



**EVENT  
LEADERSHIP  
INSTITUTE**

Technical Meeting & Event Production

Week Three: Lesson One

What About Video Switchers?

# Video Signal Flow

Video Sources

Video Switcher

(Distribution Amplifiers)

Projectors and Displays



# Video Switchers

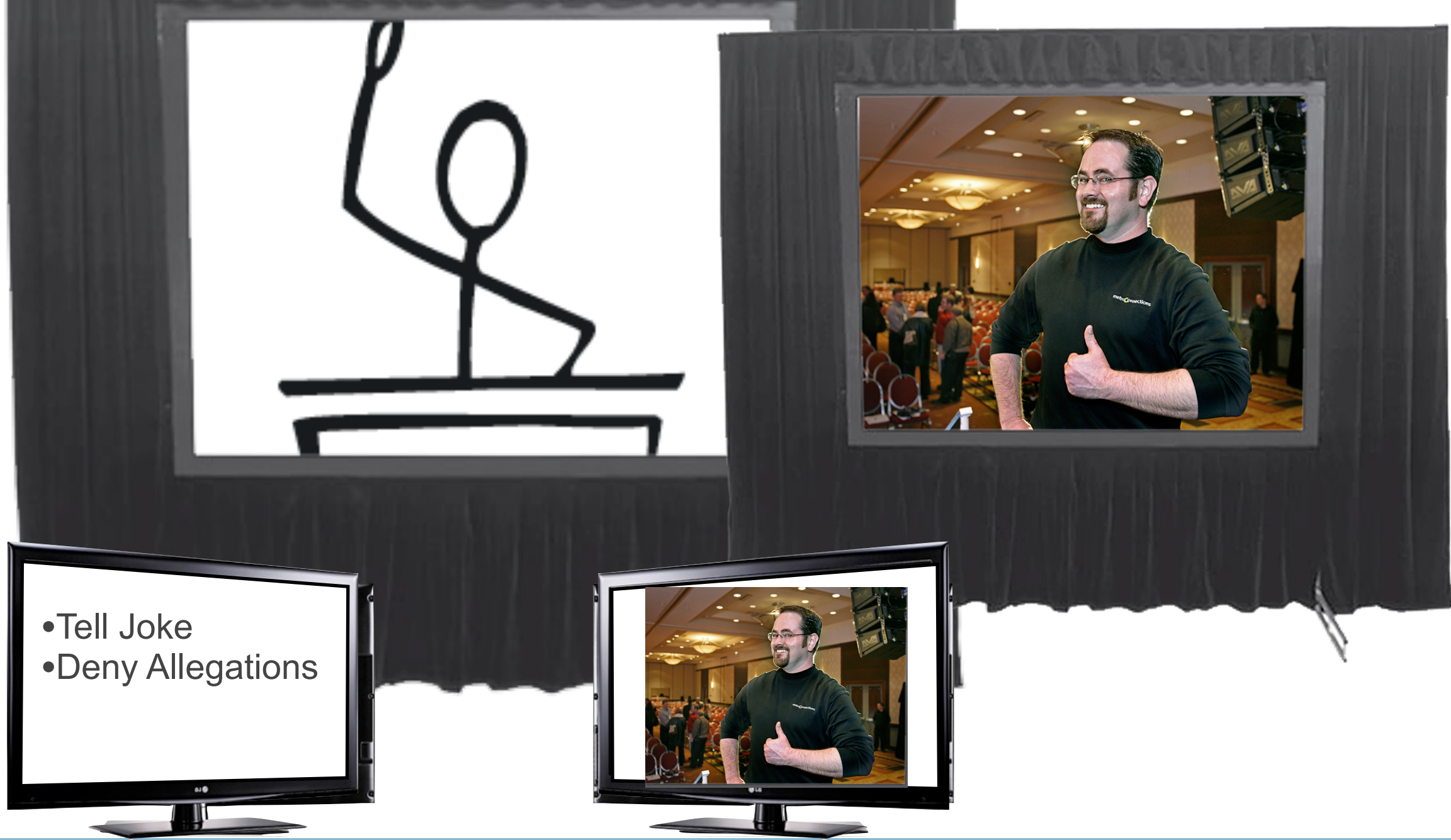
Count the Inputs

Count the Outputs

- Separate Screens
- Confidence Monitors
- Notes Monitors

# Video Switchers

“Confused Administrator”



