

Terry Williams – Speaker: Room Requirements



The following parameters for setting up your event space will improve the quality of experience for all event participants. These guidelines will enhance Terry's rapport with his audience. They are not requirements, but rather are provided to help event planners identify and coordinate resources based on Terry's own decades of event experience and knowledge of what brings out the best for the audience from his presentations' content and delivery style.

The Room

1. Don't rely on any speakers in the room ceiling. Use a professional PA system.
2. Stage size: suggested minimum - 16 feet deep and 18 feet long with no podium.
3. Use speakers in the front, middle and rear of the audience.
4. Terry's express, written consent is required for recording by the event planner &/or their client. The audience should be made aware in advance that *they* are allowed to record for personal use. Social media sharing is fine as long as they tag posts with Terry's handle &/or URL www.terrywilliams.info
5. Use additional light sources for the presenter. Studies have proven that when the presenter is illuminated more than the audience, listeners can hear better and are less distracted.
6. Keep the front row as close to the stage as is comfortable, about six feet away where possible.
7. If you are planning on 300 people, set the room for 300 (or fewer), not 350. It is better to have every seat taken than large empty spots throughout the audience and an empty front row.
8. If the room is rectangular, set the stage area in the middle of the long wall—not on the short end. It is better to have an audience wide than deep.
9. Use a dark backdrop -- the face of the presenter is accentuated against it.
10. If there is a gap before Terry presents, use upbeat music. Between the MC introducing Terry and Terry reaching centre stage, a short bust of 'Danger Zone' by Kenny Loggins should be played.
11. WiFi available for the audience to be directed to a URL at the conclusion of the presentation.

A/V Preference

1. Terry brings his own MacBook, will be using KeyNote not PowerPoint, prefers HDMI connection but has his own VGA adaptor and 'clicker'.
2. A below-frontstage monitor that Terry can see front-on from stage.
3. Wireless clip-on microphone or, if not available, a lapel mic wired to a pocketable or belt-clipped device with on/off & volume control responsibility resting with the A/V crew.
4. Plenty of stage room. No clutter like seats, pot-plants etc.
5. Theatre-style seating preferred but café-style acceptable.
6. Full house lights.
7. Ceiling-mounted data projector and screen(s) placed so Terry on stage does not block views.

Personal Requirements

1. Two sealed bottles of room temperature bottled water on a small table on-stage at the right-rear.
2. A location near the rear of the room for a camera tripod, ideally with access to a power outlet.
3. A table at the rear of the room for the display &/or sale of Terry's products eg books, standing banner.