

Newsletter August 2022

Welcome to this, the August 2022 issue and the inaugural issue of the Lairds AV newsletter. To kick us off we will be recapping what the Lairds team have been up to since the start of the year. Despite how short it has felt, we are well and truly into the latter half of the year. From new staff members to beach days, work in London to awards nights, 2022 has been a whirlwind of a year already. So to make sure we don't overwhelm you with information, we will be breaking our newsletter into segments

Projects:

What better place to start than with a brief overview of some of our recent projects? Some of our work lately has actually run over from late 2021 if you can believe that. We have found that it is quite common for potential clients to contact us with an enquiry as they are shopping around for varied quotes.

Time and time again, these clients come back to us looking to go ahead with the job some months later. This is where our top class



customer service becomes essential. Our team are involved or at least very familiar with every project in the business.

So when someone we have not heard from in some time appears again, we are ready to jump right back into the project as if they had approached us just yesterday.

With businesses now mostly back in the office, AV equipment for commercial use has never been so sought after. A recent staple of our business has been office conferencing kits. These allow for the head office to conference with other businesses but also with their staff who are working from home.



Around the Office:

Perhaps just as important as our projects is our workplace. Now while some may see a young team as a negative, we know that it is a massive asset to our business.

Working with cutting edge technology, it helps to have a tech team that practically grew up with smart phones in their hands from birth! To help support this, we are currently putting our tech team through a graduate apprenticeship in cyber security.

This qualification will help them in their work with Lairds AV, but even more than that, this will be



a great asset for them should they move on to further employment (although we hope they will stay in the Lairds AV family!)

But this university work is just the tip of the iceberg for the tech team. In fact as recent as the second week of August, they were undertaking their CIT qualification exams.



Events:

One of the cornerstones of our business is community engagement. Whether this is raising money for charity, working on jobs for community centres, or even working events; we are always looking to support the communities that we are so proud to be a part of.

The team took part in The Kiltwalk 2022 to raise money for Hansel Village, an Ayrshire based charity. Recently, Mark has been fundraising for Combat Stress: The Veteran's Mental Health Charity. This is in the build up to Mark's Jungle Expedition. There is still time to donate so please do consider giving to this great cause: <https://events.combatstress.org.uk/fundraisers/marklaird/laird-s--takes-on-langkawi>



Case Study:

Speaking of events, our nomination for the Scottish Veteran's Awards became somewhat of a gateway for our work. This year the ceremony was held in the Hilton Hotel in Glasgow. With the venue sorted all that was left was to source a PA kit.

Knowing that we would be at the event anyway, Mark happily volunteered our equipment and staff, who would be on hand at the ceremony to make sure everything worked as expected.

In typical Lairds fashion, our team went the extra mile, even helping present the awards! Being a veteran owned business we constantly celebrate the successes of the veteran community in both professional and personal life.

<https://www.lairdsav.com/project/scottish-veterans-awards-2022/>

Featured Brand:

Since the start of 2022 we have been selecting a Featured Brand every month to promote their products on our social media.



These brands have all been manufacturers, chosen specifically by Lairds AV because we supply and love the products they make.

Following the announcement of the Featured Brand of the Month, we have shared weekly Featured Products from each brand.

Our brand for August 2022 has been Gallo Acoustics. You can see more about them in our Featured Brand posts or by going to their website:

<https://galloacoustics.com>



Looking Ahead:

We are rapidly approaching the final quarter of the year! The time has flown by, but recaps like these are a great way to reflect and appreciate how productive the year has been.

From new work for old clients, to new signings and fundraisers; 2022 has been a whirlwind of a year! Now as hectic as that may be for most, we absolutely love it! The full team are always up for a challenge so the more we have to juggle the more fun we have.

We hope that we can continue to provide top of the line AV assistance to whomever may need it. Not just for the rest of the year, but for many years to come.

