

# **SOUND! LIGHTS! CAMERA!**

## **Max's A/V & Technical Requirements**

The success of every speaker's program depends to a great degree on *audibility and visibility*. These are the keys to attention, participation and learning. These useful tips are based on proven theatrical principles that add quality and enjoyment to any meeting, They are *guaranteed* to make Max's program (and every speaker's program!) much more *successful* for you!

Our goal is to generate the most positive and enthusiastic audience response possible. Please call (877) 522-0894 If you have any questions. We are standing by to assist you in any way we can!

### **For Keynote Presentation**

- Wireless clip-on microphone
- An open stage with lots of room
- No center podium. Please set podium to one side or make sure it is portable and can be moved. Max is a high energy speaker who works directly to the audience!
- Theatre-style seating
- Full house lights

### **10 Tips for Program Success**

1. For audiences of 50 people or more, please provide a platform. Loss of visibility lessens audience involvement!
2. Avoid using ceiling mounted speakers whenever possible. Use free-standing sound system and speakers for much better clarity and quality.
3. For audiences of more that 300, use speakers in the front, middle and rear of the meeting room.
4. The more light the better! When audiences cannot see clearly they cannot hear clearly. When the speaker is strongly lighted (much brighter than the room) audiences are more engaged and responsive. Full lights, please!
5. The front row should be no more that six feet from the platform. Large open spaces between speaker and audience lessens the impact of the speaker.
6. Set no more seats than absolutely required. Audiences react negatively to empty seats!

7. In rectangular rooms, set the platform on the long side, not the narrow end. It is better to have audiences seated in a wide pattern than in a deep pattern.
8. Request that ***all pagers, cell phones, audio and video recorders be turned off!*** This is essential for audience involvement and avoids issues of *copyright infringement*.
9. Where possible, image magnification is always an aid to learning and enjoyment.
10. Read Max's introduction exactly as written! It will break the ice and create laughter.