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10 Tips for Event Success

Planning a corporate meeting or event can be stressful. Struggling to juggle all the details and clearly communicate key messages while staying within budget can be an overwhelming task. Incorporating an impactful audio visual solution will help ensure your event runs flawlessly. Consider these top ten items when planning your next event.
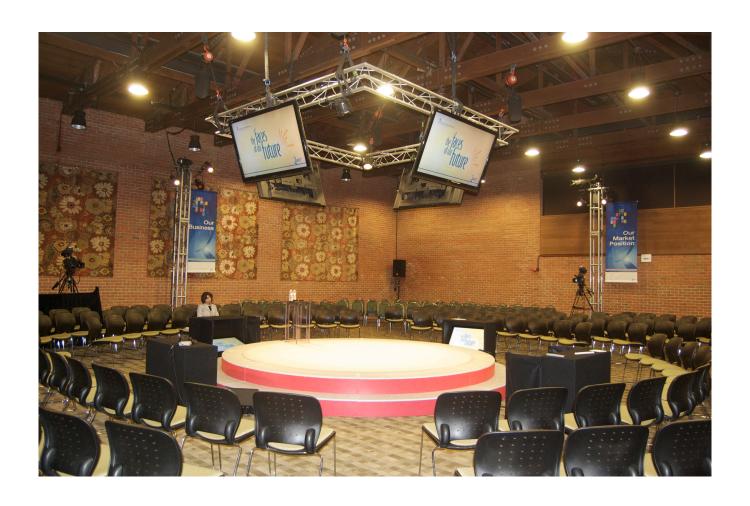
Pre-Event

1 Conduct a Site Visit

By conducting a site visit prior to an event, you can gain a clear understanding of the room layout and what items may be needed for your presentation. You can meet with the staff and technicians that will help with your event, allowing for ample time to walk through all necessary requirements and helping the technicians determine if there are any potential issues with the venue. They can then make adjustments for sound, lighting, video, projection and other elements.

2

Determine Room Layout

You will need to determine the desired room design and then allocate enough time to set up the room in advance of the event. The room layout, including where the stage should be and where the technicians should be located will help the support staff decide how many crew members will be needed and what type of projection system will be most effective.

3 Establish Seating Arrangement

There are many options for seating arraignments – theatre, classroom, half rounds or full rounds are just a few examples. The size and layout of the room along with the number of attendees will help determine which seating style, projection system and audio configuration will work the best.

Presentation Planning

4

Create a Theme

Establishing an overall theme for a meeting will help to create a memorable event while quickly communicating the key messages of the event. It will also contribute to the look of the room including customizing the stage and seating area according to the theme, creating an impactful appearance.

5

Outline Presentation Details

An effective presentation is an essential element of a successful event. Creating an outline of all of the details of the presentation in advance will help the event run smoothly and will ensure that the key messages are communicated clearly. Who will be presenting, how many people should speak and where they should conduct their presentation from are all items that need to be addressed prior to the day of the event. Should the presenters stand at a lectern, walk the stage or sit at a table? These details will help the presenter create the most effective presentation possible and will allow the technician to finalize room details such as the number and size of monitors and microphones that are needed.

6 Confirm Presentation Style

The style of the presentation will affect the timing, room layout and stage set up. Will there be a question and answer period after the presentation? Will there be discussion among the presenters? These items need to be determined in order to make sure the size of the stage is appropriate, that it is set up correctly and that all other room elements such as items for each participant and hand held microphones are placed in the appropriate areas.

7

Address Speaker Requests

Identifying what elements the speaker needs in order to successfully conduct a presentation is an important part of event planning. Do they need to write things during the presentation? Will there be handouts? Will there be a PowerPoint presentation? Understanding what the speaker needs and setting up the room appropriately will help the presentation run smoothly with little interruption.

Presentation Delivery

8 Conduct a Dress Rehearsal

By conducting a walkthrough of all elements of the event in advance, you can ensure that technical difficulties do not occur during a live presentation. This includes working with the audio technician to check sound levels, the quality of the visual projection and confirming room set up and lighting.

9

Determine Required Technology

Some presentations are more high-tech than others. Will your presentation require special lighting or specific image resolution for the projection? Will there be music or sound effects throughout the event? Determining these details will help your technician decide what resolution projection system to use – standard or high definition, along with the type of sound system and lighting required.

10

Record or Stream the Event

Will you be streaming the event live over the internet or recording the event for viewing later? It is important to confirm if the venue has the bandwidth to support live streaming and set up the technology to enable recording the presentation. This information will also help determine what equipment should be used.

Taking the time to consider these points will help ensure you have a successful event and that your attendees have the best experience possible. With this information your audio visual solutions provider will have a clear understanding of your needs and can provide you with the optimum solution for the event. You can then spend your valuable time working on other logistical aspects of the day so that everything will run smoothly and the event will be one to remember.

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