

A/V Requirements

AUDIO VISUAL GUIDELINES FOR SCOTT MCKAIN

For your audience's ultimate experience, Scott McKain requires the following audio/visual guidelines.

KEYNOTE

Scott McKain's keynote presentations have the following requirements:

- A/V Projector with a minimum of 3500 lumens – and screen
- Wireless lavalier (TIE CLIP) microphone
- Scott is prepared to connect his computer via VGA or HDMI. If using another format (i.e., DVI), please let us know in advance
- Availability for Audio Out from Scott's computer
- If you have a “confidence monitor” in front of the stage, it's fine to have Scott's computer with the audio/video equipment and production team. If you do not, it's preferable to have a cocktail round table on stage for Scott's computer – and he can use his computer screen as a monitor for the slides on the screen behind him that the audience is viewing.
- Scott will bring all required dongles and attachments, as well as his own equipment for advancing the slides from his laptop. (Perfect Cue® system)
- Unless informed otherwise, our team will prepare the unique visuals for your event in 16 X 9 format.

Scott *must* use his own laptop for his programs. Because of custom fonts on the slides and special video within his presentations, it is required that he uses his personal laptop to be assured of the best performance possible. And, with the use of these fonts and videos – and our contractual agreements regarding the subjects in the video – we cannot copy the presentation onto any other format and provide it at your meeting. Scott will carry a “safety” copy with him.

After an average of 100 presentations each of the past 20 years – we know from experience this is the only way to ensure superior results for your event. *As our goal is your best meeting ever*, this is non-negotiable.

- Scott prefers the house lights to be up full for his presentation. If you are using image magnification and/or videotaping, we simply request that you please use as much house light as possible.

TRAINING/WORKSHOP/BREAKOUT

If Scott McKain is doing a workshop or breakout session for your organization, the following items are requested, in addition to the equipment required for a keynote:

- 2 flip charts
- Markers

Scott McKain will bring his MacBook laptop and any/all dongles and connectors needed in order that audio and video clips play from his presentation through the event location's system.

Because of copyright restrictions and requirements regarding aspects of the unique program, we are not permitted to send our complete visual package in advance; nor are we allowed put the program visuals onto a memory stick for you to copy onto a master computer at the event.

Please note, we will make a version of your specific organization's slides – each special visual package that Scott will custom design and present at your program — available to your program participants following Scott's presentation.

ROOM SETUP

An effective room set-up is important to the overall success of any event.

The following are suggestions to enhance the audience experience:

- The distance from the first row of seats/tables to the stage should be as small as possible.
 - Speakers joke about “Death Valley” – the greater the valley between the stage and the front row, the greater the likelihood *the speech is going to die!*
 - A front row that is 2 feet away from the stage is TWICE AS GOOD as a front row 4 feet back from the platform.

- A “podium” is what the speaker stands ON. A “lectern” is what the speaker stands BEHIND.
 - If a lectern is being used for introductions or other presenters, please set it a few feet back from the front of the stage to allow for Scott to move in front of the lectern during his presentation.
- The ideal stage/riser height for audiences of up to 200 people is 6-12”; for audiences of more than 200 people, 12”-24” in height is appropriate.
- If the room has spotlights, aim them toward the very front of the stage – not just the lectern, as Scott McKain utilizes movement to connect with his audience.
- A **wide** room set-up is VASTLY superior to a **long** room set-up!
 - In other words, in a rectangular meeting room, place your stage in the middle of the long wall so the crowd is evenly divided between left and right.
 - Some of the most difficult events are when the stage is on the short wall, making it seem as though Scott is in the end zone and speaking down a football field.
 - Placing your stage in the middle of the long wall ensure a greater number of your audience is seated more closely to the speaker and your program.

RECORDING

Should client or a third party wish to audio/video record speaker’s session(s), full permission is required. Such permission shall be evidenced in writing.

For questions, contact your Speaker Bureau or Scott’s office at (800) 838-6980 x2.