

John Sileo Room Layout, A/V & Logistics Checklist

John requires the following Items:

- A Wireless Lapel Microphone:** John uses his hands throughout the presentation and walks around the audience, so handheld/wired microphones don't work.
- LCD Projector:** John needs an LCD projector to project a few presentation slides. It must have a **VGA output** to connect with John's Apple VGA dongle, which he will provide. Because of copyright restrictions and requirements regarding heavy graphics and embedded videos of the unique program he presents, **John must always deliver his presentation to your event from his own Mac computer.** 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. If there is a presentation immediately before John's and no break in between, his Mac needs to be connected to a **video switcher for immediate transition** between the two presentations.
- 16:9 ASPECT RATIO for the presentation screen.** John's presentation is NOT 4:3 (the old standard)! His slides are designed for 1920X1080 resolution.
- Audio hookup:** John's presentation does have embedded videos and music, so please include a **mini-jack sound hookup** that connects to the main sound system as part of your A/V requirements with the conference center.
- A **brief conference call:** a few weeks prior to the event we will want to discuss final logistics (handouts, A/V check, book sales, travel and lodging plans, etc.). Please be ready to provide the name and phone number of John's A/V contact person as well as an A/V check time. Remember, the **initial set up of projector and screen must be done prior to John's arrival**, as his check will take an additional 45 minutes without audience members present.
- Handouts:** must be copied and placed on each audience member's seat or at their table before the presentation begins as John refers to them during the presentation.

John requests the following Items, as they greatly enhance his performance:

- A **well-lit stage** or riser (1-2 feet high is adequate for audiences under 1000). Please provide as much natural light as possible as John moves throughout the room. **The riser should NOT be placed on either side of the room** with the presentation screen in the middle (this makes the slides more important than what John is saying). Instead, have the screen(s) on either side and the riser in the middle.
- Please **seat audience members as close to the stage as possible** so that John can interact with them easily. 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 10 feet away from the stage is **TWICE AS GOOD** as a front row 20 feet back from the platform. **Auditorium seating** tends to work the best if it fits with your needs.
- Please place as **little equipment between the stage and the audience** as possible (e.g., projector, laptop, lectern, table, confidence monitor, etc.). John will not use a lectern and it generally hinders interaction. John prefers to have a small, sturdy **table on stage** to set notes, props, water, etc.
- A **book-signing table** at the back of the room if you would like John to sell or sign copies of his award-winning book. Please assign someone to make sure the books have been picked up from their delivery location (warehouse, front desk...). Your main contact person will receive a confirmation email when the books have arrived. Having a staff member on hand to help with collecting payments greatly speeds up the process.

Please contact us on 303-777-3221 for any further A/V discussion. Otherwise, John's Business Manager will contact you to schedule a logistics call a few weeks prior to the event. Thank you.