



**EVENT
LEADERSHIP
INSTITUTE**

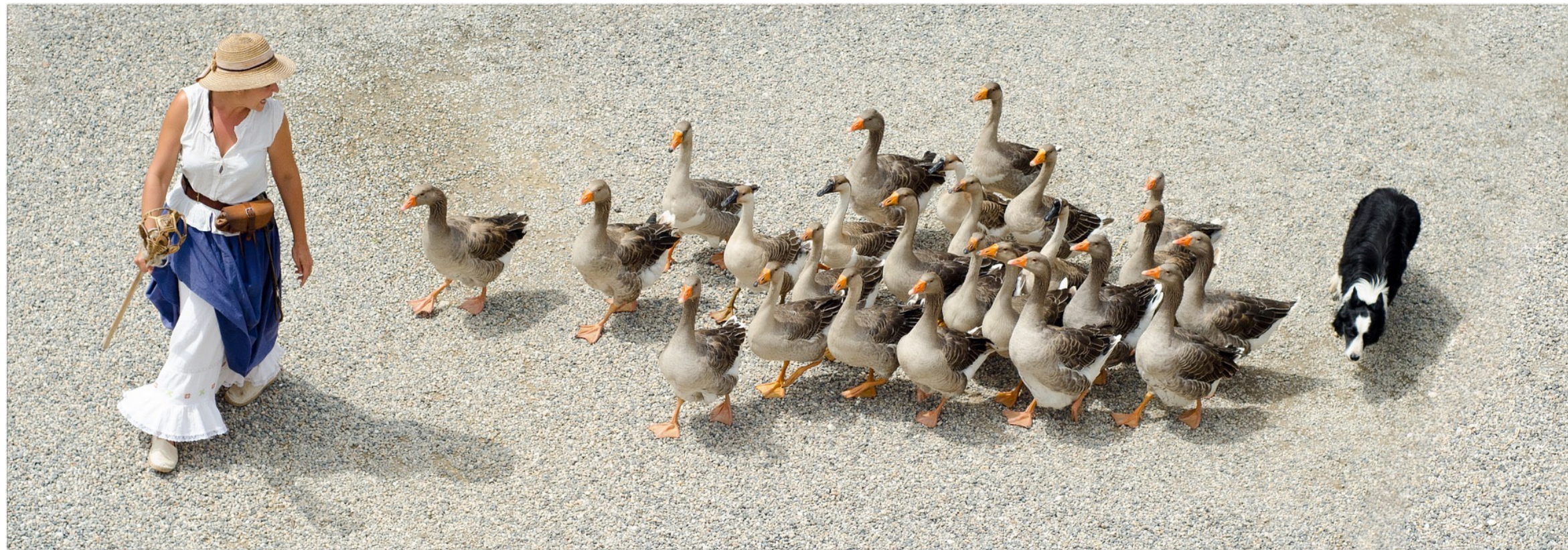
Technical Meeting & Event Production

Week Four: Lesson One

Speaker Management

Speaker Management

- It's not the AV crew's job
- Speakers will not manage themselves



Speaker Management

Get those presentations earlier

- Don't use email
- File sharing services
- Content management services

- Use  **ShareFile**[®]
by **CITRIX**[®]

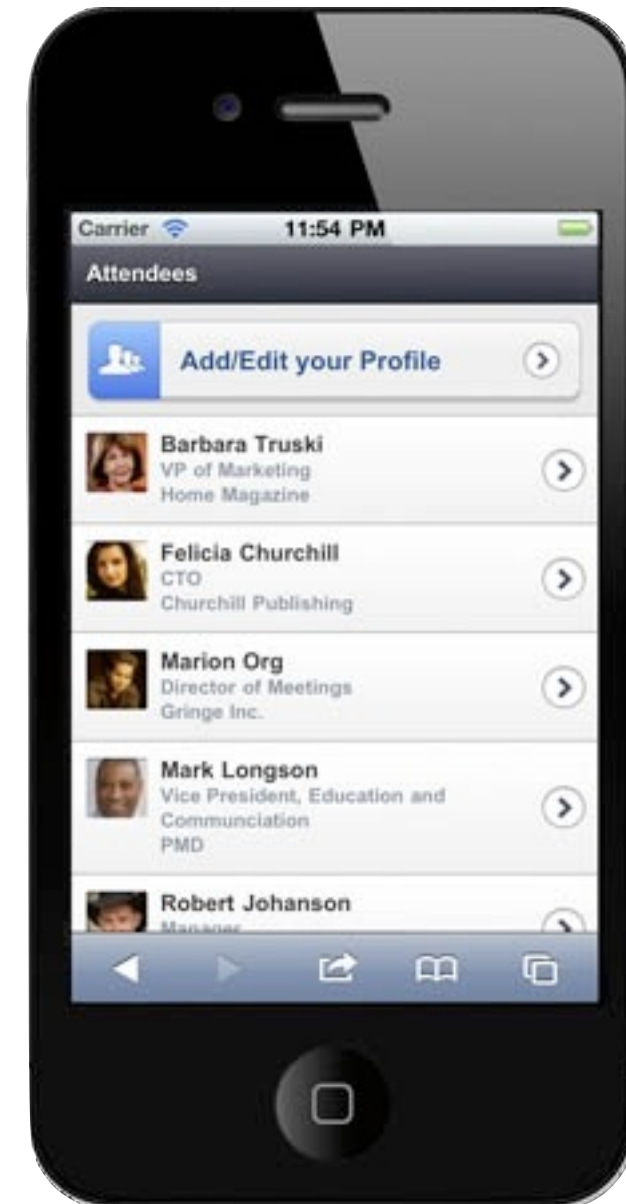
Speaker Management

Know w



Speaker Management

Know where they are sitting
Get the picture



Speaker Management

Know where they are sitting

Get the picture

Have them “ready” *before* VOG introduces

- Microphone is on and properly placed
- Cell Phones off, or left behind
- Nametags off
- Right at the stage entrance

Who Runs the... Gear?

Stage Manager- person responsible for the backstage area at a meeting, especially getting speakers ready, on and off stage, and on-time.

Week Four: Lesson Two

The Production Team
and Calling a Show

On Site Team

Who's who on the production team?

- Producer
- Coordinator
- Technical Director
- Stage Manager
- Director



Calling a Show

Calling out video, audio, and lighting cues

- Warning
- Standby
- Go!



Calling a Show

Show Flow

- Hold that thought!
- Sample in the Resource Materials

Video Switching

- Video Director

Communications

Communication: Clearcoms

- Wired or Wireless
- Must be bulletproof
- Clear-Com, Telex



COMMs Etiquette

May have to be listening closely

May be unapproachable during Standby

May be being talked to in the other ear

May not want you on headset



On Site Team

Who's who on the production team?

- Producer
- Coordinator
- Technical Director
- Stage Manager
- Director



Week Four: Lesson Three

Show Flow

Show Flow

K.I.S.S.

