

Sound Decision is gearing up

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Pier Schutte, Nicola Gamble and Cedric

Novello There's an up and coming company... watch this space. Sound Decision is set to enjoy success in leaps and bounds.

"Cedric Novello who established Sound Decision reminds me of Mark Gaylard of MGG just over ten years ago," agree Robert Izzett and Duncan Riley from DWR Distribution. "Mark started his business from his mom garage and look at him now. In five years time, Sound Decision will be there."

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Over the past year, Sound Decision have purchased Robin 300 Spots and Washes, Prolyte Trussing, Stage Decks, a Le-Maitre Hazer and generics from DWR Distribution. They have plans to increase their equipment list, but it's their attitude that really shines. "They are willing to help anyone, they are humble and hardworking," explains Robert. "I have a lot of time for them because they are such genuine people. You want to help them because you want them to do well."



Cedric has been in the industry for 15 years. He started off as a runner for the event company Imagineering and during a four year period worked through the ranks to become assistant stage manager, stage manager and eventually PCO. For the next four years Cedric worked for New Age Events as event manager where he was also in charge of technical.

Prior to that, as a school-goer he was a rather ambitious DJ. There are a number of successful individuals in the industry who received a helping hand from their parents, one only has to picture a mom driving her son to collect gear for a weekend DJ gig.

Cedric is proud to have had the same assistance. In fact, he is currently looking for new office premises after having run his business from his mother's home in Linden. The business has outgrown her property, but a wonderful relationship has seen Mrs Novello supporting Cedric, taking care of the petty cash and often arriving with a cup of coffee for the crew as they deliver or collect gear in the early hours of the morning.

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Sound Decision is much bigger now,” said Cedric. “But every now and then I still do a wedding. A lot of the guys, once their company has expanded, don’t want to admit that they are DJs. I still DJ once a week for corporate events to keep involved and up-to date, although most DJ events are outsourced.”



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Sound Decision have an impressive and large clientele. “We can do it.... of course we can,” says Cedric and in turn has pulled in the services of companies to assist with gear such as Strike Productions, In Living Colour, Sound Harmonics, Matrix, Sound Stylists, Maganstarr Entertainment and Gearhouse. Cedric’s new game plan is to purchase even more gear this year.

“My philosophy is that there is a lot of AV companies that are bigger than us and the only way we stand apart is our service, expertise and great prices,” said Cedric. On the Sound Decision website is their motto, “No event is too big, too small or too far!”

Cedric established Sound Decision in 2006 with his wife Jacqui and Alfred Mgabhi. When they started, Jacqui (who has a company of her own as well as raising their two beautiful daughters) would take care of the admin, invoicing and quotations at two o’clock in the morning. “Our team are all creative, we like doing the nice things, while Jacqui takes care of the financial side,” says a grateful Cedric. The company has grown to include Rudi Bezuidenhout, Heinrich Wiersch, Pier Schutte and Nicola Gamble. There has been no staff turn-over.



“Most of our clients are PCOs and for us it’s all about service, relationships and passion for the industry. “

Sound Decision travel most of the year, some of their largest events being roadshows for corporates such as ABSA Bank. They are also the preferred supplier for the WesBank/FNB building

in Fairland and the Mount Grace Hotel in Magaliesburg. "My involvement includes logistics, planning, project management and client liaison. "I love being on site," he says. Cedric's down-to-earth nature combined with his expertise and know how has built confidence and trust.

"The guys work hard, it gets tough but we always find something to amuse ourselves with," says Cedric. Everybody in his employee is known to say, "We're not scared, " and this is a company who really aren't. "You can't fake it in this industry. We work, we love what we do and we'll work anywhere. Last week I was in Uganda. We've done work in the darkest places of Africa."