a clear breakdown, you might end up paying much more than expected for something that doesn't quite meet your event's needs.

Inflexible AV Packages

Hotels and venues often offer AV packages that are rigid and may not align with your event's specific requirements. For example, you might be forced to pay for projectors, microphones, or screens you don't need. This can inflate your AV budget unnecessarily.

Technician Expertise Can Vary

In-house hotel technicians are great for basic setups but might lack the specialised expertise needed for larger conferences, live streaming, or complex technical setups. When the quality of your audio-visual experience is on the line, you want a team that can handle anything that comes their way.

WAYS TO SAVE ON AV WITHOUT SACRIFICING QUALITY

Now that we've identified the pain points, here are some practical tips to help you cut AV costs without compromising the quality of your event.

Be Clear on Your AV Needs

The first step to cutting costs is to identify exactly what you need.

- Do you need AV for just one room, or are you managing multiple rooms?
- Do you require live streaming, virtual events, or a full-scale conference production with lighting and sound?

Clarifying your requirements from the outset can help you avoid paying for services or equipment that aren't necessary.

Shop Around for AV Providers

While venue packages can be convenient, they are often not the most cost-effective. By sourcing an external AV partner, you have the opportunity to negotiate a more tailored and budget-friendly solution. Some AV companies, like Bax Audio Visual, work closely with venues to ensure you're getting exactly what you need at a fair price.







Leverage AV Equipment Hire Over Full In-House Rentals

Rather than committing to the high costs of venue-supplied AV, consider AV equipment hire. AV rental allows you to get the equipment you need at a fraction of the price while maintaining high standards of performance. Whether you need audio, video, or lighting equipment, renting can save you a substantial amount while ensuring the best possible outcome for your event.

Negotiate Your Package

You don't have to accept the first AV quote you're given. Talk to your venue and your AV supplier about negotiating the package. Consider discussing specific AV services or equipment that would work best for your needs, so you're not overpaying for things you don't require. Having a reliable AV partner who listens to your needs can make this process much easier.

Take Advantage of Technology to Cut Costs

If you're planning a hybrid or virtual event, using advanced live stream solutions can often be more cost-effective than traditional in-person setups. High-quality virtual events don't need to break the bank; with the right AV provider, you can achieve smooth live streams, professional lighting, and seamless presentations, all within your budget.

Plan Ahead and Avoid Last-Minute Fees

One of the most effective ways to save on AV costs is to plan ahead. Last-minute bookings for AV equipment often come with higher fees. If you plan your AV needs early, you can shop around for the best prices, avoid rush fees, and ensure you have time to negotiate deals.

Keep the Team Small, But Experienced

A big part of your AV costs can be the manpower behind it. Smaller events don't need large crews, but they do need skilled technicians who can deliver high-quality results with a smaller team. Having experienced AV technicians can prevent any mishaps or last-minute changes, reducing the risk of extra costs.



FREE RESOURCES FOR EVENT PLANNERS TO GET YOU STARTED

Here are some helpful online resources to assist in streamlining your AV planning process and save on costs:

Event Budget Template - Eventbrite Australia

Eventbrite offers a simple budget template to help you keep track of all your event expenses, from venue hire to AV equipment.

Business Conference Planning Checklist

Vanilla Blue provides a Business Conference Planning Checklist accompanied by a free template and valuable tips.

Event Planning Checklist - Events Fantastic

Events Fantastic provides a detailed Event Planning Checklist that helps keep your event planning on track.

Event Management Plan and Timeline Templates - Coffs Coast Events

These templates assist in scoping your event and mapping out tasks over the 12 months leading up to your event, helping you stay organised and focused.



HOW BAX AUDIO VISUAL CAN BE YOUR TRUSTED AV PARTNER



By now, you've gathered the tips and resources to help streamline your AV planning and reduce costs. So, what next?

At Bax Audio Visual, we focus on providing tailored AV solutions that meet your specific needs, without the unnecessary extras. Our team of expert technicians is here to make your events seamless and stress-free whether you're hosting a conference in the Hunter Valley or a large corporate summit.

We're committed to providing high-quality AV equipment, seamless event production, and live streaming solutions to ensure your events shine, without breaking the bank.

Our personal, customer-centric approach means we work with you as a trusted partner, always prioritising your needs and providing solutions that fit your budget.

So, when you're ready for the next step, let Bax Audio Visual be your partner in delivering an outstanding event.

Ready to talk about your event?

Contact us today to discuss how we can provide the right AV solutions your upcoming conference or event.



GET IN TOUCH

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