- Keep it Simple Stupid
- Just the Facts

Spreadsheet or Word Document

Offline Access

Professional, Stand-Alone Software

Company XYZ – All Employee Meeting 2013 (Quarter 3)

TITLE: Company XYZ
General Session
Hopkins Performing Art Center, Minnesota

PRODUCED BY:
DRAFT:

1

Thursday, November 7, 2014

Time / Room	Stage	Screen	Source	Special Needs/ Comments	Sound & Lighting
8:10AM	Doors open Photo Slideshow	PPT	PC1	(4) High Top Chairs on stage	iPod Audio House lights up
8:30AM	Welcome – Bob Dobson Welcomes employees Introduce Splargtech	Master PPT	PC 1	Timer at 5 mins Place (2) HH mics in aisles	Bring Lights/Music Down Bob – LAV 1
8:35AM	Customer Case Study – Splargtech (video to be shown during presentation)	Master PPT Logitech Video	PC 1 DDR 1	Timer at 20 mins	Guest Speaker - LAV 2
8:55AM	Platform Evolution Updates- Bob D, Bob M Steve, and Ron	Master PPT	PC 1	Timer at 20 mins Fireside Chat	Bob D- LAV 1 Bob M- LAV 3 Steve R- LAV 4 Ron C- LAV 5

Show Flow Recap

KISS- Keep it Simple Stupid

Call times, breaks, EoD info

Format it for the most popular size of paper

Use minimal columns

Leave plenty of room for notes

Use legible fonts and font sizes

Week Four: Lesson Four

Teleprompters

Teleprompters

What is a teleprompter?

When should I use a teleprompter?

How does this change things?

- Equipment Needs
- Budgeting
- Speaker Preparation

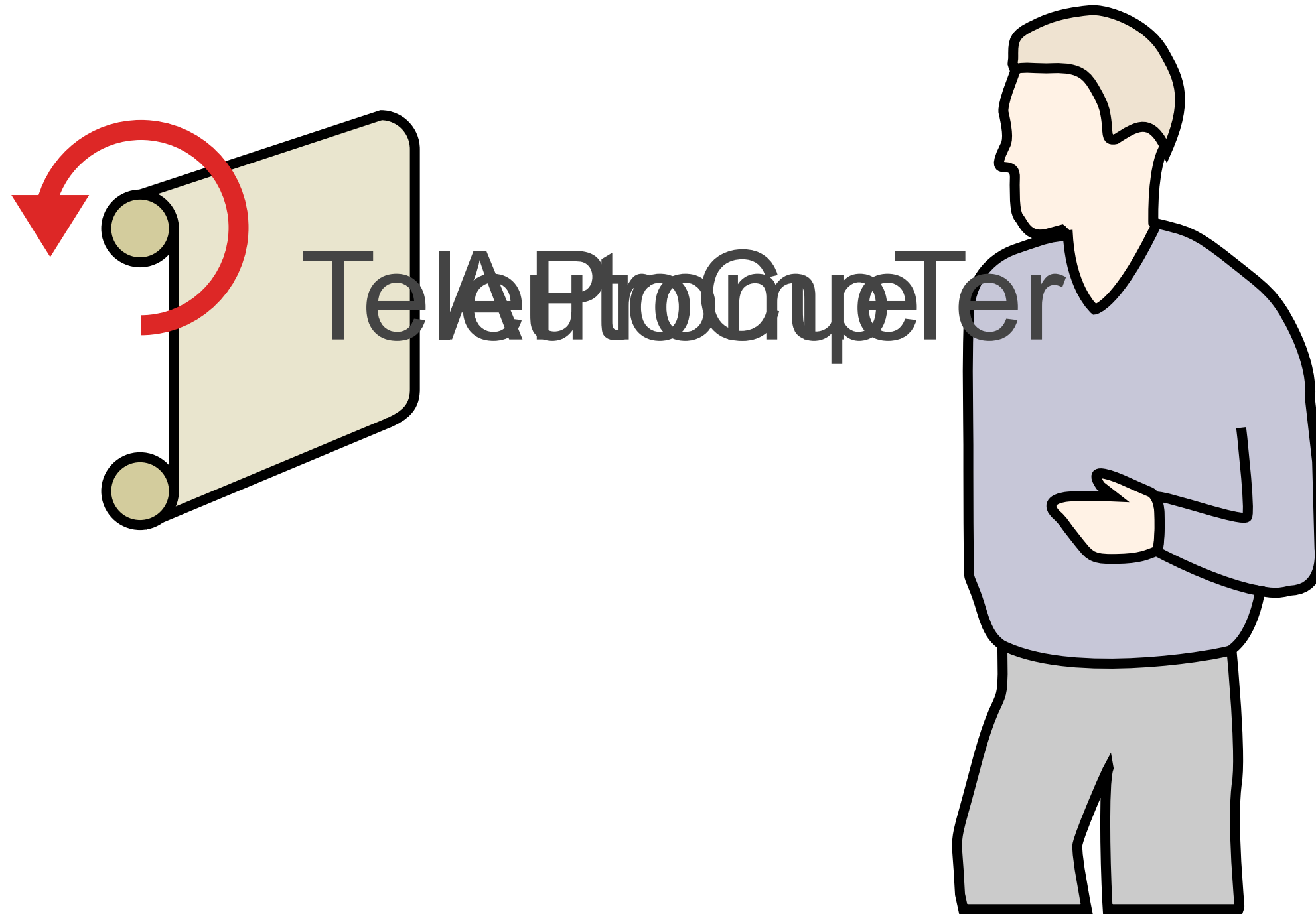
Hello everyone! We gather every year at this time to look back at what we have accomplished...

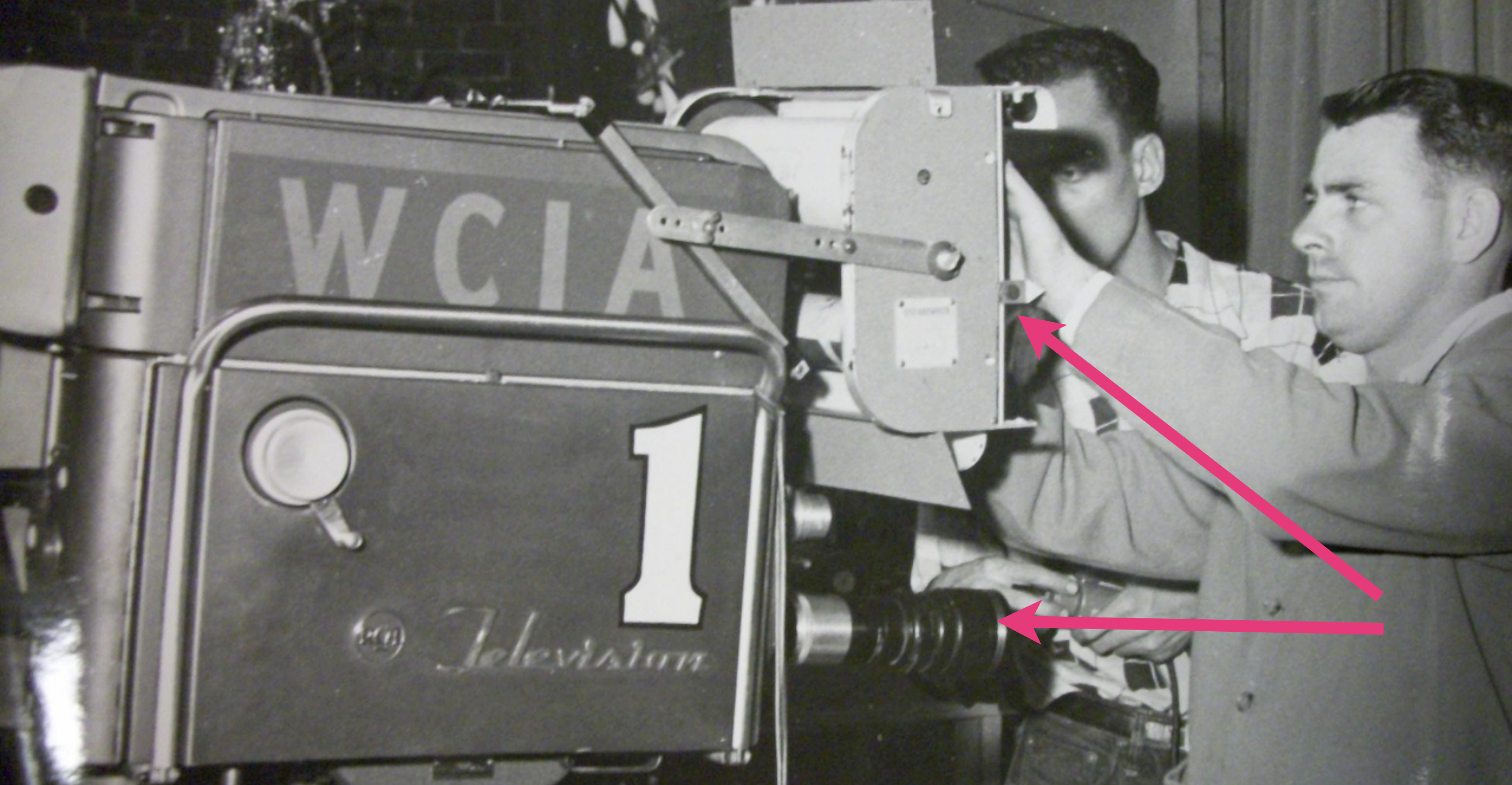
Hello everyone!

