PAMA “Give Sound a Voice”

Sound shapes how we feel, what we understand and the experiences we remember. It brings stories to life, delivers critical information, connects people and influences the success of businesses and public spaces. Yet its value is often overlooked by the very people making decisions about where and how to invest in it. The Professional Audio Manufacturers Alliance (PAMA) is bringing the industry together to change that, and Give Sound a Voice is both the name of this initiative and also its guiding principle.

“For an industry built around sound, we’ve been remarkably quiet about its value,” said Yvonne Ho, President of PAMA. “We spend a great deal of time talking about the technology behind sound, but not nearly enough time helping people understand what sound actually does and can do for them. Give Sound a Voice is about changing that conversation – and bringing the industry together to make it happen.”

As PAMA prepares for the initiative’s broader rollout in 2027, it is inviting manufacturers, consultants, designers, engineers, integrators, producers, educators, students and other audio professionals to participate in an open forum on December 3, 2026; register here to be a part of the session. The session will introduce the vision behind Give Sound a Voice, explore opportunities for industry collaboration, and gather input on the resources and tools that would be most valuable to the community. The initial forum is open to everyone in the professional audio industry. PAMA membership is not required.

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