



# ROOM SETUP GUIDELINES AUDIO/VISUAL GUIDELINES



# EVENT SETUP GUIDELINES

As you know, the room setup is very important to the success of your event. Please read these suggestions and follow them as closely as possible. Positive Success = Event Success!

## **Guidelines:**

Room diagrams are provided for maximum impact for the audience size.

Michael likes the audience as close to him as possible. The distance between the projection table and the first row should be approximately 4 feet.

Please keep enough distance between rows so that people moving in and out of the rows can do so without interrupting those seated.

The screen **MUST BE LARGE ENOUGH** to be seen from the back of the room.

Michael requests the lights to be as bright as possible. The lights directly over the screen need to be dimmed so they do not wash out the screen.

Room temperature needs to be as close to 68° F as possible.

## **Success Hints:**

We have found that music is a great “attitude adjuster” to set the mood for the program. It should be playing when the audience arrives, during breaks and at the end of the program. Positive Success has play lists available.

Give Michael a “heads up” by sending him a copy of your program and any other information about your company or organization in advance. The more he knows about you, the better your event will be.

Please complete the Pre-Event Questionnaire and fax, or mail, it to us as soon as possible. Remember that Michael is a “Positive” speaker! You and your participants will be inspired and excited about your business and personal success. You have made the right choice!

Questions? Call 1-847-984-7636

# AUDIO VISUAL EQUIPMENT REQUIREMENTS

Michael will provide his own LCD Projector.

Please provide a 6' skirted table at the front of the room for his projector and computer. One power strip to accommodate LCD projector and computer. *Power strip cord must be long enough to reach from the table to the wall outlet without causing walking hazard.*

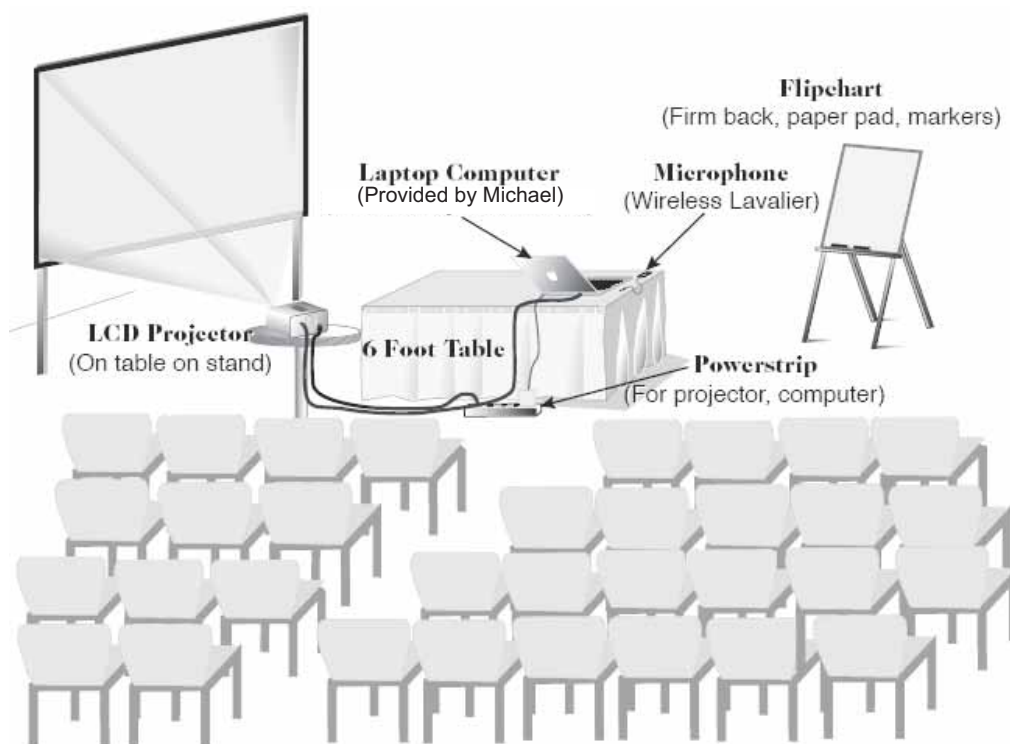
Projection screen large enough to be seen from the back of the room.

