

## EVENT REQUIREMENTS & TIPS

Jeffrey is committed to permanently impacting your group and igniting their potential to achieve outstanding results. Attention to the small details creates an environment free of distractions and primed for learning. These guidelines are a result of years of presentations around the globe, and part of Jeffrey's commitment to bring a world-class experience to your group. If you have any questions or have special circumstances or requests, please contact our office immediately for assistance.

***To achieve maximum impact, and get the most from your investment, the following requirements must be met without deviation.***

### AUDIO-VISUAL REQUIREMENTS

Jeffrey Watts prefers to use an **over-the-ear Countryman or OSP microphone** in Black. Wireless is preferable, as Jeffrey moves around the stage and is very active. Please notify our office when you know the brand of wireless transmitters your AV team will provide. Make sure that the AV team has a back-up microphone available for Jeffrey at all times.

We also suggest that you have a **wireless handheld microphone** available for the audience to ask questions during Jeffrey's training. This greatly enhances the experience as everyone can hear the comments and remain engaged.

We suggest that you have a person in your group assigned to the microphone system should any adjustments (volume, bass, feedback, reverb, etc.) be necessary.

Jeffrey will run his presentation on **PowerPoint** from his Microsoft Surface computer. Jeffrey will bring his own DVI video adapter to connect to the LCD Projector. Make sure that the **Projector has 2000-5000 lumens** and is able to handle a resolution of 1024x768. If projection is controlled from back of the room, a wireless remote is required for Jeffrey to change slides and a stage-front monitor is preferred, so Jeffrey can see images that are projected on the screen. A screen is required, as projecting onto a wall creates distortion and lessens the impact of the slides.

Please provide a **4-6 foot draped table** on the right side of the stage to accommodate Jeffrey's laptop and materials. A glass and bottle of room temperature water is to be placed here as well – no ice.

### RECORDING

Video or Audio recording is strictly prohibited without PRIOR WRITTEN AUTHORIZATION. We understand that many organizations want to make this material available to their team. Contact us directly to discuss our recording guidelines and approved use of our materials.

**Master Your Success DNA – and Go Farther, Faster!**

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## ROOM SETUP

These suggestions are to create an intimate, bright, connected environment so that all attendees will receive the maximum benefit from their time with Jeffrey. Training is interactive and high energy, so these tips are vitally important.

Please setup the stage to minimize distance between the speaker and the attendees. In a rectangular room, place the stage on the long wall so the chairs can be closer, longer rows. Best alignment is to set it up classroom style with the rows in a chevron or following the contour of the stage. Please leave a center aisle for video/photography access when possible. If two aisles are used, please provide an elevated platform for videographer in center of room.

Minimizing noise and distractions is a key to success. If meeting includes a meal, please have the servers wait to clear tables until Jeffrey's presentation is complete. If in a hotel, please check on the nature of events in adjoining rooms... a birthday party with a live band or a group of salespeople yelling in the middle of Jeffrey's presentation will frustrate everyone!

Please make sure the room is well lit... the stage and the audience. Jeffrey wants to see the faces of the attendees, and light keeps the energy level higher. Temperature of the room should be set to 68F or 20C.

Lastly, after room is setup, schedule a time with Jeffrey to do a sound check and confirm all materials are there for his presentation. If possible, this is best the night before the event or early in the morning when no attendees are present.

## PRESENTATION SCHEDULE

The training Jeffrey and his team provide is mission critical. You have hired him to catalyze change in your team or organization so where you place him on the agenda is key for maximum impact. Here are some tips to guide you:

- Do not schedule Jeffrey for the last day of your conference or the day after a late night event. Parties are good but hangovers and sleep deprivation are enemies to great.
- If you have awards to present, group discussions or company updates, try doing those after lunch. Mornings have the greatest impact, followed by dinner events so schedule sessions with Jeffrey then.
- Always schedule at least a 30 min break after any session with Jeffrey before moving on to the next event.
- Lastly, please provide a side room or area in the lobby for Jeffrey to speak with attendees and sign books. This will prevent interruption of the rest of your meeting and get the most from Jeffrey's time there.

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