

Tips for Successful Events

In the following three pages you will read about ideas for room set up, audio and visual equipment, speaker introduction and how volunteers can support the speaker. Be flexible with these suggestions based on the circumstances, event facility and needs of your group.

Keynote Room Set Up

1. Set **lights at maximum intensity** so that people can see each other.
2. A riser (platform) of 6 inches improves visibility while making it easier for the speaker to connect with the audience.
3. If using **theatre style seating**
 - Have the **first row** as close to the stage as possible for better interaction.
 - Place **chairs 6" apart** for audience comfort.
 - If aisles are necessary, make two with a **middle section of chairs**. The best view tends to be from the centre.
 - Have **wider aisles** as they get nearer the **room exits**.
 - Avoid placing chairs next to walls. People can feel blocked in.
 - Encourage seating in the front rows by putting out **chairs for 75%** of the expected number of people with "extra" chairs stacked at the back of the room. This creates a full and dynamic environment.
 - Choose a **smaller room**, rather than a bigger one that can feel empty for the number of people.
4. Duct tape **noisy door catches**.
5. **Remove any lectern** or podium. If it is needed by the MC or introducer, place it to the side or out of the way.

For Workshops: See [Workshop Layout using Round Tables \(page 3\)](#).

AV and Sound System

1. Microphones are recommended for audiences over 50.
2. Have a CD playing sound system. For smaller audiences a boom box will do. Music provides an inviting atmosphere. Discuss whether the speaker or a volunteer will operate.
3. **One hour** before start time, check with the AV and sound technicians. Make sure the room is unlocked.

Presentation Assistance

Assistance in the following will support an effective presentation and is appreciated. Please check with speaker ahead of time to see which of the following duties would be helpful for your particular event. Volunteers may be required for the following tasks:

1. Two volunteers at the back of the room 20 to 30 minutes before start time to give out learning guides (handouts).
2. Greet guests.
3. Operate music to invite people into the room, during breaks and send them off.
4. Monitor the sound to ensure that everyone can hear.
5. Monitor heat and air conditioning. However, remember seldom does everyone agree on a comfortable room temperature.
6. Attend to the door. Duct tape noisy door catches.
7. Seat late arrivals. Avoid having people stand at the back of the room chatting.
8. Attend to extra chairs stacked at the back of the room.
9. If a flip chart is used, offer to record and then post on walls.
10. Manage participant requests.
11. Announce the end of break and direct participants back to the room.
12. Signal the speaker at the 10 minute mark before the scheduled **END** time.
13. Collect Feedback Forms at the end of the presentation.
14. Assist with product sales.
15. Enjoy yourself. Thank you for the team work.

