Your software is about to start doing the work.

For thirty years, production software has been a filing cabinet: you type the job in, it holds it. That deal is over. One system can now carry a show from first email to final payment, and you just steer.

THE OLD DEAL

You feed the software.

Read the email. Build the quote line by line. Check availability in another screen. Text three techs. Print the pull sheet. Retype the whole job as an invoice. The software remembers it. You do it.

THE NEW DEAL

It drafts. You decide.

The quote, the pull sheet, the crew call and the invoice show up as drafts built from what the system already knows about the job. You fix what is wrong and approve it. Nobody starts from a blank screen six times.

44 of 65

production companies we spoke with in 2026 still run part of the shop on spreadsheets, whiteboards, paper or memory.

29 of 65

book crew by text, phone or email. One thread per person, per show, per change.

16% vs 40%

of AV providers use AI that carries out tasks, against 40% of the clients who hire them (AVIXA, 2026).

THERE IS ALREADY SOFTWARE BUILT THIS WAY FOR AVL

It is called Stagera. Here is one job moving through it.

01 · INQUIRY

The quote drafts itself

Sparky, the assistant built into Stagera, reads the inquiry email, pulls the event details and drafts the quote. You review it and send.

02 · GEAR

The shelf answers back

Availability is checked against the job dates and conflicts are flagged early. Prep scans gear out and back in from a phone.

03 · CREW

The call fills itself

See who is free and qualified, send the call, and crew accept or decline on their phones. The schedule updates as they answer.

04 · PAID

The invoice is waiting

When the client approves, the deposit invoice is ready to go out, and payments sync to QuickBooks Online.

IS YOUR SHOP STILL ON THE OLD DEAL? FOUR QUICK TELLS

1. How many times does one job get typed before it is paid?
2. Can you say what is free next Saturday without leaving your chair?
3. If the person who schedules crew were out for a week, would the show still staff?
4. How long from inquiry to quote sent? From load-out to invoice?

Software that runs itself, your way.

That is Stagera: one system for quotes, gear, crew and invoices, built only for AV and event production. Bring a real job, the messy one, and watch it run start to finish.

WATCH YOUR JOB RUN

stagera.ai/walkthrough

Company counts come from Stagera's review of 129 recorded calls with 65 audio, video and lighting production companies, January to November 2026. The calls were free-form, not a survey, and each count is a minimum. AI figure: AVIXA, "AI Adoption Gap Might Challenge Industry Growth," September 2026. Full article and sources: stagera.ai/blog/av-production-software-trends-2026