

ADVANCED STAGING

A CASE STUDY IN PARTNERSHIP AND INNOVATION

In the fast-paced world of live event production, Advanced Staging has established itself as a full-service event production company known for delivering large-scale conferences, studio productions, and video shoots. Central to their success is their strategic partnership with Nationwide Video, a leader in providing comprehensive audio visual rental equipment and a suite of support services for pro rental and staging companies. This case study delves into how Advanced Staging leverages Nationwide Video's offerings, highlighting the significant value derived from this collaboration.



THE PARTNERSHIP

Advanced Staging's relationship with Nationwide Video is characterized by a deep-seated partnership rather than a traditional vendor-client dynamic. Ryan McLaughlin, President at Advanced Staging sums it up succinctly: "It's a true partnership, and they are an extension of our family." This sentiment is echoed in the seamless integration of Nationwide Video's services into Advanced Staging's operations, ensuring the smooth execution of events across the country.

VALUE DELIVERED BY NATIONWIDE VIDEO

Nationwide Video's impact on Advanced Staging is multifaceted, providing not only the best gear but also exceptional support and flexibility. Nationwide 360's solution offers a full-service approach, encompassing equipment rentals, sales, training, and repair services. This holistic support system enables Advanced Staging to focus on delivering outstanding events without being bogged down by logistical challenges.

1. Equipment Rentals and Sales

Advanced Staging relies heavily on Nationwide Video for equipment rentals, averaging 10-15 shows per month with gear from Nationwide. Kyle Hilsey, Project Manager at Advanced Staging, notes, "Nationwide is our go-to for any kind of equipment rentals for our shows." The partnership also extends to equipment purchases, such as the acquisition of high-quality projectors that have been crucial for their projects.

2. Unmatched Support

One standout aspect of Nationwide Video's service is their ability to provide last-minute support. Kyle recalls a significant instance: "In the fall of 2022, we had a gig in Boston and needed additional projectors on a Sunday morning. By that evening, Randy Mach, Regional Customer Service Manager at Nationwide Video, had arranged for the projectors to be driven up from New York." This level of responsiveness and dedication has been instrumental in Advanced Staging's success.

3. Comprehensive Training

Nationwide Video's training programs have also been a valuable resource. Ryan mentions, "We've done several camera trainings with Nationwide, which have enabled our team members to quickly become proficient and gives us the confidence to deploy them on jobs." This capability not only enhances the skill set of Advanced Staging's team but also reduces the need for external hires.

4. Nationwide Repair and Service

The Nationwide 360 solution encompasses repair services that significantly extend the life of Advanced Staging's equipment. Ryan elaborates, "The repairs have definitely helped us maintain our inventory longer, saving us from having to purchase new gear frequently." This service ensures that Advanced Staging's equipment is always in top condition, ready for any event.



MEASURABLE SUCCESS

The partnership has yielded measurable success for Advanced Staging. Over the past two years, they have experienced unprecedented growth, nearly doubling their revenue. Ryan attributes part of this growth to the support from Nationwide Video, stating, "Nationwide has been pivotal in supporting our gear needs, allowing us to take on more jobs and expand our business significantly."

CONCLUSION

The partnership between Nationwide Video and Advanced Staging exemplifies how strategic collaborations can drive business success. Nationwide Video's comprehensive services, from equipment rentals and sales to training and repairs, provide Advanced Staging with the resources they need to excel. This case study highlights the importance of a reliable and supportive partner in achieving operational efficiency and growth in the competitive landscape of event production.

Kyle from Advanced Staging aptly summarizes the essence of their collaboration: "The partnership with Nationwide has been very big for us. They are more than a vendor; they are an integral part of our team, always ready to help us succeed."