

### **Create an *Experience of Excellence!***

The following helpful **EVENT TIPS – Planning, Room Set-Up, Lighting, Sound System and Recording Event** – are suggestions that will enhance the positive, memorable experience by those attending your event. Keep in mind that these are only suggestions and are not required. Please contact us at [speaker@uhgroup.com](mailto:speaker@uhgroup.com) or 800 791 6076 if you have any questions.

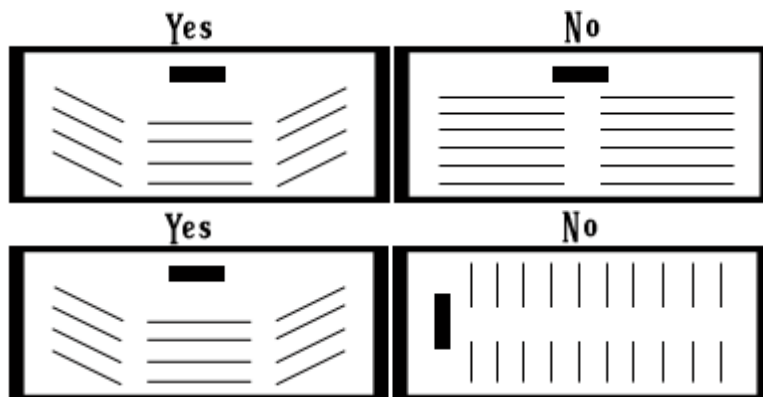
#### **PLANNING**

1. **Room Booking:** When booking the room for the event, confirm that you will not be competing with a band, party or other major potentially noisy function in a near-by room.
2. **When Food is Involved:** If the speaker follows a meal, please ask the banquet captain *to not* have his/her staff pick up dishes, pour coffee or serve dessert during the presentation – this is distracting for the audience. If the meal is at lunch, the afternoon coffee break is always a perfect time to have dessert.
3. **Coffee Breaks:** Set up coffee breaks outside the meeting room. This will allow the focus to remain on the speaker.
4. **Event Agenda:** When planning your agenda always select a great time slot for your speaker to capitalize on your investment. Set the agenda so that the audience is in a fun, energetic mood before the speaker is introduced.
  - We recommend that you *do not* schedule a speaker after athletic activities, marathon meetings, announcements, memorials, cocktail parties, gourmet dinners, staying up late from the prior evenings event or arriving jet-lagged from another time zone.
  - If your program includes awards or extended announcements consider having your speaker first, or give the audience a quick stretch-break before the introduction.
  - It is also recommended to adjust your agenda if you anticipate low attendance on the kick-off and/or departing morning of a multi-day conference.
5. **Introduction:** Right before introducing the speakers, have person introducing the speaker ask the attendees to turn off pagers, phones and other possible alarms, and if these items must be on, turn them to vibrate. For the introduction, please have the person introducing the speaker read the introduction as provided or close to the way it is written.
6. **Purified Water:** On the table where the speaker's laptop and materials are placed, please have a bottle of **purified water** and a glass. No ice please.

7. **Taking Photos:** The eye follows movement, not sound. Have your photographer take photos *after* the presentation or from the very back of the room. This will help eliminate the distraction for both your audience and speaker, providing a perfect opportunity for the audience to receive the message they came to hear.
8. **Social Events:** Our speakers try to meet as many members of the audience as possible. If requested and scheduling will allow, the speaker will attend your social events, but please do not make arrangements to keep him or her out late at night.
9. **Speaker Walk-Through:** A predetermined time is arranged for the speaker to meet with the event planner to review the schedule and special request. If you would like, ask your speaker for programming, format and staging suggestions – they are always happy to be of service. The speaker will also test the audio/visual system to ensure it is work prior to the session beginning.
10. **Event Location Manager:** Review the following suggestion with the person in charge of the event location.