# Video Switchers Recap

Two biggest influences in cost:

- Number of Inputs
- Number of *distinct* outputs

# Good Questions

How many video inputs do you need?

How many video *outputs* do you need?

# Video Switchers Recap

Two biggest influences in cost:

- Number of Inputs
- Number of *distinct* outputs

Special Effects

- Picture in Picture
- Layers
- Lower Thirds or other CG

# Who Runs the Gear?

## V1 / Video Director

- Responsible for physically selecting which video sources are routed to which output displays



Week Three: Lesson Two

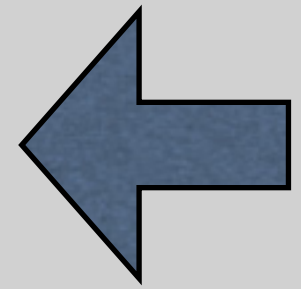
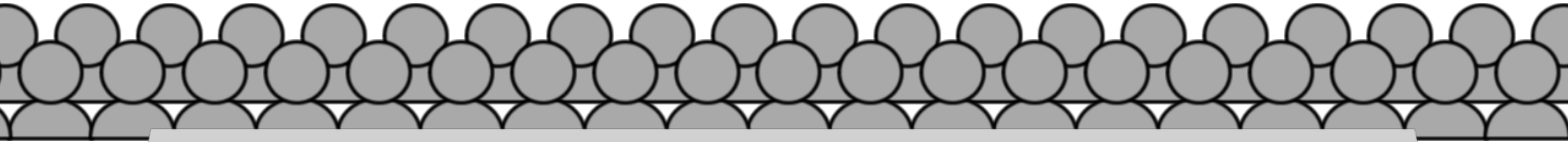
Stage Terminology, Stage  
Sizing, and Strength

