



# SMPTE Professional Development Academy Update

By Joel Welch

We are halfway through 2008 and I want to take a moment to thank everyone who has taken advantage of the SMPTE Professional Development Academy this year. SMPTE Members are the reason SMPTE PDA exists, and it is your participation, feedback, and support that will continue to keep it strong, and providing value.

I would also like to take a moment to thank SMPTE PDA's Premium Sponsors, Avid, Canon, and Insight Media. These companies have stepped up to provide their support so we can deliver SMPTE PDA Now events and recordings, free of charge to SMPTE Members. So if you are finding value in the monthly SMPTE PDA Now live sessions or the recordings, please be sure to say "thank you," if you happen to meet a representative of these companies in your travels around the industry.

So how is SMPTE PDA Now doing so far this year? I think it is safe to say it is doing well. As of this writing, we've received almost 800 registrations for SMPTE PDA Now live events. The recordings are doing even better! Website statistics indicate approximately 5,800 "Unique Visitors" have accessed SMPTE PDA Now recordings and PDFs. That is Amazing!!!

There is one more group that I must thank: Those who agree to create content and speak as part of SMPTE PDA Now events. SMPTE works with guest speakers to help refine the specific topic and to ensure that content is informational and non-promotional. This is important! If a speaker sneaks in a plug for a product, or blatantly promotes the company represented, the audience will generally stop listening.

We want the technology to speak for itself. You may ask, why would a company agree to speak as part of the SMPTE PDA Now program if its product or services cannot be promoted? If a guest speaker covers a technical topic in a knowledgeable, vendor-neutral way, the company's expertise comes shining through. The audience will likely appreciate the speaker and the expertise of the company for which the speaker works. (I promise I will do my part to maintain the neutrality of content.)

Rest assured, SMPTE's Professional Development Academy will continue working to enhance the service we deliver to you. We will continue to seek additional support of sponsors to facilitate platform and process improvements.

Thank you again to our Premium Sponsors. SMPTE PDA is in this for you, the SMPTE Member, for the long haul. I hope you are too!

*Bringing SMPTE PDA Now to SMPTE Members free of charge is made possible by the generous support of the following SMPTE PDA Now Premium Sponsors:*

