Betti's Event Checklist

Betti has discovered some successful ideas for room set up that will add to the quality of any type of meeting!

Positive interaction and responses from the audience can be enhanced by using these suggestions. Keep in mind that Betti does not require that you do any of these - *you're going to find her to be very flexible and easy to work with!* These are just here for whatever value they may be to you, the Meeting Planner.

If you have any questions give Betti a call at 214-763-6344… and **be sure you and Betti have reviewed the Pre-Program Questionnaire!**

AV Requirements:

For Keynotes:

- **Wireless lavaliere clip-on microphone or a hand-held mic with the audience will work just fine!**
- **Plenty of stage room since Betti likes to move around and interact with her audiences**
- **Theater style seating – full house lights**
- **A small cocktail table to the side for audience surprise materials and handouts**

For Workshops:

- **Wireless lavaliere clip-on microphone**
- **Overhead projector with screen for PowerPoints using Betti's PC**
- **Classroom style seating**
- **Plenty of attendee workspace**

Audio/Visual Aids:

If were using a screen, position the screen in the middle of the stage – Betti will be speaking from the side or from inside the audience.

Platform/Riser/Stage:

A raised platform is preferred if you have more than 50 people. Your audience will benefit from Betti being more visible on a raised platform (12-18 inches). Being elevated makes it much easier for everyone to see and enjoy the presentation. Please have steps placed in front, since Betti likes to be with her audiences!

If a lectern or head table is part of your meeting, please make sure there is ample room for Betti, who's a high energy speaker, to connect with her audience. She will not be speaking from a lectern.

Do not use a center aisle (prime viewing space). Instead, use two smaller aisles on either side of the center and chevron the seats.

Photographs are permitted and a full set provided to Betti Coffey Presents is always appreciated!

<u>**Recording of Presentation:**</u>

The material to be presented is protected by copyright. Audio and/or video recording is permitted and encouraged, however, a separate recording agreement must be signed prior to the event. If recorded, Betti requires that you provide her with a copy of her segment within 14 days of the program.

<u>**Introduction:**</u>

Betti's customized introduction for the event will be provided ahead of time.

<u>**Audience:**</u>

Keep the front row as close to the stage as is possibly comfortable, usually 6 feet away.
Don't over set the room. If you are planning on 200 people, set the room for 200 (or fewer), not 250.
It's better to have every seat taken than large empty spots throughout the audience & an empty front row.
If the room is rectangular, set the stage are in the middle of the long wall not on the short end. It's better to have an audience wide than deep.

If you have agenda items lasting more than 30 minutes prior to Betti's presentation, consider giving the audience a brief stretch break before introducing Betti.

Ask attendees to turn off phones and other possible alarms before beginning

Use a dark backdrop – the face of the presenter is accentuated against it

Use music in your program – it always sets the mood!

<u>**Here are some additional ideas for you to make your meetings wildly successful!**</u>

Use your own speaker sound system, rather than the speakers in the room ceiling. You will get much higher quality sound.

Use speakers in the front, middle and rear of audience

If your recording, put microphones in the audience to pick up audience responses

Use additional light sources for the presenter. Studies have shown that when a presenter is illuminated more than the audience, listeners can hear better and are less distracted.

Keep the temperature to be no colder than 70 degrees for the comfort of everyone!

Now…sit back with confidence that this event is going to be great!