# Stages

## Terminology

- Stage Left
- Stage Right
- House Left
- House Right
- Upstage / Downstage

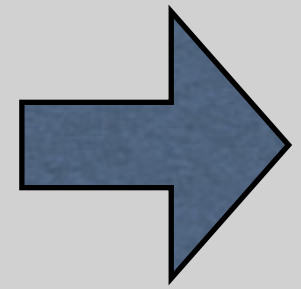
# Stage Terminology



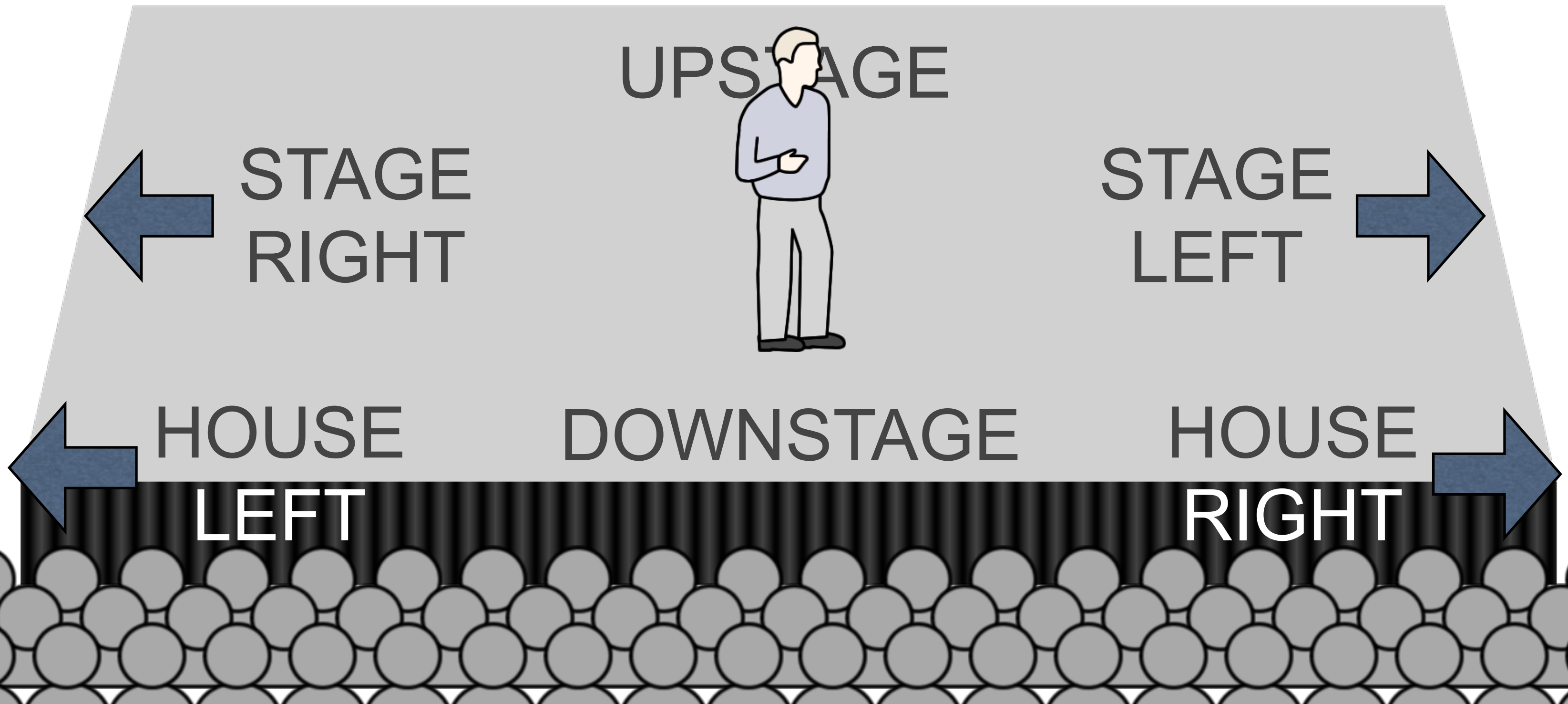
STAGE  
LEFT



STAGE  
RIGHT