Hand held wireless microphone if seating is over 50. No microphone needed for groups under 50.

Two 6' tables covered and skirted in the back of the room near the main entrance.

Note: Positive Success can provide a PA system and 80" screen for local events if necessary.

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# EVENT ELEMENTS "Best and Worst"



Item	Best	Worst
<b>Program Times</b>	<u>Mornings</u> , 9:00-12:00, while people are awake and alert.	Afternoons, after lunch or during cocktails. People are sleepy, tired and mentally drained.
<b>Start time</b>	Start <u>precisely on time</u> , regardless of where attendees are. This establishes the tone of this and future meetings. It shows respect for those who arrived on time and keeps the rest of your event on track.	Late starts that show disrespect for those who are present. No one will respect your next event times and you'll forever start late. (The people who are late are already frustrated. The ones present aren't...yet.)
<b>Breaks</b>	Have a <u>break once every 90 minutes</u> . It should last 15-30 minutes. Shorter if they are staying in the same room, longer if they're changing rooms.	No breaks or short breaks. (If you worry about losing people at the break, then the break isn't the problem; it's the program.)
<b>Length</b>	<u>Three hour</u> session with a break, or a <u>90 minute</u> session without a break.	One hour; (too short to establish rapport and deliver enough content). Two hours; (too long for one session, yet too short to give a break).
<b>Seating</b>	Theater style, semi-circular; keeping the audience close and tight to the stage and speaker. This setup maintains eye contact and creates energy.	Round tables that spread the audience out and positions attendees facing each other instead of the front. U-shape.
<b>Chairs</b>	Fill the front rows first. Set for 10% under actual attendance, so more chairs have to be brought in. Creates response: "The seminar was so good they had to bring in more chairs!"	Empty front rows with people seated in the back. Over-seated by any amount allowing this to happen. (Hotels will usually try to over-seat, so they won't have to bring in more chairs.)
<b>Coffee</b>	<u>Coffee available</u> before the session and at breaks. Two sided buffet table allowing for two lines. Cream and sugar at a separate station.	Unavailable or charging attendees for it. (However, having it for sale is better than not at all.)
<b>Tuition</b>	<u>Charge a tuition</u> . It creates a sense of value and decreases no-shows. (Exception: Company meetings with required attendance).	Free. No sense of value. Attracts people just for donuts, coffee and socializing. People are more likely to no-show.
<b>Stage setup</b>	Center stage, center screen, chairs close to the stage to create energy and intimacy.	Corner screen, chairs more than 3 feet from stage, a lectern.
<b>Lighting</b>	<u>Bright room</u> . All lights on, all shades open.	Dark or low lighting. (Usually done for slide or data projectors only).
<b>Sound System</b>	Quality system, wireless lapel mike, multiple ceiling speakers, tested to be clear. (Professional option: Sound engineer with remote sound system, mixer and corner speakers on stands).	Old style, self-contained lectern. Hand held, hard wired microphones with short cords. Sound is critical to having a successful event.
<b>Speaker Introduction</b>	<u>A skilled introducer</u> who is enthusiastic, knows or has heard the speaker, is familiar with the introduction, and comfortable with public speaking. Have separate microphone for the introducer to use.	A last minute selection of someone who doesn't want the job, who hasn't seen the written introduction, isn't comfortable with an audience and who fears microphones saying; "Oh, I won't need that", then gives a lackluster introduction or worse yet makes fun of the speaker.
<b>Conflicting Events</b>	No conflicting events allowing all attendees to be present. Build in time between the program endings and meal beginnings. It reduces stress.	Conflicting sessions. Tightly scheduled lunches, immediate drawings or cocktail parties in other rooms.