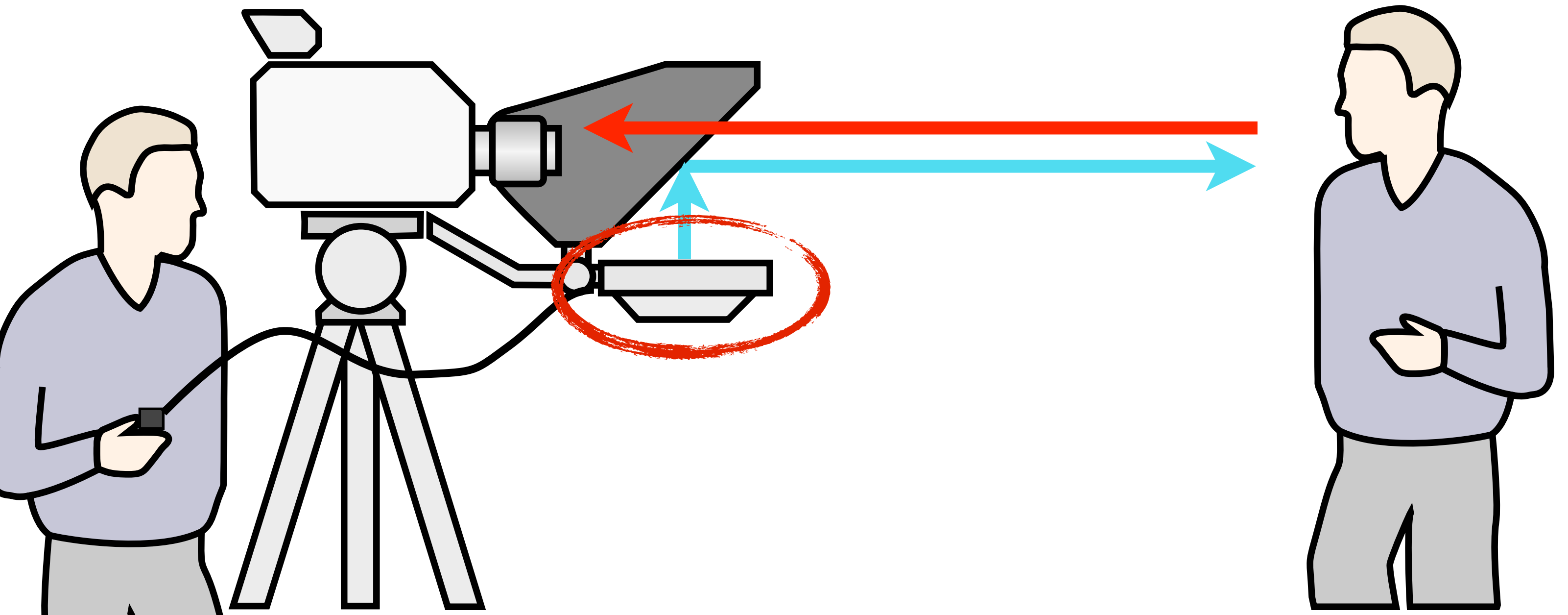
We gather every year at this time to look back at what we have accomplished, and to look



