



Audio Visual Requirements & Successful Meeting Tips

For questions or concerns, please contact our office at (805) 563-2935 x11

Mr. Canfield takes his commitment to your group quite seriously. He understands that you have invested a great deal of time and money into your event, and would like to offer you some suggestions to make sure you receive the maximum return possible on your investment. Often times the slightest changes in ambiance and staging will greatly affect the outcome of a speaker's presentation. The following suggestions are a result of 30+ years his of experience at the best - and worst - of events. Mr. Canfield's only concern is to do the best program that he can possibly do for you.

AV Requirements

- Mr. Canfield uses a **LAVALIERE MICROPHONE**. Wireless is preferable, but not mandatory. Please make sure that the AV department has a back-up microphone available at all times. Our suggestion would be to have someone from your group assigned to the microphone system should any adjustments be needed for volume, bass, feedback, etc.
- Mr. Canfield uses **Microsoft POWERPOINT** throughout his presentation. Mr. Canfield will require a LCD Projector and the cable to connect it into his laptop PC. The images will be shown at a resolution of 1024x768. As long as the projector used can handle this, it will work fine. **Key point:** the projector should be able to show 500 lumens or more. Please also provide a 6' draped table for him to place his laptop and organize his materials on.
- If you prefer Mr. Canfield's presentation to be controlled from back-stage, providing him a clicker, PLEASE make sure that there is a monitor for Mr. Canfield to see what is being projected on the screens if they are not within his line of site.
- On stage, where he is placing his materials, please have a bottle of purified water and a glass for Mr. Canfield. No ice please.

Recording Devices

- Audio and/or video taping is available with **PRIOR WRITTEN AUTHORIZATION**. If you're interested in taping Mr. Canfield's presentation, please review our recording agreement. If you do not have a copy please contact Teresa Collett and request one (805) 937-1199.

Tips & Suggestions

- Theater or classroom seating is preferable, in chevron style seating. We understand that when planned on or around a meal, this is not possible.

- When the room is rectangular, please have your stage positioned in the center of the long wall. This assists greatly in creating intimacy between your audience and anyone who is on stage.
- For the benefit of your audience, and Mr. Canfield, please request from the hotel or auditorium management that the meeting room have no distracting noise from an adjoining room, such as a singing group, rock band, etc. during the time Mr. Canfield is presenting his keynote or seminar.
- It is difficult to build intimacy and rapport if your audience is still eating. Please instruct the banquet staff to clear up AFTER the speaker's presentation.
- When a photographer is present, please ask them to refrain from taking photos the first 15 minutes of the program. This can be distracting to the speaker and audience.
- Please make sure the room is well lit especially the staging area. People remember more and laugh more in bright rooms. Mr. Canfield prefers to see the faces of the audience. This allows him to see how they are responding to his presentation.

Scheduling Concerns

- It is not a good idea to have your main speaker the last day of a conference when your participants have been up late the night before.
- An extended cocktail party is not a good start for your audience, or your speaker. To get the most from your investment of Mr. Canfield presentation, consider changing the schedule to maximize his message and the response from the audience.
- Please do not have awards or lengthy announcements immediately following Mr. Canfield's presentation. This tends to diffuse the energy and message Mr. Canfield has just left with your group. Consider having these announcements first, or taking a break following his presentation, especially if you have had him speaking for more than one hour. This break will also give him the opportunity to meet and shake hands with your attendees during the break following his presentation.