



Audience Engagement



Engagement Requirements

Personas

Behavior

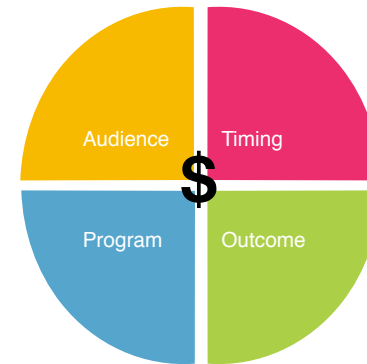
Timing/Environment



Outcomes



Engagement Selection





Types: Presenters



Expert

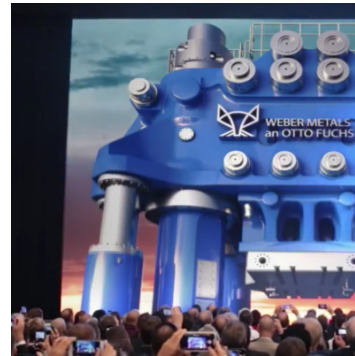
Motivational

Entertaining

Q: Where do they speak?



Types: Video



Montage

Interview

Informational

Happy Faces



Types: Gaming



- Gameshows
- Casinos
- Sports / Activities
- Video Games
- Gamification



Types: Team



Bonding vs. Building



Types: Music



Headliner

Size

Style

Purpose

Q: What support is necessary?



Types: Comedy



Improv

Sketch

Stand Up



Entertainment



Entertainment: Consider

Reviews

Familiarity

Relevance

Appropriateness

Affiliations

Ease of Working With



Contracts: Riders

Technical

- Equipment
- Instrumentation
- Backline
- Multi-media
- Less Negotiable
- Substitutions available
- Mention size



Hospitality

- Travel
- Hotel
- Per Diem
- Green Room
- Entourage
- More negotiable
- Buyouts



Contracts: Standard Elements



Payments

Length

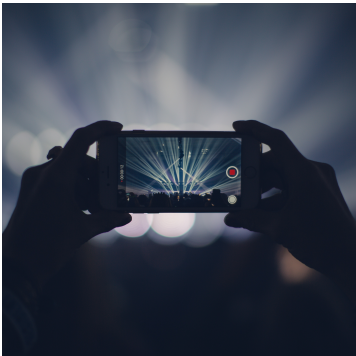
Material

Failure to Perform

Buyouts



Contracts: Extra Elements



Footage

Merchandise

Meet & Greets



Working with Presenters



Engagement Requirements

Right Draw

Cost

Message / Result



Presenter Support



Provide Information

Set Expectations

Review Riders

Give Support

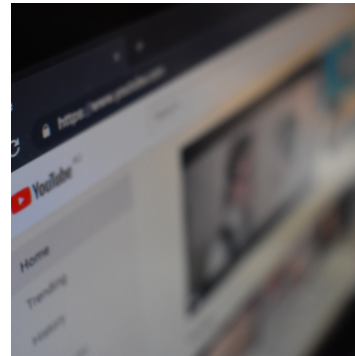
Show Programming



Content Capture



Content Capture



Impressions v. Expressions



Content: Considerations



- Which moments?
- How are they used?
- Capture complexity
- Scripted or ad libbed?
- Who captures?
- Who owns?



Content: Output



- What platforms?
- WHEN released?



Virtual/Hybrid Meetings



Hybrid Characteristics

Digital

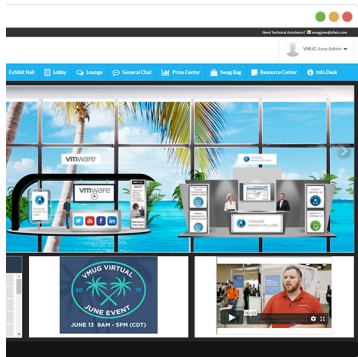
Varied Interactivity

Archival

Mass Audience



Hybrid Types



- Webinars
- Modules
- Streams
- Environments
- *Two Audiences



Hybrid Advantages



- Bridges generations
- Marketing and logistics savings
- Grow attendance and interaction
- Archive and ownership
- Revenue streams