# Stage Terminology

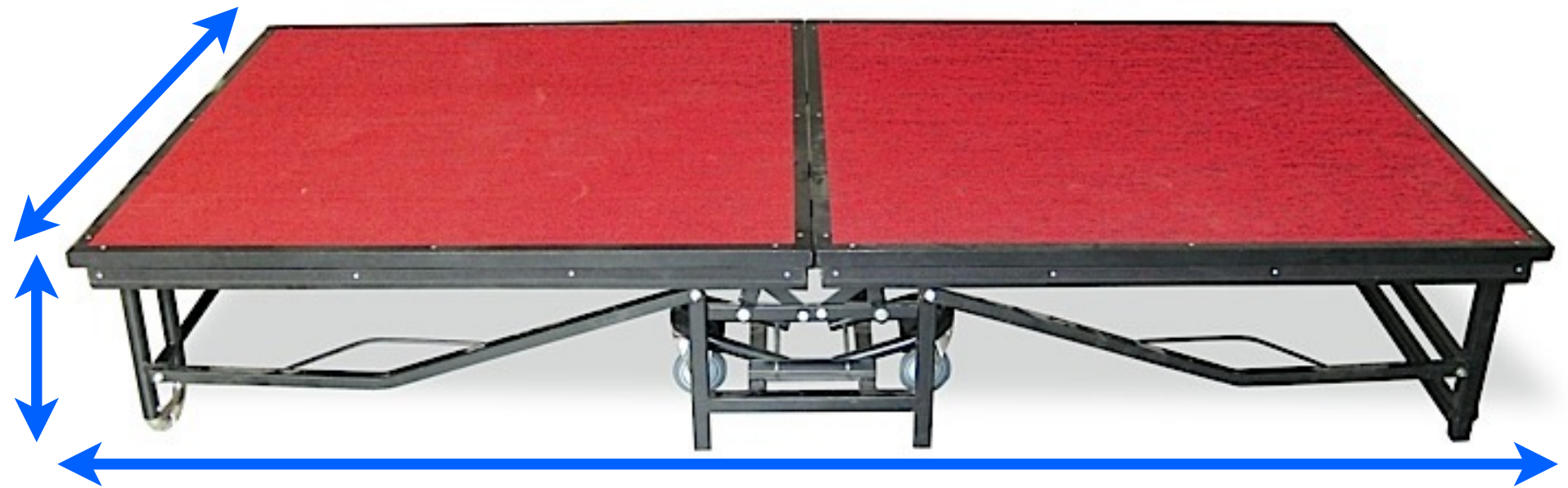


# Stages: How Big Do You Need?

Height

Width

Depth



# Stages: How Big Do You Need?

How deep is the audience?

How tall is the room?

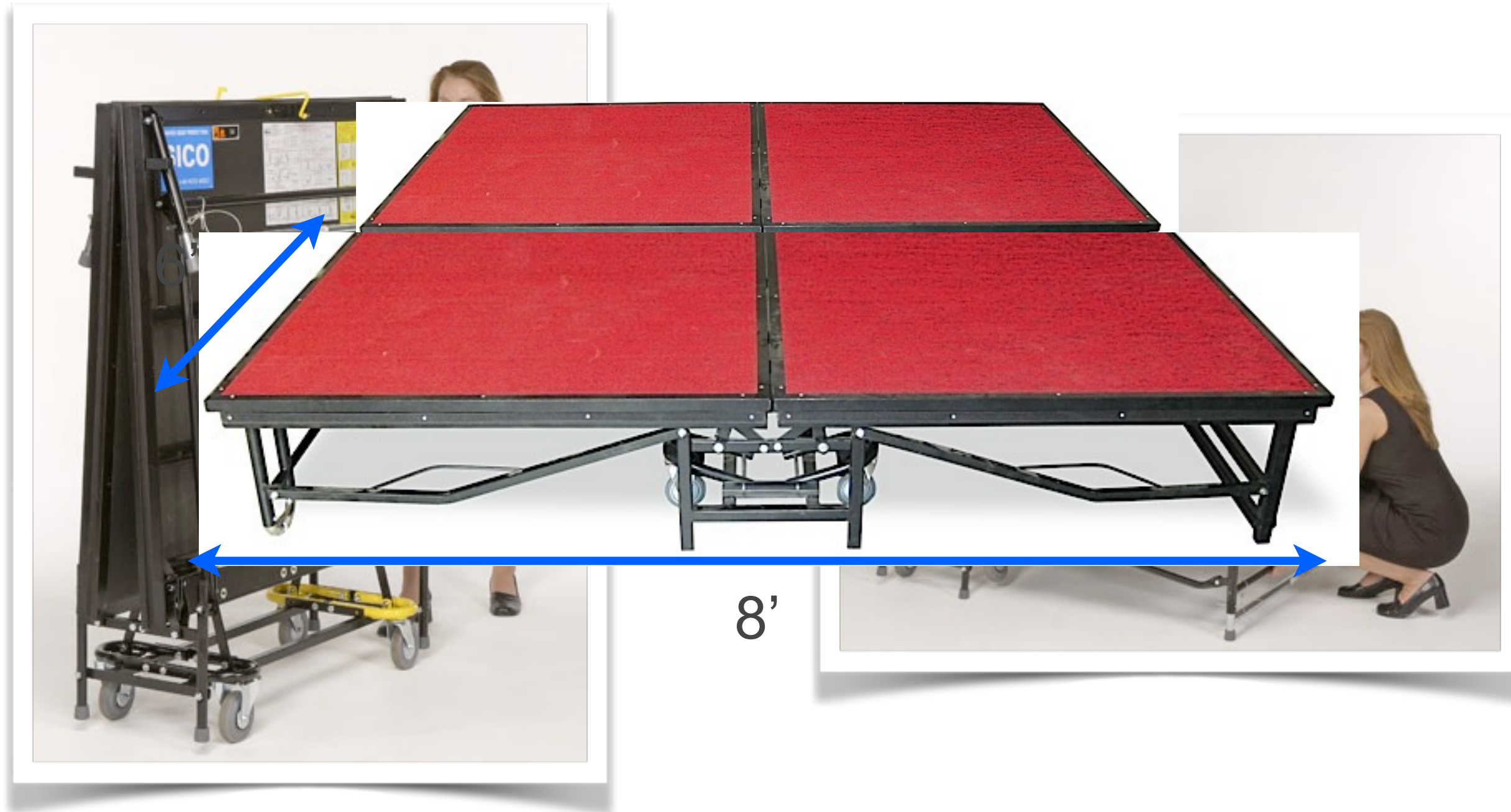
How tall are your presenters?

