

## Audio Visual Requirements & Tips to Get the Most out of Jeff Tobe's Program

Please read the following requirements carefully:

Each of Jeff's presentations are customized—not only in content—but also to make the most of your meeting facility. Here are some guidelines, but please check with our office to confirm the requirements.

### **All programs:**

- **projector and screen** (Jeff will use his own Mac laptop)
- **sound from computer**
- **1x flipchart and markers** (if you believe this may be difficult for audience to see due to room set up or size, please discuss with us)
- **riser at front of room if there is no stage** (this is to put the flipchart on so that they can be seen in the back of the room)
- **wireless clip on microphone** (not required with small groups)
- **Please make sure that all attendees have something to write with (pen or pencil) and small piece of paper.**

\*\* If Jeff is going to offer products after his presentation, please provide a 6 foot, skirted table at the back of the room.

**NOTE: JEFF DOES NO SELLING FROM THE PLATFORM**

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## **TIPS and SUGGESTIONS:**

Please know that we take our responsibility to you very seriously. It is our goal to truly earn the money you pay us so that you feel that you have gained value from COLORING OUTSIDE THE LINES™. You can help us do this by keeping in mind the following:

### Jeff's Seating Preference:

First: Classroom  
Second: Rounds  
Third: Theater

- Please make sure that all attendees have a pen/pencil and a small piece of paper on which to write (NOTE: Even at a luncheon/dinner presentation, please make sure this is done.)
- Wherever possible, Jeff would prefer attendees to wear name badges or have place cards at their tables.
- Avoid the use of balloons in decorating tables and platform. If you would like some creative ideas for inexpensive, very effective centerpieces that we have seen from other clients, please give us a call.
- Jeff Tobe is an animated speaker (and that's an understatement!) with a high-energy presentation. Please do NOT put Jeff behind a lectern or head table. If the head table is on a riser or stage, please have a riser placed to the right or left of the main stage with **front** steps.
- Please ensure that Jeff has a wireless, clip-on microphone OR a "countryman" microphone - he moves around a lot!
- Please read Jeff's introduction exactly as it is written.
- Try to have the group in a fun mood before introducing your speaker. Sad announcements or moments of silence for a recently departed friend or colleague are great, just not right before introducing the speaker.
- To get more of a benefit out of Jeff or any other speaker, please keep in mind that an extended cocktail party is not a good start for your people or any speaker. This could make your program a waste of your money.
- Please ensure that there is a break immediately following Jeff's presentation. If Jeff is the last speaker of the day, please make all "housekeeping" announcements before he begins.
- It is difficult to build intimacy and rapport if people are still eating, or if the audience is not very close to each other (or to the speaker). For any size audience, have your people close to the speaker. Please mention this to the hotel. This is not customary. Tables are rarely set up close enough for Jeff's preference. Try to seat people near the front of the room. Also, if the audience chairs are chevron rather than straight rows, facing the stage will be more comfortable. Please have only as many chairs as you expect people, with extra chairs stacked up at the back of the room. Otherwise, the front rows will be empty.
- Please make sure the entire room is well lit, but especially the stage area. (Because of audio visual presentations before Jeff's presentation, many of the lights may be off. Please make sure they are turned back on)
- If the room is rectangular, please have Jeff in the middle of the long side.