Audio



Audio Chain



digital file
voice



microphones
computer



mixing board



signal processor



amplifier



PA
Monitors

Source

capture/send

adjust / reduce

clean up

strengthen

Output

Signal Alteration

Microphones

Wired

- Best signal
- Cabling required
- Less expensive
- Limited range of motion
- Common: handheld

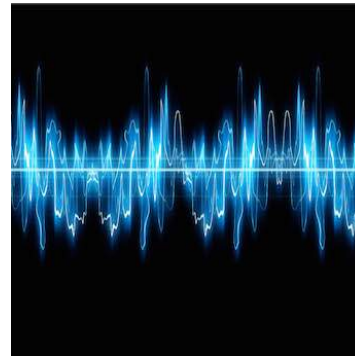


Wireless

- Best movement
- Sound quality iffy
- Needs power
- Costlier
- More considerations
- Common: handheld or lavalier



Audio Considerations



Mood

Type and amount of sources

End product

Audience size

Room: materials, layout



Video



Video Chain



digital file
live feed
software

Source



switching system

select / edit / run

Signal Alteration



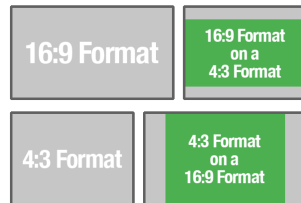
projector
screen

Output

Content v. Output Sizes

5:4 Computer Displays	4:3 SDTV / Video Computer Displays	3:2 35mm Film DSLR Cameras Smartphones	16:10 Widescreen Computer Displays Smartphones
16:9 HDTV Widescreen SDTV Smartphones	1.85:1 Cinema Film (US)	2.35:1 Cinemascope	

Content

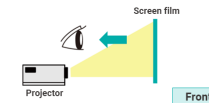


Output

Projection Screen Types

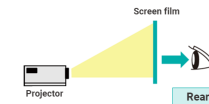
Front

- Brighter
- Saves space in room
- Equipment is visible



Rear

- Equipment out of view
- Reverse image
- Can get to equipment if issue





Projection Screen Sizes

Image Diagonal	Image Height	Image Width
60"	36"	48"
72"	43"	57"
84"	50"	67"
96"	57"	77"
100"	60"	80"
120"	69"	92"
150"	87"	116"
180"	105"	140"
200"	120"	160"
210"	123"	164"
240"	141"	188"

4:3 Aspect Ratio

Image Diagonal	Image Height	Image Width
92"	45"	80"
106"	52"	92"
110"	54"	96"
119"	58"	104"
133"	65"	116"
159"	78"	139"
188"	92"	164"
216"	106"	188"
220"	108"	192"

16:9 Aspect Ratio



Rules of Thumb



Height = 1/6 distance of screen to last row of seats

Front row = two screen heights away

Screen bottom = four feet off floor or stage

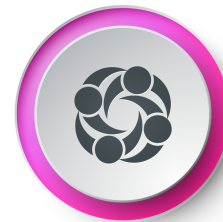
Size = regulated by room & ceiling height



Video Considerations



- Sources of content
- Aspect ratio of sources
- Definition content created in
- Output desired
- Room lighting
- Projection distance



Lighting



Lighting Uses



Environmental



Programmatic



Video



Lighting Instruments

Leko: focused



PAR: broad washes



Programmable:
movement / color

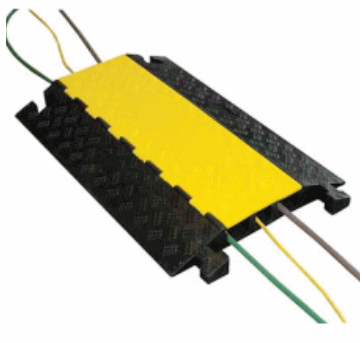


LED: color changing





Lighting Considerations



Power needed v. Power available

Where can instruments go?

Where will cable run?

Safety of guests

When can we focus?



Staging



Staging Uses



Excitement



Visibility



Execution



Staging Elements



Deck



Backdrop



Set



Staging Considerations



How big is the space?

How many people is this for?

What needs to occur on stage?

What AV is above, sides etc.?

Where are people coming and going from?

What is the environment in the space already?