What action is going to take place on stage?

How does it fit with the rest of the room?

(How big is your CEO's ego?)

# Stages: How Big Do You Need?



# Stages: How (Strong) Do You Need?

Not all stage decking is created equal.





# Week Three: Lesson Three

Logistics, Load-in,  
Setup, and Breaks

# Logistics

## Case storage

- Depends on Front Screen vs Rear Screen
- “Where can we store our empty cases?”
- Add to your list that already includes:
  - Show Office
  - Breakout rooms
  - Green Room



# Green Room

A place for speakers to relax and prepare before coming on stage.

- Near the stage entrance
- Can also be backstage
  - Pipe and drape
  - Couches
  - Soft lighting
  - Audio/Video Monitors



# Order of set up and load in

Push from Truck

Rigging and Truss

# Rigging and Truss



# Order of set up and load in

Push from Truck

Rigging and Truss

Flown Lighting, Projection, Screens, & Speakers

# Flown Gear Attachment



# Order of set up and load in

Push from truck

Rigging and Truss

Flown Lighting, Projection, Screens, & Speakers

Raise Truss

Non-flown Projection and Screens

Staging and Decor Items

Focus Lights

Tables and Chairs

# Order of set up and load in

~~Dock~~ ~~Truck~~ truck

Rigging and Truss

Flown Lighting, Projection, Screens, & Speakers

Raise Truss

Non-flown Projection and Screens

Staging and Decor Items

Focus Lights

Tables and Chairs

# Safety and Aesthetics



# Safety and Aesthetics

Tape down

- “Gaff”
- Gaffe
- NOT
- Cloth

When to u



ges?)

# Safety and Aesthetics



Wrapping Trusses

Wrapping Supports/Stands

Dressing Poles, Bases, Sandbags, etc.



# Crew Breaks

Pay for dinner/lunch to be brought in

- Makes them feel included and invested
- Staff is on site if needed during break.

Watch out for “walk away” breaks, though!



Week Three: Lesson Four

Union Labor, Who Runs the  
Gear, and Logistics Review

# Union Labor

“Do you use Union Labor?”

Breaks

Overtime

Turn Around Time

Not Just for Unions!



# Union Labor

“What rules do you have?” regarding labor hours?

Breaks

Overtime

Turn Around Time

Not Just for Unions!

