



The New Script for the AV Industry

A Two-Afternoon Transformation Workshop for Workplaces

The New Script for the AV Industry workshop is designed for workplace communities within the audiovisual sector. The goal of the workshop is to support the development of the industry's work culture by providing a forum for sharing ideas, discussion, and experimenting with new, creative approaches. The workshop consists of two half-day sessions.

The aim of the workshop is to work together with participants to identify what creates good working conditions and, most importantly, how we can find practical actions to move towards a healthier and wellbeing-supporting work environment.

Location: Finnish Union for Journalists' Meeting Rooms, Siltasaarekatu 18 A, 7th floor

Dates: Wed, February 5, 2025, and Wed, March 12, 2025, from noon 12:00 pm to 3:30 pm

Registration: by January 24, 2025. Participants will be selected on a first-come, first-served basis.

Participant Limit: max. 25 people (5-8 workplace communities, 3-5 people per community)

The workshop is free of charge for participants. It will be held in Finnish.

What is this "new script"?

As a metaphor for change, we have adopted the concept of the "new script for the AV industry." This emphasizes that new initiatives often begin by making the old, often deeply ingrained, practices visible. These old ways of working have become so familiar that they now operate as tacit knowledge. The "new script," however, is something that the AV industry can collaboratively build for itself over time.

Changing work culture is possible, but it requires effort. It is essential to open up a discussion about what works and what doesn't, to envision what a new, better-functioning workplace community might look like.

What Does the Transformation Workshop Include?

The workshop sessions will consist of expert presentations, activities, and group discussions. Above all, the workshop serves as a forum for the workplace communities in the AV sector, guided by expert facilitators Satu Lähteenkorva and Mari Käki, who will bring a structured process and thematic framework to the sessions. The participants themselves will be the central actors. The approach of the workshop is not lecture-based, but rather guidance-oriented, encouraging discussion and supporting learning from real-world experiments and experiences. The content is selected so that expert knowledge helps participants find the language for phenomena and identify practices and methods that can support a more human-centered work environment.

The workshop will cover two central themes in its lecture segments:

1. The Nature of the Mind and the Basics of Brain Ergonomics
2. Human-Centered Leadership and Collaboration

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What New Insights Will I Gain from the Workshop Facilitators?

Psychologist Satu Lähteenkorva:

"My presentation is based on research about the factors in work that support or challenge brain function and well-being. Recognising brain strain and well-being is especially important in creative industries because creative collaboration is one of the most demanding tasks our brains can undertake. Overload and burnout can be extremely damaging to the brain.

In my segment, I will discuss how to avoid long-term overload and how to support the cognitive and emotional recovery of the mind. I will share ways to protect mental functions, brain health, brain ergonomics, creativity, work engagement, and work motivation.

Recent findings from the Finnish Institute of Occupational Health indicate that the AV industry needs to pay more attention to these issues. Fortunately, the solutions to support brain wellbeing at workplaces are often quite simple, cost-effective, and many are entirely free."

Workplace Coach Mari Käki:

"I challenge you to reflect on trust and leadership. Why is trust so important, and how is trust built, maintained, and repaired in a professional context? What kind of leadership supports people's involvement, creative agency, and well-being?"

The relationships in the workplace are undergoing a revolution, manifesting as the questioning of many previously accepted practices and the need for corrective action. Leadership is also in transition.

From the perspective of both well-being and success, there is now an emphasis on moving from authoritarian leadership to a more democratic and coaching-oriented leadership style, one that relies on self-management and creative agency. How can these broader changes in work life be integrated into the AV industry and help strengthen the well-being of the sector? This is one of the key topics we will discuss during the workshop."

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How to Register

Registration is done by workplace communities. Each workplace community should sign up 3-5 people from different roles. A "workplace community" is understood in a broad sense to mean AV professionals who are currently or will soon be working together in a joint project or organization. Since freelancers make up such a large portion of the workforce in the industry, we encourage that each group includes at least one freelancer. The workplace community can also be made up entirely or primarily of freelancers. The workshop is free of charge for participants.

This workshop experiment is part of the antenni initiative: antennihub.fi
The Change Workshop is made possible by [the National Brain Health Programme](#).

Register here: antennihub.fi

