

Betti's Guidelines and A/V Requirements

***Meeting the following audio visual requirements and guidelines will help ensure a successful presentation!
Betti's great to work with and you're going to find her to be very flexible and accommodating!
Betti's not a Diva and she'll work with you to maximize the effectiveness of your event!
So let's keep it simple!***

- **Handouts – WOW!** If you'd like, Betti will be sending you first-class, quality notecards for each member of the audience. (These are not sales or marketing pieces) This will be take-home, valuable information that the audience can use to help increase their **Success and Momentum** in both their personal and professional lives! We request that you place the notecards on chairs and make available.
- **Betti will provide a customized Introduction for your audience!** It will be sent to you 1 week in advance.
- **Questions from Audience** - Please confirm prior if you'd like Betti to address audience questions at the end of her presentation. We're flexible... just want to stay on time for you!
- **Wireless lavalier (jacket clip) microphone**, or depending on your audience program, a **wireless hand held microphone is preferable**. Betti is a high energy speaker who utilizes movement to connect with her audience. She'll be moving around and likes to step off and interact with the audience! We'll talk about what's best for your event!
- **Platform** – The distance from the 1st row of seats/tables to the stage should be no more than 6-10 feet. The ideal stage/riser height for audiences of up to 200 people is 6"-10", for audiences of more than 200 people, 12-24" in height is appropriate. Being elevated makes it much easier for everyone to see and enjoy Betti's presentation. Make sure there's lots of walking room and please have steps placed on the side, if possible. Also, a table close to Betti will be needed for audience gifts and props.
- **Schedule** - if you have agenda items lasting more than 30 minutes prior to Betti's presentation, consider having a brief stretch break before introducing Betti.
- **Room Set-up** – Try not to set up chairs using a center aisle (prime viewing space). Instead, use two smaller aisles on either side of the center and chevron the seats. Stagger the chairs so no one's view will be blocked. Seat the audience close to each other and Betti... with each chair facing the center stage. Match the number of chairs to the number of people; keep extra chairs stacked at the back of the room to avoid empty seats.
- **Lighting** - Make sure the entire room is well lit, especially the stage area. If spotlights are available, please consider firing them up! When the presenter is illuminated more than the audience, listeners can hear better and are less distracted.
- **Screens** not being used should be raised during Betti's presentation, if possible.

- **Audio/Visual Aids** – Betti will accommodate your preferences! We'll talk about the requirements and keep them simple!
- **Production, lighting and camera crews** (if applicable) should be informed and be prepared to be mobile in lighting and cameras.
- **This is a no-no...**Please remember that audio or video recording of the presentation, part or whole, is protected by copyright and the client cannot use for private or other distribution. In addition, Betti does not provide a digital version of the presentation in advance.
- **Hotel and Travel Arrangements** – Hotel room reservations (non-smoking), preferably at the same hotel where the meeting will be. Guarantee for late arrival and should be billed directly to your organization. Betti will be responsible for travel arrangements (non-refundable when possible) coach fare, round trip from Dallas, Texas.
- **Ground Transportation** – Please arrange ground transportation (to and from the airport) and let our office know who's meeting Betti.
- **Payment of Fee – Let's keep this simple too!**
 - **You will receive a speaking agreement**
 - **Sign and return with a 50% deposit to hold the date**
 - **Betti will then send you the Pre-Program Questionnaire (or, if you prefer, she'll call you and we'll do it together!) to personalize Betti's presentation and fine tune your requirements.**
 - **Betti will call you a few weeks before the event to finalize all the details** (remember, the entire fee will be due on-site, immediately following Betti's presentation. An invoice will be mailed prior to the engagement to keep it simple!
 - **Now...you sit back and enjoy how easy Betti is to work with!**

Questions? Please feel free to call Betti at 214-763-6344. I'll always be available and happy to help!