History



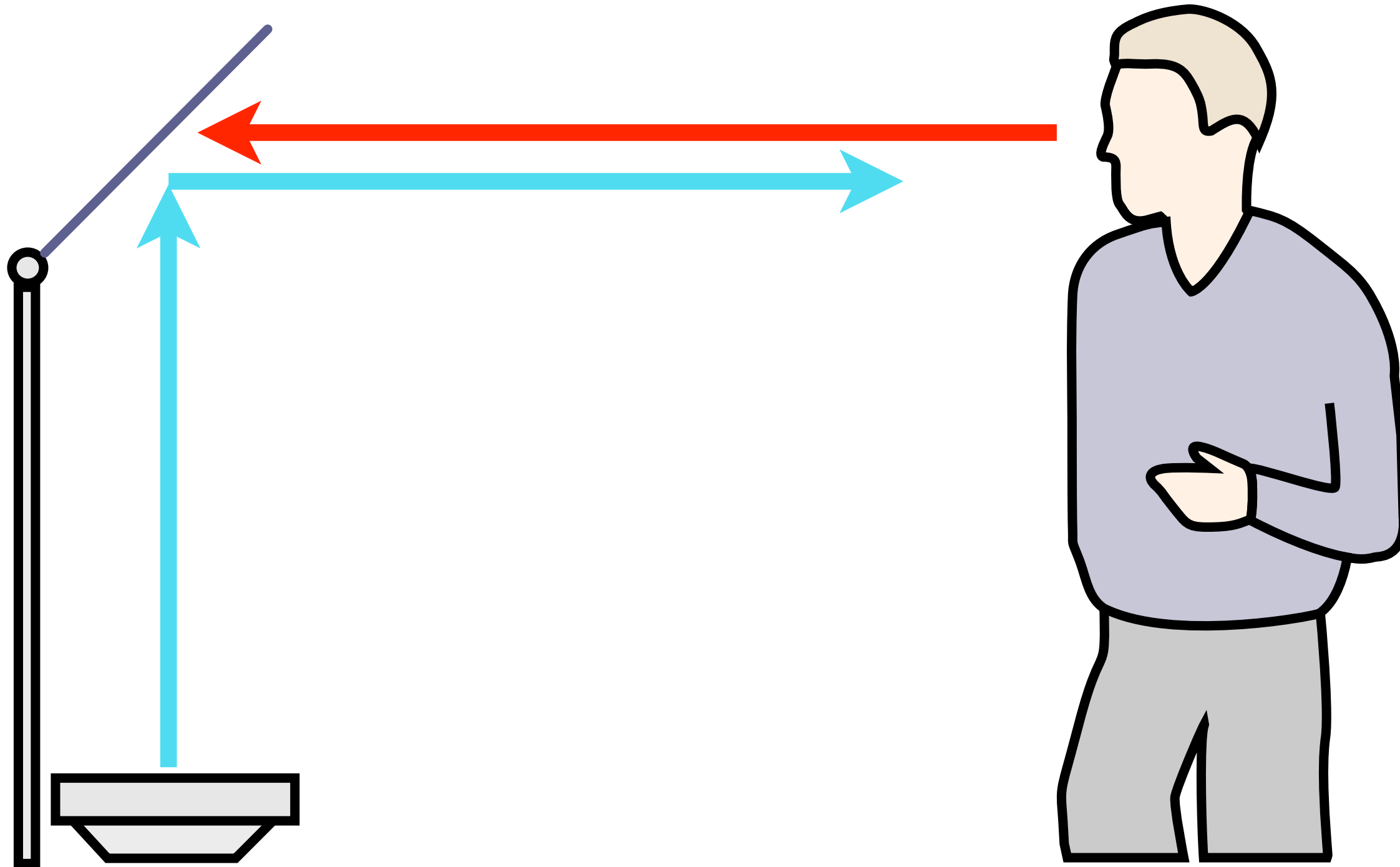








Presidential Teleprompter



Modern Teleprompters

Camera Mounted

Presidential

Floor/Stand Mounted

Camera Mounted

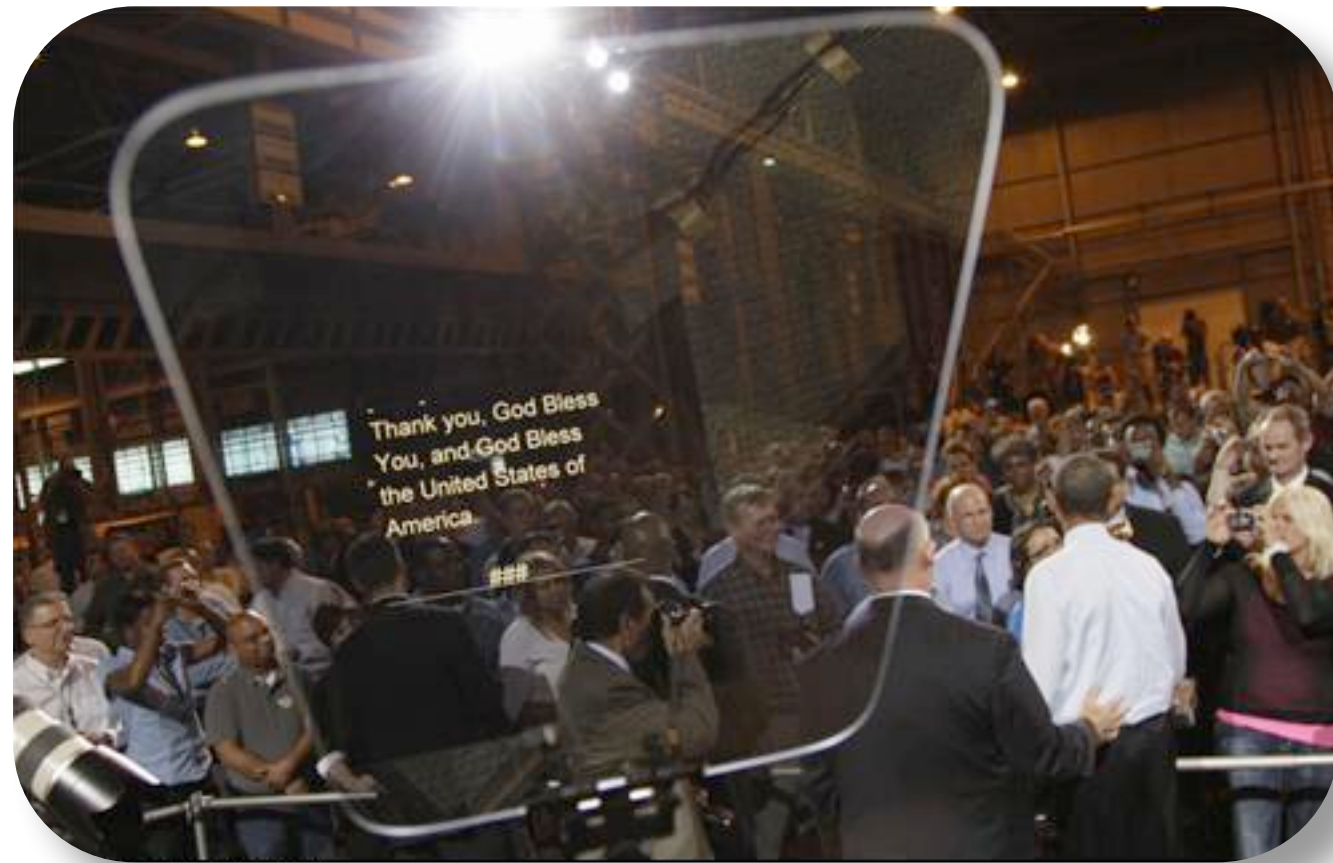
Traditional



Portable/Tablet



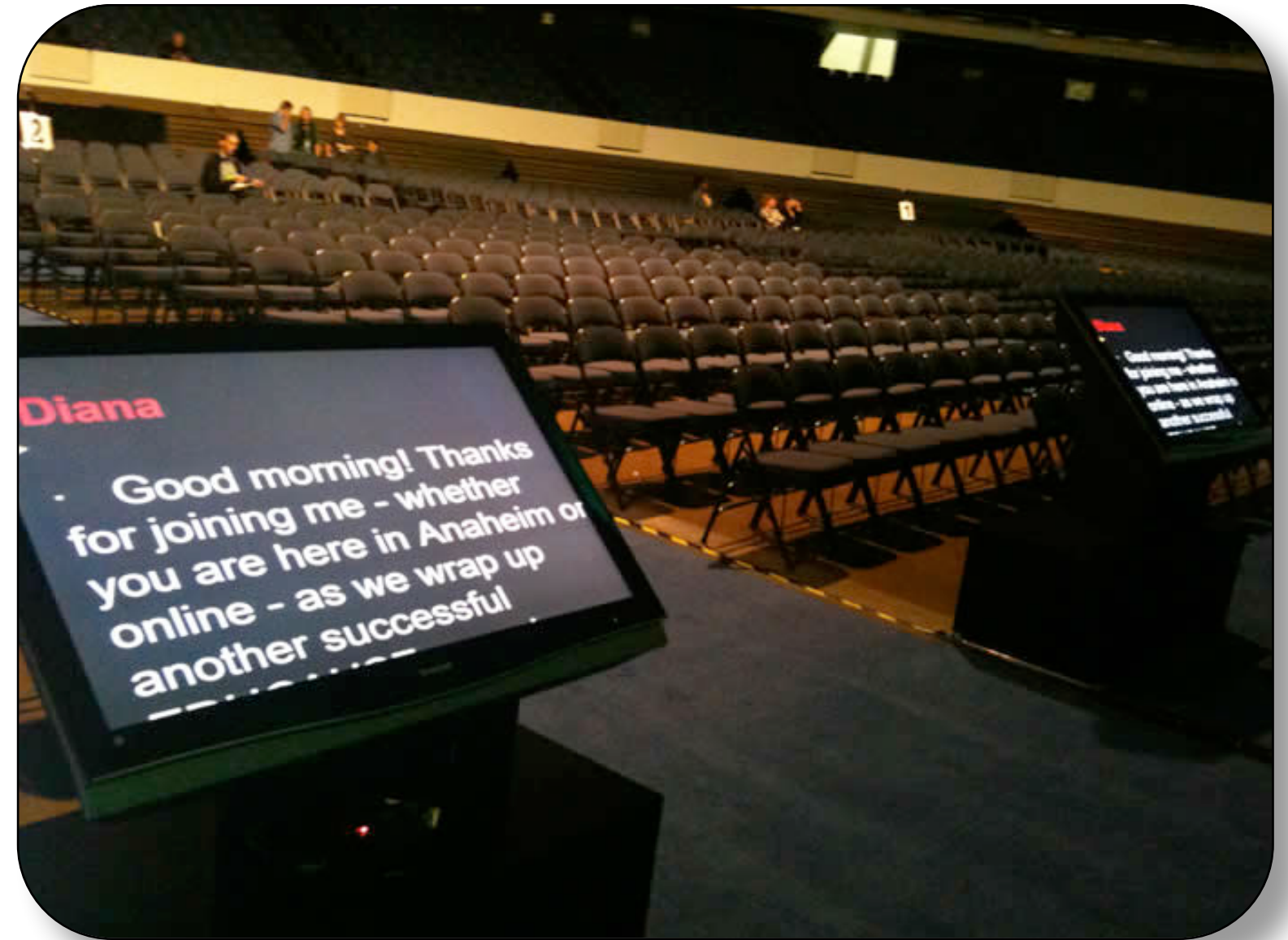
Presidential



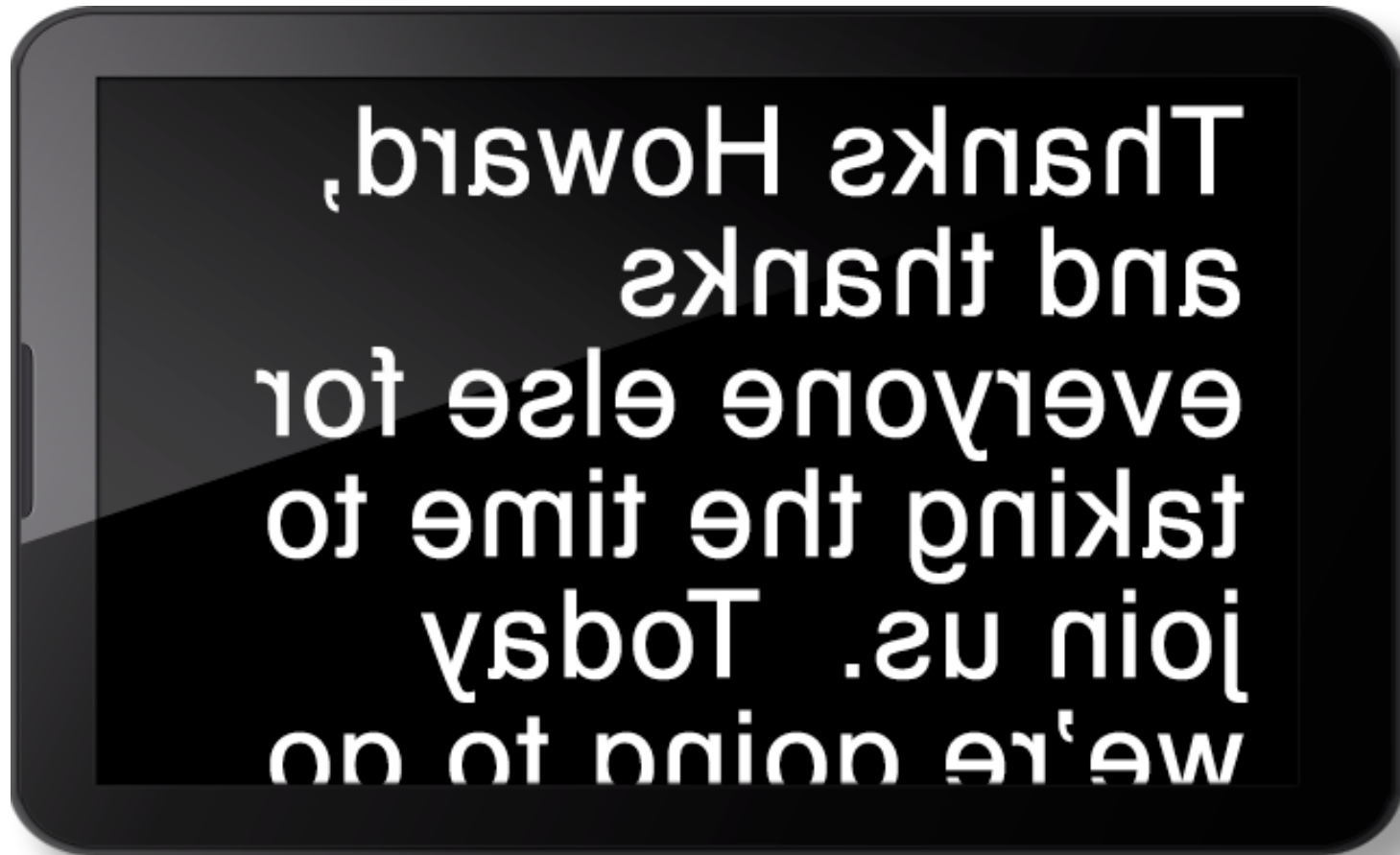
Floor/Stand Mounted



Floor/Stand Mounted



Prompter Software / Control



When Should You Use a Teleprompter?

When you want to appear professional, formal, “presidential”

When you want to maintain eye contact

When you have a carefully crafted and worded message

When the words are not the speaker’s own

When Should You Use a Teleprompter?

When you have a long presentation

My Crappy Presentation

The person just reads the slide, word for word, as it appears on the screen.

This basically means that the presentation is acting as a teleprompter, rather than being any kind of meaningful tool for delivering a message.

So, instead of creating a presentation, what they've really done is create a script.

If that is so important to the speaker that they say exactly what they have written, maybe they should consider a teleprompter.

When Should You Use a Teleprompter?

When you have a long presentation

When you have technical details / specs

When you have little experience speaking

When failure/misspeaking isn't an option

When Shouldn't You Use a Teleprompter?

