



Business Innovators Magazine Features Interview With Rick Bloom, Audiovisual Producer

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Rick Bloom, of the Oxnard, CA based company Rick Bloom Audio Visual, was recently featured in an interview by Business Innovators Magazine. The interview focused on the importance of having an audio visual producer in order to create a successful event. Rick, who has been providing services in this line of work all across California from San Diego to San Jose, across the states as far as New York and Florida, and across the border into Canada, is well known for his work with rock concerts, corporate seminars, and the production of various other event types.

The article, "Rick Bloom | Peeling Back The Curtain: The Importance Of An AudioVisual Producer For A Successful Event", offered insight into the event planning industry, and the notion Rick holds regarding common misconceptions by those outside of the business. He has been quoted in saying the following regarding his opinions on this subject: "Many people have the conception that because we have so much technology around us today in our daily lives, at home, on our flat screen TVs, on our iPads, mobile devices, everything that we carry around with us that someone could just walk into a meeting environment, plug them into a big screen display or a projector and it'll just work. That's just simply not true."

Throughout the interview, Rick Bloom encourages anyone who is planning meetings or events to consider the incompatibilities that many of these electronic devices may encounter. He also suggests that the interpersonal quality of an audio visual producer can encourage greater time management and more efficient budgeting. He offers the following advice: "Figure out your goals, start in advance, and ask questions of everybody who's involved in the outcome so that you basically begin with the end in mind, so that you know where you're going, and then along the way starting in the small audio-visual steps - you can figure out how to get there."

With decades of experience, in Los Angeles and surrounding areas, he has been able to successfully help produce events of all sizes. Based on this, the information provided in the interview can assist anyone with the basics of the audiovisual requirements of their meeting, seminar, or expo. Those interested in reading the interview in its entirety are encouraged to [click here](#) for the full article. Further details regarding the role of an audio visual producer, and the types of events which he or she covers are revealed more openly, along with quotes and personal revelations from Rick Bloom, himself.

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For more information about Rick Bloom Audio Visual, contact the company here: [Rick Bloom Audio Visual](http://rickbloomaudiovisual.com/)
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Rick Bloom Audio Visual

Rick Bloom Audio Visual manages and executes the complete audiovisual requirements for corporate and association clients that produce conventions, meetings, trade shows and other special events.

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