# Who Runs the Gear?

## Rigger-

- Rigging Expert

## Grips-

- Crew responsible for setting up gear
- May be different “pushers” from setup, depending on union rules

# The World is a Stage

Terminology- Stage Left/Right, House Left/Right  
Upstage, Downstage

Determining Staging- Audience size, room height, stage action. May be limited by venue inventory

Case Storage and Green Room

Order in the Universe- Push, Rig, Fly, Set, Focus, House

# The World is a Stage

Safety Dance- Gaffer's Tape, Cable Ramps

Pretty pretty- Wrap truss, pipes, bases

Provide Crew Meals

Union Labor Rules - Breaks, Overtime,  
Turn Around Time



# Week Three: Lesson Five

## Site Visits, Choosing a Venue, and Negotiation

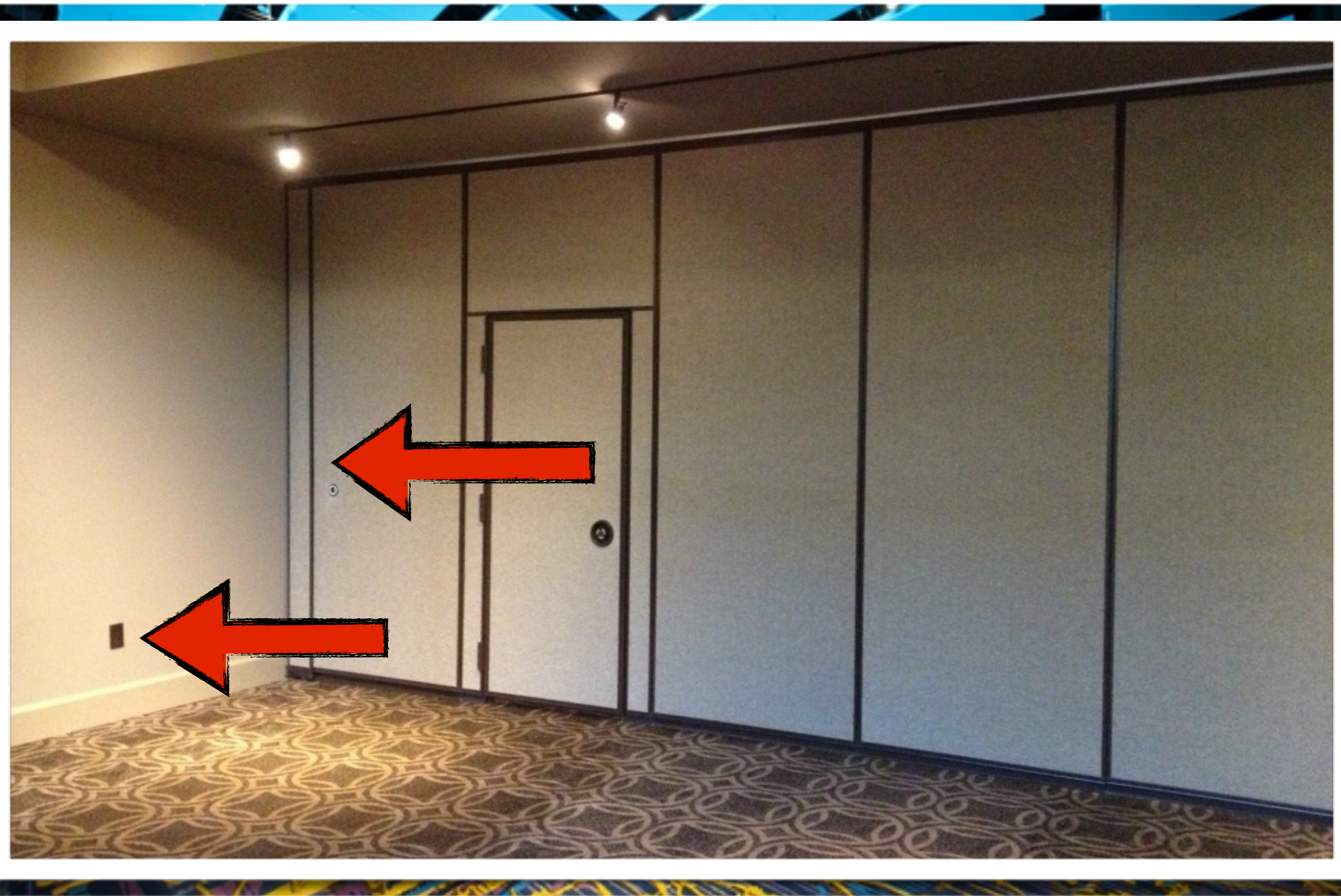
# What to Look for When Choosing a Venue