When cost is an important factor

When you need flexibility
(No changes during cocktail hour)

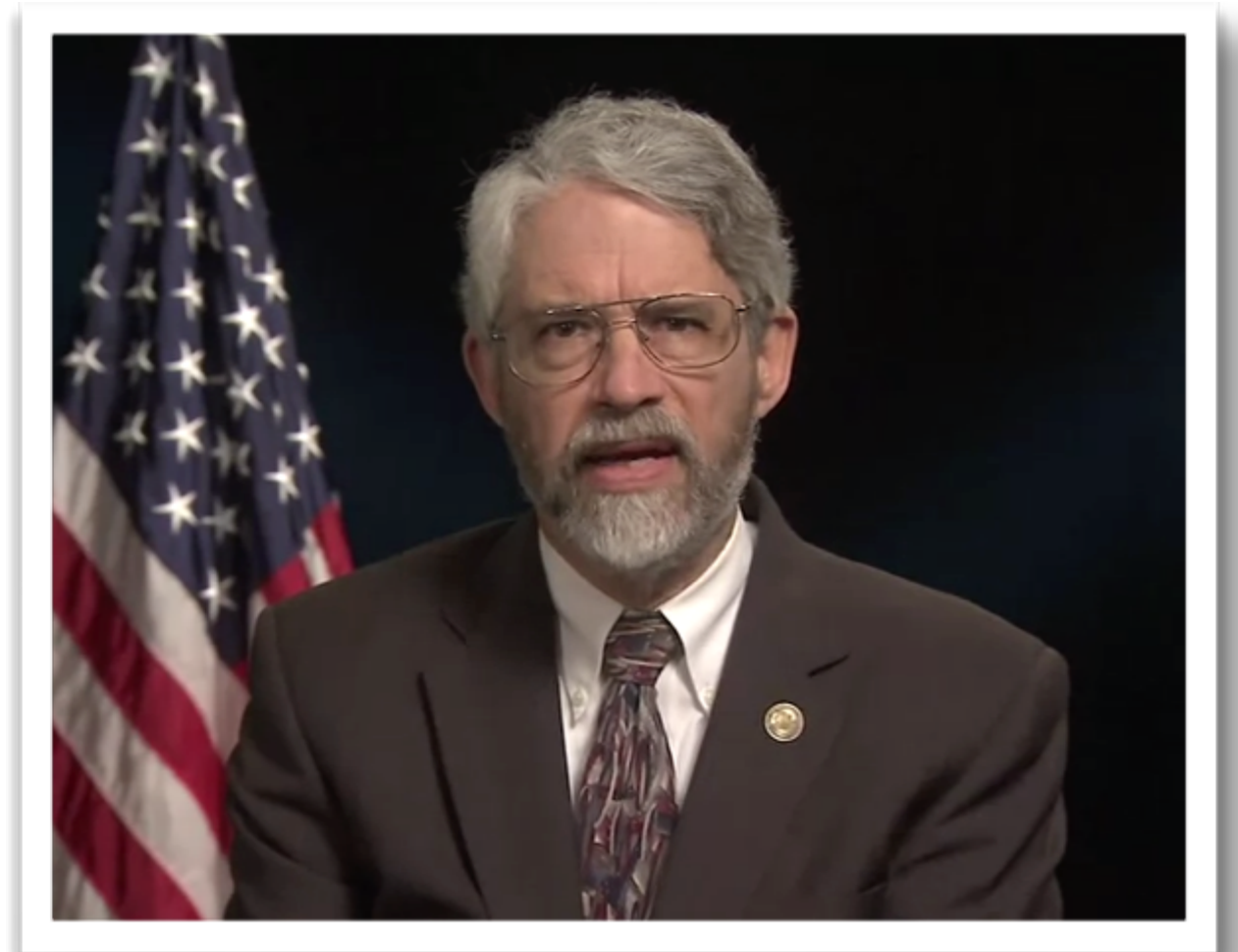
When there's not enough time to practice

When you want to look less formal

Preparing Speakers for Teleprompters

Script Writing

- Ghost Writers in the Sky
- Write like you speak



Preparing Speakers for Teleprompters

Training

- You are the leader, not the teleprompter
- Use an operator
- Partial memorization

Preparing Speakers for Teleprompters

Always have a backup plan

Know what to do if things go wrong

Preparing Speakers for Teleprompters

Rehearsals

- Practice
- Practice
- Practice
- (also) Practice

How Does This Change Things?

Budget requirements

- Equipment Rental
- Operator Labor
- Script Writer

Operator Placement

How Does This Change Things?

Additional pre-show work

- Script Writing
- Teleprompter practice

Additional Rehearsals

Who Runs the Gear?

Teleprompter Operator / 'Prompter Op
(AutoCue Operator)

Week Four: Lesson Five

Hybrid Event Myths and Benefits

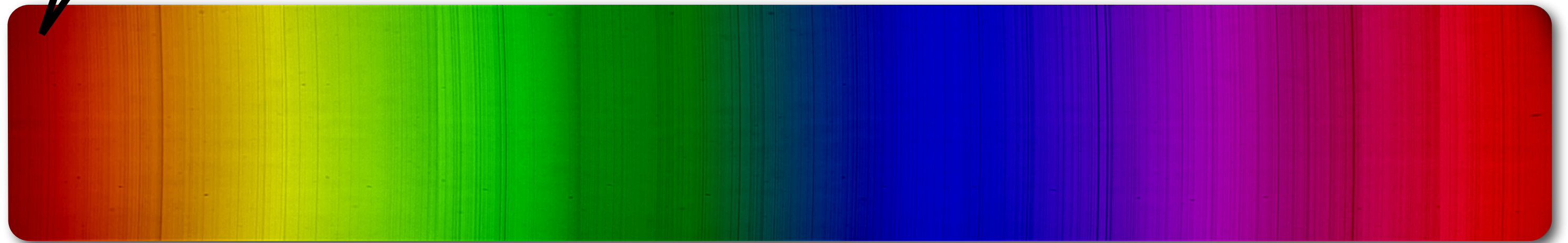
Why should I care about Hybrid Events?

Why should I care about Hybrid Events?



Types of Events

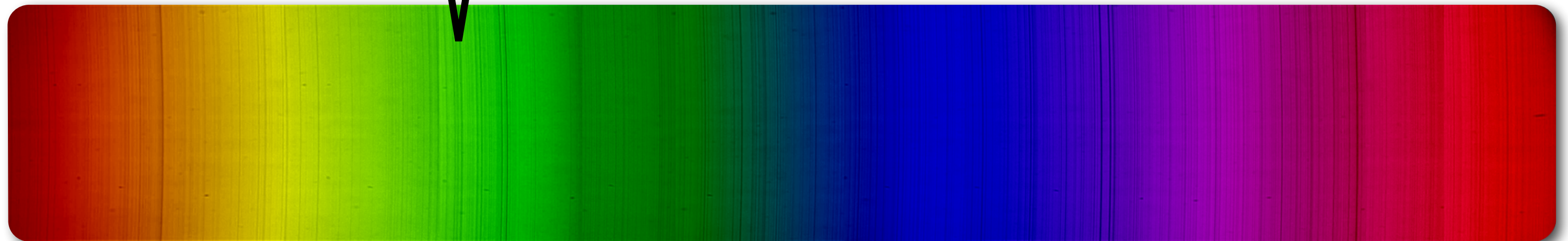
**LIVE
EVENTS**



Spectrum of Audience Types

Types of Events

**BROADCAST
EVENTS**



Spectrum of Audience Types



A meeting or event with at least one group of face-to-face participants, connecting with other participants in one or more locations.

...employ hybrid event technologies to share geographies and time zones, but many still oppose the medium, citing technology failures and potential cannibalization of face-to-face events.

