

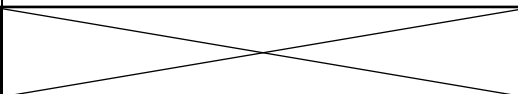
AVD CHALLENGE AND TRAINING INCENTIVE

Welcome to the AV Distribution Challenge and Training Incentive Program! We are excited to offer our dealers the opportunity to upskill staff members to raise the overall skillset in their company to improve your competitive position in the industry. In recognition of the effort from each individual, we are offering an exclusive SwissGard backpack laptop bag to each person who completes the requisite levels of training.

Become the proud owner of this exclusive bag for all your site-work and personal travel needs by improving your knowledge and investing a few hours in training!



COURSE DETAILS

TECHNICAL TRACK							
		Installation			Pre-Sales / Programmer		
Preparation	BASIC THEORY - Instructor led	AV Essentials (Foundation) ET101					
		AV Essentials (Technical) TT101					
STEP 1	Agency Training	ATLONA Level 101 Level 201 Level 401	AUDAC Audac Touch Level 1 Audac Touch Level 2 Atellio Level 1 Consenso Level 1 Dante Level 1	XILICA Xilica Designer Dante Level 1	ATLONA Level 101 Level 201 Level 301 Level 401	AUDAC Audac Touch Level 1 Audac Touch Level 2 Atellio Level 1 Consenso Level 1 Dante Level 1 Dante Level 2 Dante Level 3	XILICA Xilica Designer Dante Level 1 Dante Level 2 Dante Level 3
STEP 2	Design / Practical	Design a Basic System			Design a Complex System		
STEP 3	Implement / Program	Install a Complex System			Install / Program a Complex System		

SALES TRACK				
Preparation	BASIC THEORY - Instructor led	AV Essentials (Foundation) ET101		
STEP 1	Agency Training	ATLONA Level 101 Level 201 Level 401	AUDAC AVD Audac AT101	XILICA Xilica Online Step 1 to 3
STEP 2	Design / Practical	Sell complex solutions		
STEP 3	Implement / Program			

GENERAL GUIDELINES

1. After completion of the Essentials course(s), participants can choose any ONE of the Agency training tracks.
2. Where a participant believes that they possess sufficient AV Essentials knowledge, a qualifying test will be provided by AVD.
3. The aim of the AVD Challenge is to offer basic AV training, advanced product training and practical training by way of project implementation. This 3-stage approach aims to reinforce basic theoretical knowledge.
4. The simultaneous involvement of Sales, Pre-Sales/Programmer and Installer on the same project would earn each participant credits.
5. The final qualifying criteria will be:

TECHNICAL			SALES
Installer	Pre-Sales	Programmer	Sales and AMs
PART 1 Design a basic solution including switching and extenders (Atlona) OR sound system with multiple inputs and multiple zones (Audac) OR Xilica DSP (Xilica) to show competence in the applicable fundamentals.	PART 1 Design a complex solution including switching and extenders (Atlona) OR sound system with multiple inputs and multiple zone (Audac) OR Xilica DSP with Voice Lift and/or AEC (Xilica) to show competence in the applicable fundamentals.		PART 1 No design required.

TECHNICAL			SALES
Installer	Pre-Sales	Programmer	Sales and AMs
PART 2 Be responsible for the installation of a complex solution including switching and extenders (Atlona) OR sound system with multiple inputs and multiple zone (Audac) OR Xilica DSP (Xilica) Min value R500,000	PART 2 Implement design of a complex solution including switching and extenders (Atlona) OR sound system with multiple inputs and multiple zone (Audac) OR Xilica DSP (Xilica) Min value R500,000	PART 2 Program a complex solution including switching and extenders (Atlona) OR sound system with multiple inputs and multiple zone (Audac) OR Xilica DSP with Voice Lift and/or AEC (Xilica) Min value R500,000	PART 2 Sell solution(s) including switching and extenders (Atlona) OR multiple inputs and multiple zone sound system (Audac) OR Xilica DSP (Xilica) Min value R500,000

Value will be measured as purchases from AV Distribution at dealer cost ex-VAT from 1 June 2025.

Motivation and Guidelines

1. The incentive is intended to assist individuals to improve both their basic as well as advanced theoretical AV knowledge and to provide guidance and advice on optimal solution design and implementation.
2. A secondary benefit is that the employers of these individuals will benefit from more skilled and knowledgeable employees.
3. The trainee only needs to complete the requirements of any ONE of the three training tracks to receive full recognition for the incentive. A combination of more than one track will be considered under certain circumstances, at the discretion of AV Distribution.
4. If a solution is implemented by a team that comprises a Sales Executive, a Pre-Sales Engineer / Solution Architect and/or Programmer, everybody with clear involvement will accrue value towards the Min Total Value for a project.
5. AV Distribution training and technical staff will be available to provide guidance during design and implementation phases.
6. Designs will be verified by AV Distribution prior to implementation to ensure that a fully working solution is deployed.

Terms and Conditions

1. The incentive is open to all bona-fide employees of AV System Integrators or resellers registered as such with AV Distribution.
2. The incentive is also open to technical staff of key end-users, if the end-user and the individuals are introduced via a registered reseller with a clear motivation.
3. The incentive will recognize any of the specified training courses completed after 1 January 2023, provided that these qualifications are still current.
4. The *Minimum Total Value* will be measured as purchases at normal dealer cost ex VAT from AVD. This could be achieved in a single deal or multiple orders.
5. It is the responsibility of the trainee to ensure that results for all courses completed, as well as projects implemented, are registered against their name with AV Distribution.
6. An individual will only be eligible for a single incentive reward.
7. The SwissGard incentive prize may change due to product availability from the supplier.
8. The conditions will be applied fairly and honestly. The decisions of AV Distribution will be final.
9. AV Distribution reserves the right to modify or cancel the incentive scheme as operational requirements may dictate.