# Choosing a Venue

## Availability of Circuits

- Air-walls

# Airwalls



# Choosing a Venue

## Availability of Circuits

- Air-walls
- No outlets means more cable
- Guests may need them

# Choosing a Venue

## Power Charges

- Can be tough to know early on
  - Stage Lights, Full Audio
- “What do you charge for power?”
- Can be negotiated away sometimes

# Choosing a Venue



# Rigging Points



# Choosing a Venue

## Rigging Points

- Point Charges
- Another negotiation point?
- May not be owned by venue
- Hotel may be able to put pressure

# Choosing a Venue

“Do you charge for rigging points?”

“What’s your rigging policy?”

- May require certain vendor
- Proof of licence and insurance

# Choosing a Venue

## Inspect the Staging



# Choosing a Venue

Inter

- 
- 
- 

Event Technology						
Room:	Platinum F-G-H	Date:	11/6/2013 - Wednesday			
Meeting:	Webcast	Start:	5:00 AM	End:	2:30 PM	
Description	Qty.	Rate	Total			
<b>Internet</b>						
Bandwidth per 1 Mbps	3	\$600.00	\$1,800.00			
High Speed Internet Access	1	\$375.00	\$375.00			
Network Configuration and Tech Support	1	\$125.00	\$125.00			
Static Public IP Address	1	\$425.00	\$425.00			
Room	Meeting	Date	Start	End	Total	
Platinum F-G-H	Webcast	11/6/2013	5:00 AM	2:30 PM	\$3,639.16	
					Rental:	\$2,600.00
					Labor:	\$125.00
					Service Charge:	\$624.00
					Tax:	\$290.16
					<b>Total:</b>	<b>\$3,639.16</b>

# A word about negotiation

Everything

A great  
compan  
the proc



tion  
EARLY in

# What to look for when you *didn't* get to choose the venue

All the same as above

- Less negotiating power

PLUS:

- Get accurate diagrams
- Bring AV or Production Company to secondary site visit to double check facilities



Week Three: Lesson Six

Choosing an AV Provider,  
and Review

# Choosing an AV Provider

- Rental Only
- In-House AV
- Outside AV
- Production Company

# Choosing an AV Provider

## In-house AV

- Knows the space inside and out
- On site cache of equipment
- May have limited resources
- Can be very expensive compared to outside
- Paying for convenience

# Choosing an AV Provider

## Outside AV

- You may be charged a fee for using one
- Fees (once again) can be negotiated away
- May *still* be less expensive
- Larger Inventory



# Choosing an AV Provider

## Production Company

- Not just order takers.
- Full Service Experience
- Design and Equipment Suggestions
- Paperwork, Show Flow, Script
- Can help lower costs

# Review and (re)visit

## Availability of Power

### Watch out for:

- Power charges
- Point charges
- Internet Charges
- Outside AV charges

Everything is Negotiable!

# Review and (re)visit

Inspect the staging, consider carpet

Pros and Cons of AV Providers:

- In House- Convenience, Expensive
- Outside- Expanded Inventory, May be charges
- Production Company- Full Meal Deal, May be more than you need or want



Week Three: Lesson Seven

Power and Internet Charges

# Power Charges

No consistency in pricing

Connection charges

Power consumption charges

Ask for a consumption report



# WiFi and Internet Charges

No consistency in pricing

Per user fees

(or devices)

Bandwidth charges

Get a report

Ask your mobile app  
provider

