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**For Immediate Release**

**PAMA Hosts Student Career Event Series**

Lemoyne, PA, August 10, 2021 – The Professional Audio Manufacturers Alliance (PAMA) has hosted three student-focused online events titled “Career Opportunities in Pro Audio Manufacturing Companies,” the most recent of which was held for students at the Berklee College of Music, Valencia, Spain Campus.

The panels included four members of PAMA and provided valuable insights to pro audio students, from both company-specific and more generally aspirational perspectives. The series includes voices with a wide range of experience that reveal a diversity of industry options that students may not have previously considered.

The first event, with the Conservatory of Recording Arts and Sciences (CRAS), was held in 2020 and precipitated two events this year with Full Sail University and Berklee Valencia. The panels were coordinated and hosted by Karen Dunn, whose KMD Productions manages high-profile audio industry events.

The panelists each shared their own “non-linear” career paths leading to their current executive-level roles with professional audio manufacturers. Students were encouraged to consider various roles in audio industry manufacturing, including product development management and engineering, customer support and training, sales and marketing. Insights were offered into the culture, decision-making and career path options, along with how to find job postings and the application and interview process at the panelists’ respective companies.

“Take a relentless approach to networking,” Chris Regan, Co-Founder, CEO and President of RF Venue and the PAMA Board of Directors Chair suggested to the Berklee students. “Be flexible, be proactive.” Industry events – online, local, regional and international – manufacturer training opportunities and certification programs, professional organizations, internet forums and user groups were highlighted as ways for students to get involved in the industry and network with professionals who can benefit their careers.

“Say yes to almost every opportunity you get,” shared Sennheiser’s Dawn Birr, noting that entry and diverse experience open new opportunities. “Employers will all be looking for what you bring to the table and can add to the team,” Harman’s Chris Hansen offered , to which Karam Kaul from Harman and PAMA’s Board Chair-elect added, “It’s not just what you can offer the company, but what the company can offer you. Believe in yourself…be ready for anything.”

The series of webinars will continue this fall with a session for students at Berklee College of Music in the USA. The archived webinars may be viewed in the Events section of the PAMA website, along with PAMA membership meeting videos that feature a diverse cross-section of industry experts offering insight into various audio markets.

Upcoming PAMA event listings and an archive of past events can be found at [www.pamalliance.org/events](http://www.pamalliance.org/events).

Learn more about PAMA at [www.pamalliance.org](http://www.pamalliance.org).

Photo file 1: PAMA\_Berklee\_Panel.png

Photo caption 1: The Berklee Valencia Professional Audio Manufacturers Alliance (PAMA) career opportunity webinar panel (clockwise from top left): Dawn Birr, Sennheiser; Karen Dunn, KMD Productions; Chris Regan, RF Venue/PAMA; Chris Hansen, Harman International; and Karam Kaul, Harman International/PAMA

**About PAMA:**

Founded in 2003, the Professional Audio Manufacturers Alliance (PAMA) is the collective voice and forum for the leading manufacturers of professional audio products and the people who use them. PAMA member companies conduct business worldwide in support of high-quality audio across a wide range of industries – pursuing the state of the art in technology and practice to enable audio professionals to elevate their craft and delight listeners and audiences every day. PAMA’s mission is to promote awareness and appreciation of high-quality professional audio through market leadership, communication and education. Our core customers are pro-audio professionals around the world with an interest in promoting high-quality audio. Learn more at [www.pamalliance.org](http://www.pamalliance.org).