While the technologic concern is credible, MPI's research shows that anxieties surrounding the degeneration of in-person events are largely unsubstantiated. Data suggest that face-to-face attendance increases or remains the same when other audiences join in, as most delegates still prefer to attend events in person. Hybrid meetings are a still-emerging media, and most meeting professionals don't even have experience using the model yet. But those who do have significant experience in hybrid are

KEY TAKEAWAYS

Hybrid Meetings

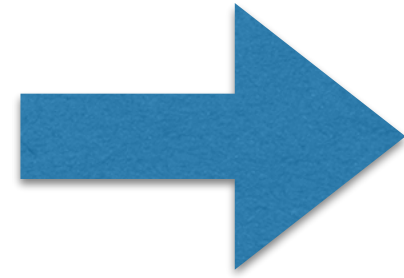
- **Hybrid meetings will be an important part of the industry's future.** Seventy percent of respondents feel that hybrid meetings will be important to the future of meetings, though analysis reveals that meeting professionals are still becoming familiar with the medium.
- **The hybrid meetings movement hasn't gained critical mass.** Fifty percent of respondents have never organized a hybrid event, and another 25 percent have never attended or even helped to organize a hybrid event.
- **Technology is not the only factor in the success of a hybrid event.** While many meeting professionals cite technology as a barrier to the success of a hybrid event, others also point to people, processes and formats. "My advice for

September 2012 | Page 1

Types

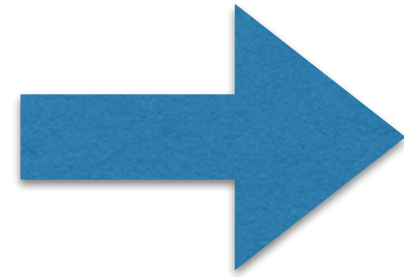
Types of Events

Seminar



Webinar

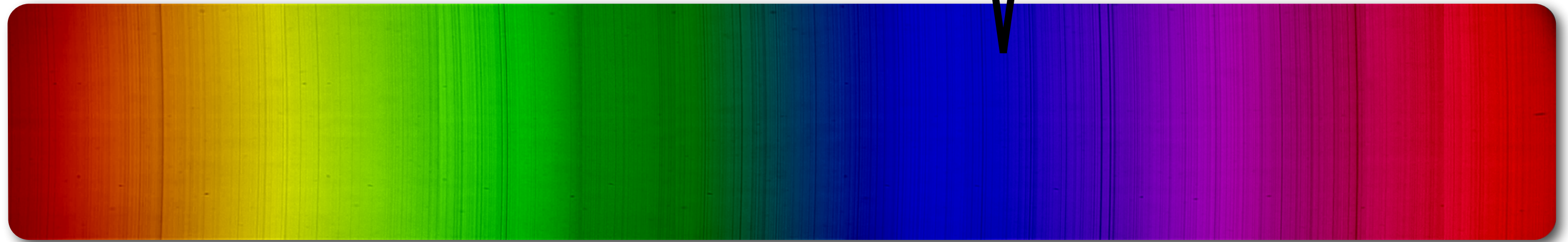
Broadcast



Webcast

Types of Events

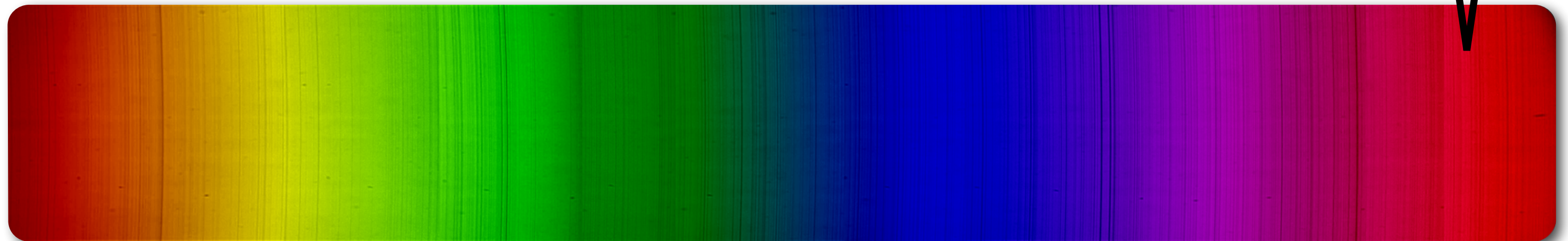
**HYBRID
EVENTS**



Spectrum of Audience Types

Types of Events

**VIRTUAL
EVENTS**



Spectrum of Audience Types

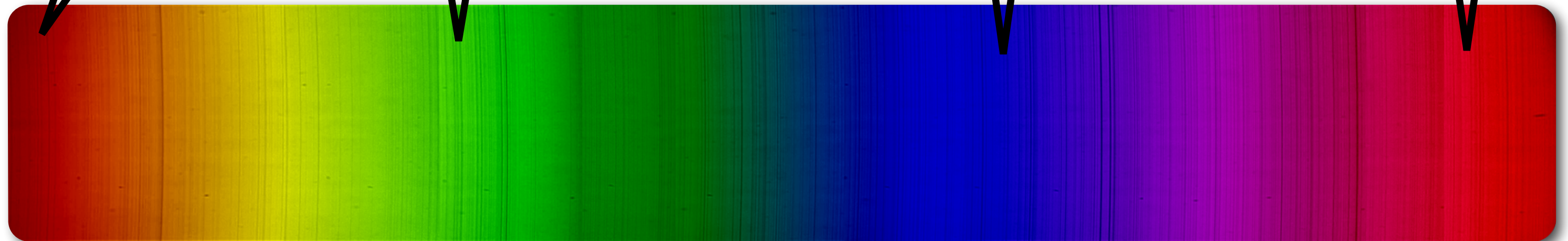
Types of Events

**LIVE
EVENTS**

**BROADCAST
EVENTS**

**HYBRID
EVENTS**

**VIRTUAL
EVENTS**



Spectrum of Audience Types

Concerns About Hybrid Events

50% of planners surveyed were worried hybrid events would lower the attendance of their live events.

50%

Concerns About Hybrid Events

Live Event Attendance

Technical Complications

Security

Cost Prohibitive

Hybrid

67% did not
Future: 65%
Future: 23%
Can drive
Low barrier
Cost sav

ance



Hybrid Meetings and Events

By Jenise Fryatt | Rosa Garriga Mora | Ruud Janssen, CMM | Richard John | Samuel J. Smith



more likely to exceed their objectives. As meeting professionals continue to experiment with hybrid meetings, they will find new opportunities—new types of hospitality and logistics as well as new content management services.

KEY TAKEAWAYS

Hybrid Meetings

- **Hybrid meetings will be an important part of the industry's future.** Seventy percent of respondents feel that hybrid meetings will be important to the future of meetings, though analysis reveals that meeting professionals are still becoming familiar with the medium.
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Hybrid Facts: Security

Similar security to online banking

Can be network specific

Should be as tight as in-person



Concerns Summary

~~Live Event Attendance~~

Technical Complications

~~Security~~

Cost Prohibitive

More Benefits

Hotels and Airfare

Paper Ma

Online ma

Data track

Honesty



Concerns Summary

~~Live Event Attendance~~

Technical Complications

~~Security~~

~~Cost Prohibitive~~

Week Four: Lesson Six

Hybrid Event
Planning and Design

Planning and Design: Tech

In-room AV Equipment
Streaming Provider
Internet Provider (Outgoing)
Streaming Platform
Internet Provider (Client)



Concerns Summary

~~Live Event Attendance~~

Te

~~Se~~

~~Co~~

Can you provide a dedicated,
hard line access to the Internet?

