

# ADVANCED STAGING

## COMMENCEMENTS AND LOGISTICS COORDINATION

Nationwide Video is proud to support Advanced Staging Productions in facilitating nine commencement ceremonies across various prestigious institutions in May. This white paper outlines our role in supplying and coordinating audio-visual equipment crucial for these events. Overview of Commencements Advanced Staging Productions is entrusted with managing commencements at multiple universities and offsite locations. This includes events at six prestigious universities in the Northeast.



## LOGISTICS AND COORDINATION

Randy Mach, National Customer Service Manager at Nationwide Video, plays a pivotal role in aggregating equipment lists, ensuring timely delivery, and implementing a color-coded system for efficient warehouse management. This system allows for seamless identification of gear as it moves through the logistics chain.

## DETAILED LOGISTICS BREAKDOWN

- Total shipments: 226 cases from multiple Nationwide Video offices, including Toronto.
- Total weight: 21,976.83 pounds distributed across various shipments.
- Equipment highlights: Camera kits, long lenses, monitors, projectors, and audio systems tailored for each venue's requirements.

## PLANNING AHEAD

As Advanced Staging Productions begins planning for multiple overlapping shows, organization is crucial. Rather than being strictly a gear provider, Nationwide makes a commitment to supporting the partnership with a thoughtful approach to deliveries. Implementing a color-coding process for each individual job, Nationwide's shipments are able to be easily sorted as they arrive at Advanced Staging Production's warehouse. This saves time and eliminates one possible point of failure in the hectic moments before a show.

## INVENTORY EXPANSION

To keep up with the demand for Advanced Staging Productions services, it's a necessity to supplement their inventory with high-quality gear from a trusted partner. Nationwide Video is able to provide the gear that ASP needs to meet the expectation of the end client. As the partnership develops, ASP can inform Nationwide of its predicted capital expenditures and forecast where they will need additional gear. That helps inform Nationwide's potential purchases such that Nationwide can invest in the proper gear for the future.



## PERKS OF PARTNERSHIP

The partnership has yielded a noticeable increase in efficiency for Advanced Staging. With the help of Nationwide Video, Advanced Staging is able to take on a greater amount of jobs simultaneously without compromising on quality.

Ryan attributes part of this growth to Nationwide Video's commitment to understanding its partners, stating, "Nationwide has made such an effort over the past 15+ years to understand how our business operates. In doing so, we've been able to grow together and support each other's businesses."

## 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."