

What do AV freelancers really want?

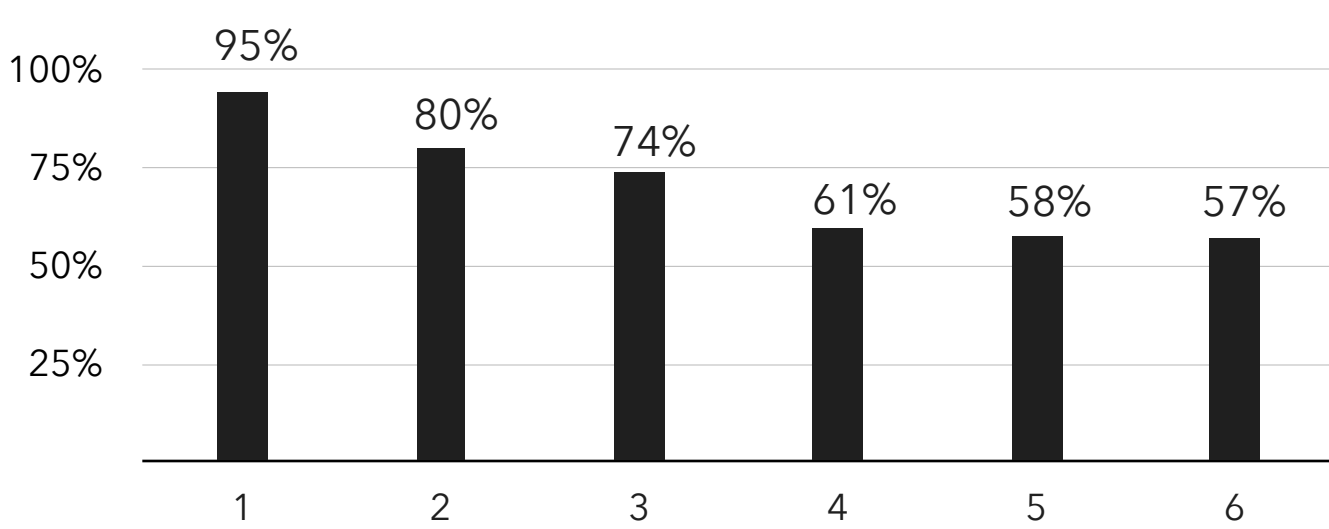


LASSO surveyed over 2,700 event professionals to understand their career preferences and goals. Here's what they had to say:



83% say the industry needs a better way to **connect** freelancers with jobs

What do AV freelancers want from an online **community**?

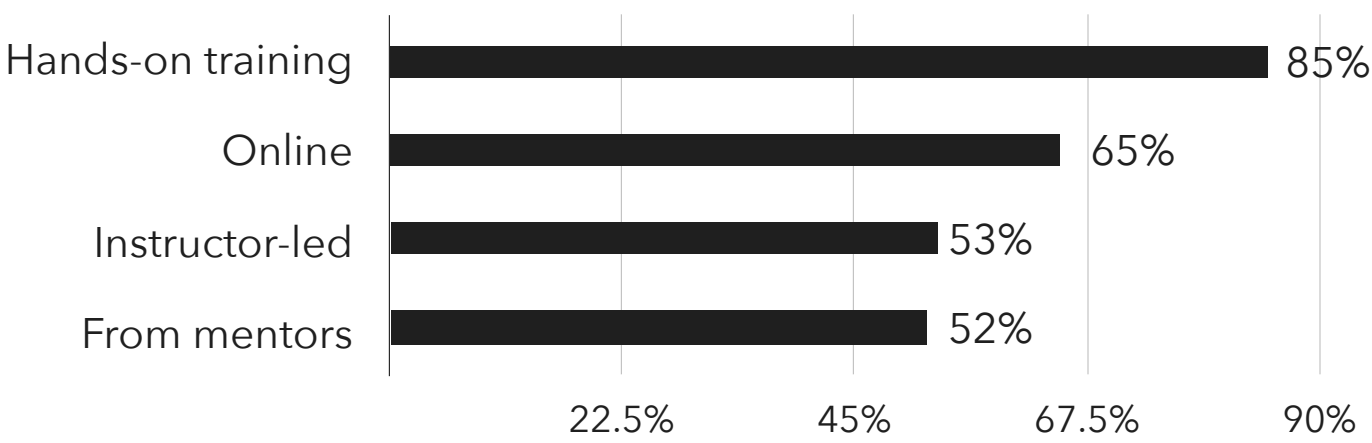


- 1 - Access to jobs (95%)
- 2 - Access to training (80%)
- 3 - Ability to market my skills (74%)
- 4 - Industry news (61%)
- 5 - Online discussion w/ peers (58%)
- 6 - Access to mentors (57%)

80% are interested in training courses



How do AV freelancers prefer to **learn**?



How do AV freelancers prefer to receive communications?



Email
83%



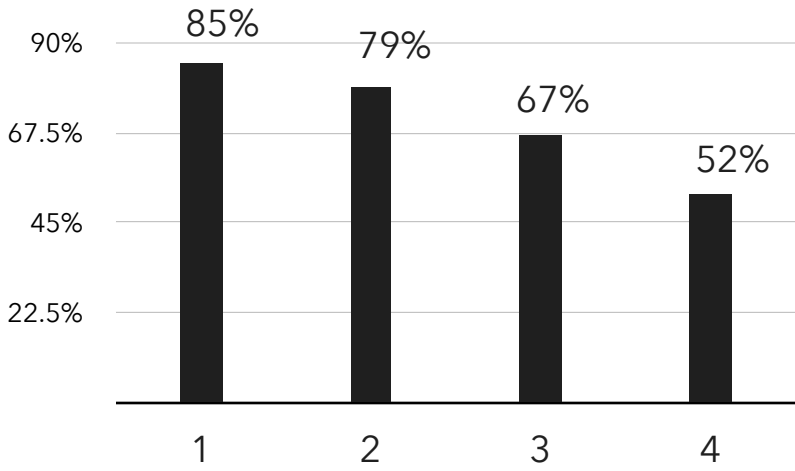
App
58%



Call
24%

Why do AV freelancers work in this industry?

- 1 - Flexibility (85%)
- 2 - Love the industry (79%)
- 3 - Good income (67%)
- 4 - Travel (52%)



How would you like your experience in the industry to **change**?



"I would like more opportunities to build my skills and get a wide variety of jobs."

"Better pay and safer working conditions."

"Access to more job opportunities."

"I'd like a clear-cut schedule that I can depend on."



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