Introduction Suggestions

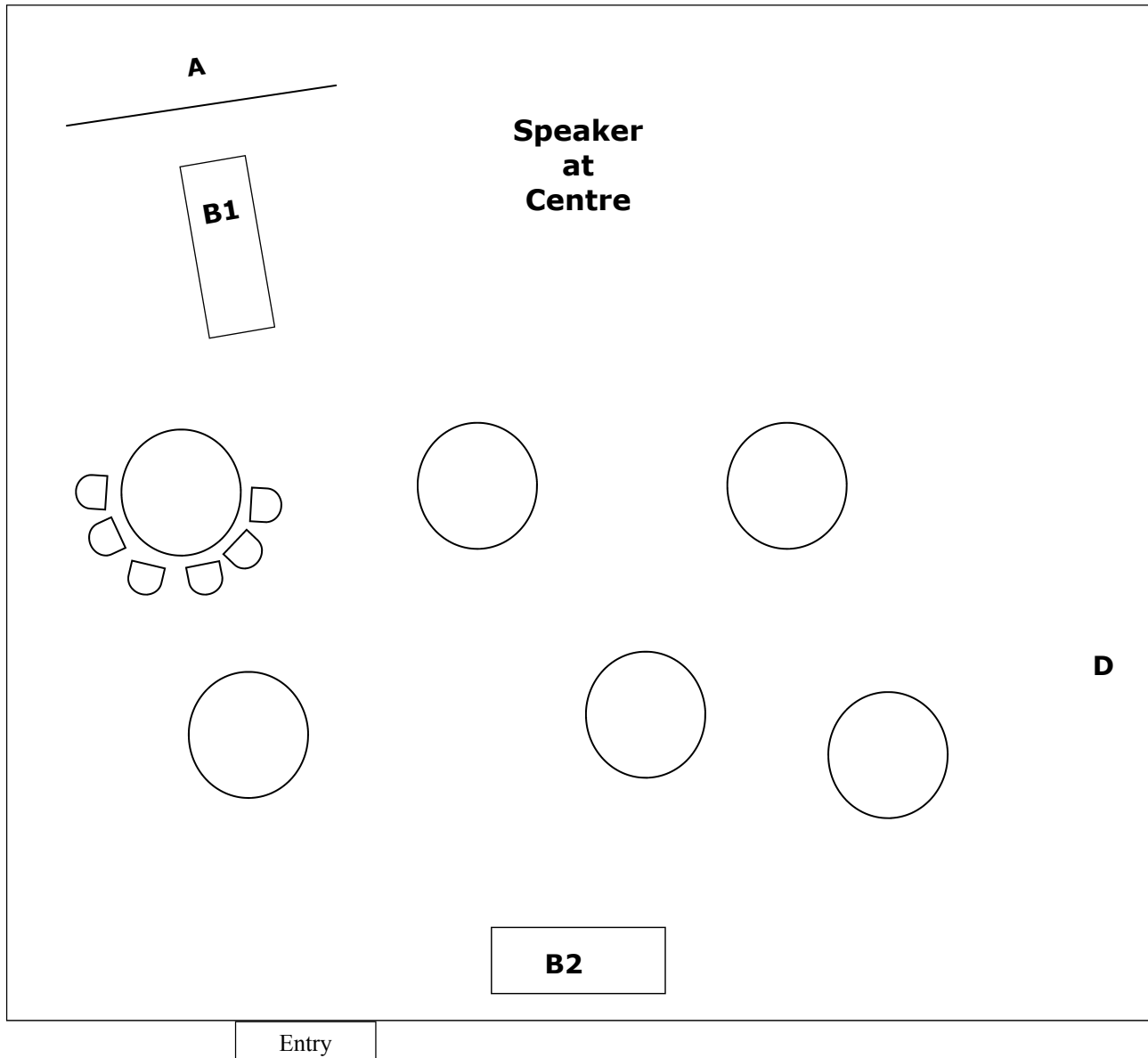
(for the MC or Introducer)

1. Ideally the MC/introducer connects with the speaker by phone a few days before the event. At minimum, a face to face connection at the event previous to the introduction is recommended.
2. The MC/introducer sets a positive tone with a warm welcome to all guests.
3. The MC/introducer gives participants a "5 minutes to start" announcement for last chance to use the washroom or get refreshments.
4. The MC/introducer asks that cell phones be turned off and, possibly, gives housekeeping directions and information.
5. Please use the introduction provided by the speaker.

Summary Preparation CHECK LIST

1. Sound system
2. Microphone—for groups over 50
3. LCD projector—if applicable
4. Table for computer and projector—if applicable
5. Pencils or pens
6. Prepared nametags or nametags with large markers for participants to fill in
7. Tables and chairs set up

Workshop Layout using Round Tables



1. Large Screen: **NO LIGHT** above it, placed 16 feet from nearest table

B: Two 2' x 4' skirted tables:

1. One for LCD projector and laptop at front of room

2. One for product display at back of room

C: 72" diameter Round Tables—4 to 6 people at a table with all participants facing toward the front. Tables about 4 to 5' apart. **Note:** If rectangular tables must be used in a workshop with fewer than 30 people, please place in a horseshoe shape

D: Skirted table for refreshments

Please refer to **Room Set Up** on page one for **Keynote** suggestions.