

# ETCP POV: A large company perspective

BY DREW WENDING

ETCP SUPPORTS MANY FACETS of a large organization in the entertainment community. The program plays a role in recruiting/hiring, training, career development, safety/risk management, customer confidence, marketing, and industry relations.

**Recruitment and hiring:** The entertainment industry is incredibly diverse in its application of rigging. This can include theatre, film, TV, concerts, corporate events, and even stunt work. Despite this wide range of skillsets, most candidates identify with the same title, “Rigger.” This makes it very difficult to realistically gauge a candidate’s aptitude for specific skillsets during an interview. However, when a candidate is ETCP certified, there is an implied baseline of knowledge that can be assumed. This not only helps narrow the field but also provides a foundation for discussion during the interview. It is worth noting that, while coming to an interview already certified can be a plus, non-certified candidates who come to an interview with an awareness of/interest in the program also stand out as high potential.

**Training and career development:** The ETCP content outline is an invaluable tool for guiding technicians in their training journey. In a large company, training can often be regionalized to account for local needs, but by incorporating ETCP subject matter into the curriculum it helps to ensure consistency between markets. As technicians grow in their careers, this consistency of learning allows them to pursue opportunities on a much broader geographic scale. On the employer side, ETCP certification can sometimes be incorporated as a benchmark for promotion to roles with greater responsibility and higher compensation.

**Safety and risk management:** It goes without saying that increased education in any subject matter should increase the quality of the work being done. Increased awareness and understanding in both rigging and electrical leads to safer practices. This is important no matter the organizational size, but there is added scrutiny as the size of an organization increases. Investing in a consistent baseline of knowledge like ETCP allows an organization to mitigate some risk and potentially see savings when it comes to insurance and legal services.

**Customer confidence, marketing, and industry relations:** In the eyes of customers, ETCP certification is synonymous with knowledge and experience. It immediately establishes trust and confidence in your team and your product. This can give a sizeable edge when competing for contracted business. Having a commensurate number of certified team members that correlates to the size of your operation allows a company to market themselves as a thought leader. This attracts both new business and new talent as it implies a direct willingness on behalf of the company to invest in the quality of its people and the industry as a whole.

ETCP can be incorporated into many aspects of an organization. The program instills confidence in the people who attain certification and the team they support. ETCP can guide training efforts, recruitment, and even be a marketing resource. In short, ETCP is a great differentiator for both the individual and the greater organization. ■



**Drew Wending** has worked in the event rigging industry for 20+ years. His event experience includes theatrical productions, high-end weddings, arena shows, and much more. He has ridden with Long Reach Long Riders since 2010 and was proud to step up in recent years to help lead LRLR as a Horde Director. He currently serves as National Director for Encore Rigging. Apart from motorcycles, in his spare time Drew enjoys overland camping and teaching martial arts.