## ROOM SET-UP

1. **Rectangular Room:** If the room is rectangular, set the stage area in the middle of the long wall – not on the short end. We want everyone, even those in the back row, to be engaged. These diagrams illustrate the idea setting arrangement:



2. **Stage:** If using a stage/riser the ideal height for audiences of up to 200 people is .5 to 1 ft and for audiences of more than 200 is 1-2 ft. The stage should not be less than 12 ft in length.
3. **Front Row:** Keep the front row as close to the stage as is possibly comfortable – six feet is ideal and not more than 10 feet. It is especially important when using tables to have the first row close to the stage.
4. **Avoid a Center Aisle:** Theater style seating is preferred, but not required. If the room is long, break the seating into three sections with two smaller side aisles. Large center aisle cause the audience to feel divided.

5. **Curve or Angle Your Seating:** Curved seating (chevron, the YES diagram illustrated above) increases capacity by 26% over straight row seating and creates a more comfortable atmosphere for audience members to see the speaker.
6. **Stagger the Rows:** By staggering the rows it eliminates audiences twisting, bobbing and craning to see around the head in front of them.
7. **Fewer Chairs are Better:** If you are planning on 200 people, set the room for 180 not 250. Stack extra chairs at the back of the room. Otherwise, the front rows will be empty. Better to have every seat taken than large empty spots throughout the audience.
8. **Rope Off the Back 10 Rows:** Have the door host(s) direct participants to take the seats up front and wait until the last ten minutes before the presentation begins to remove the roping.
9. **Wheelchair Accessibility:** If you know some attendees will be in wheelchairs, remove a few chairs at the ends of the front few rows for one of the best seats in the house. This will allow for easy entry/exit and other attendees will be able to see as well.
10. **Noisy Doors:** If side or back doors close loudly, please have a doorstop handy or tape the lock to avoid noisy distractions.
11. **Cooler Room:** It is helpful for the room to be a little cooler when first starting the session. The body heat of the audience will warm up the room and you can always turn up the thermostat once the program has started.

## LIGHTING

1. **Presenter Lighting:** By using an additional light source to illuminate your presenter the audience will be more attentive during the program. Believe it or not, studies have proven that when an audience cannot see the presenter clearly, they also believe they cannot hear him or her clearly! A spotlight(s) may be your best option.
2. **Screen Lighting:** The most overlooked and damaging glitch in an event is the ceiling lights that shine directly on the screen and wash out the visuals. After 5 minutes of eyestrain, the audience gives up even trying to follow along. **The solution is *not* to dim all the lights because this will throw your speaker in the shadows, instead** ask the hotel manager to remove the offending lights that shine directly above the screen.
3. **Audience Lighting:** Make sure that the entire room is well lit
4. **Backdrop:** Using a dark backdrop also allows audience members in to see the speaker more clearly.

## **SOUND SYSTEM**

1. **Perfect Sound:** Have you ever suffered along with a speaker through microphone feedback and finally lost interest all together? Avoid this by using your own speaker system, rather than the speakers in the ceiling of the room. This will provide a much higher quality sound.
2. **Larger Audiences:** If your group is large, use speakers in the front, middle and rear of the audience.
3. **Recording:** If you are in a divided ballroom, make sure that you and the other event are not patched into each other's system. Also, you might want to put microphones in the audience to pick up their response to the program. When video taping, use BetaSP format rather than VHS. (Refer to Audio and Video Taping fees below.)
4. **Music:** Adding the right music to your event can kick-start the energy level.

## **RECORDING EVENT**

**Ultimate Health Group, LLC** will receive the master from all audio and/or video taping. If your company/organization would like to utilize these promotional resources, the following charges will apply:

Video Taping: 25% of Speaking Fee

Audio Taping: 25% of Speaking Fee

Addendum to Agreement is Required

## **EDUCATIONAL MATERIALS**

To ship event materials in advance please provide the name of the person responsible for receiving the shipment. We will need a Federal Express or UPS shipping number.

***We hope these suggestions have been helpful!***

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