Planning and Design: Remote Audience

Engage, engage, engage.

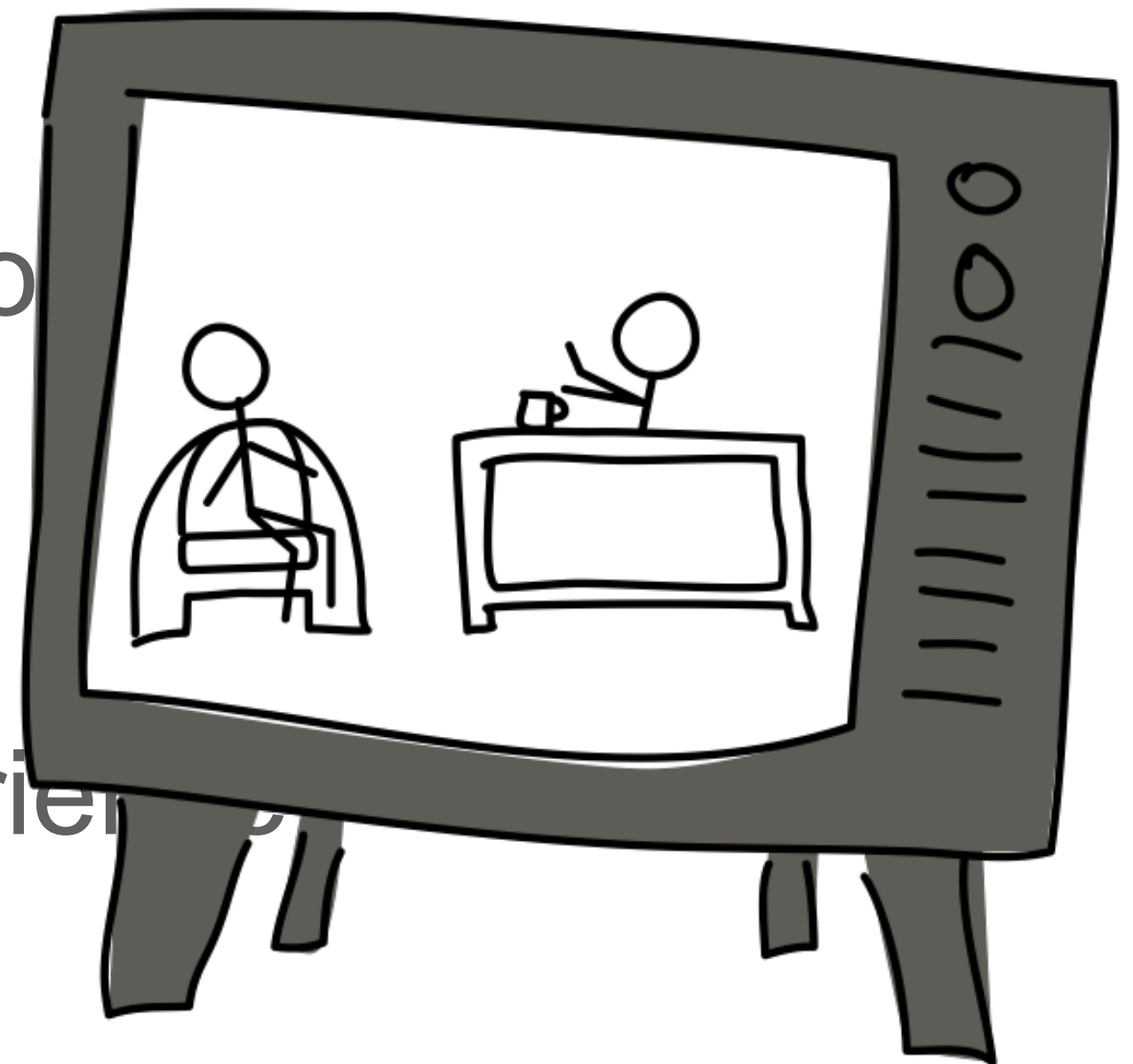
Think like a TV producer

Remote audience MC or host

Breaks

Pods

Make it a multimedia experience



Planning and Design: Remote Audience



Planning and Design: Remote Audience

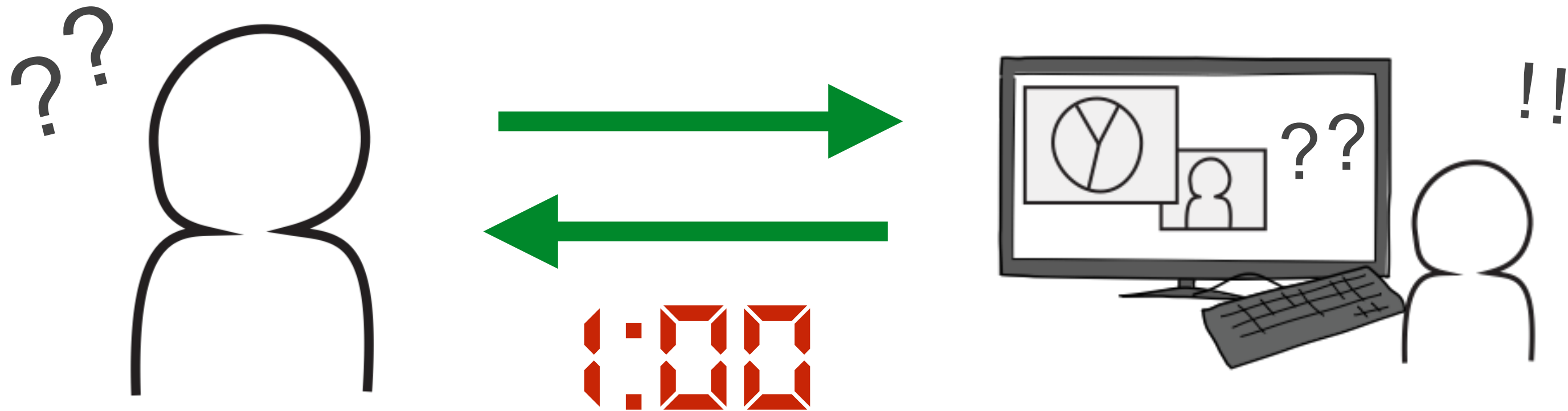


Prep Speakers

Tell them early, remind them often

Extra rehearsal time for rookies

Explain, and practice remote delays



Technical Troubleshooting

Leave extra troubleshooting time

Technology can fail you- be prepared!



Recap

Hybrid Events:

- Be the expert!
- Can boost live attendance
- Plan for each audience
- Engage, engage, engage
- Unique, entertaining formats
- Virtual Host

Recap

Hybrid Events:

- Make allowances for tech
- Can save you money!
- Create extra content
- Prepare speakers
- Extra rehearsals
- Watch out for delay

One final word...

Before attempting your first hybrid event,
try to attend as many as possible.

