Audio Visual Presentation Guidelines for Stephen Shapiro

Our goal is to make your event the ultimate experience for your audience. In order to ensure this, Stephen requests the following audio/visual set-up:

- A wireless lapel or over-the-ear microphone. No handheld or wired microphones please.
- Projector and screen for slides.
- **We require a VGA or HDMI connector on or near the stage.** Stephen connects his MacBook projector. Although the presentation runs on the MacBook Pro (using Keynote), he controls the slides from his iPad connected wirelessly. This allows him to write on or control the advancement of the slides from anywhere in the room (it serves as an electronic whiteboard). He will bring all of the necessary VGA and HDMI connectors for the MacBook Pro. We can accommodate situations where the computer is further from the stage, but it reduces reliability in some hotels due to Wi-Fi interference.
- If possible, audio out from Stephen's Mac into the system.
- Please be sure that each participant has a blank sheet of paper and a writing implement for an exercise he will be conducting during his session.
- For audiences with over 500 people, a wireless handheld microphone with a microphone runner if there will be Q&A.

Unless we are informed otherwise, visuals are prepared in the 16x9 format. 4x3 is readily available if requested in advance.

Please note: Because of Stephen's unique technological requirements, he must deliver his presentation from his own computer. We will however provide you (upon request) with an outline of the presentation or draft version of the visuals (in pdf form) prior to your program to help us refine/review the content. Also, we can make the slides (in pdf form) available to attendees *after* his 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's experience:

- Stephen requests (but does not require) a small cocktail table (with skirt) in the middle of the stage. Given that he uses his iPad wirelessly for drawing, this gives the best experience for the audience as he can be front and center instead of behind a lectern. It also allows him to store his props behind the skirt. However, if a cocktail table is not available, a lectern will suffice. If a clear Lucite lectern is used, we will need something (e.g., a small sign) to block the bottom portion so that his props aren't seen by the audience.
- We can work with any room configuration. However, if Personality Poker is being played, we request as much space as possible for people to move around to trade cards.
- Stephen likes to connect with the participants by walking into the audience, regardless of audience size. Therefore, an easy path off the stage is helpful.
- Prior to his speech, it is advisable that Stephen test the room for audio feedback/hotspots as well as lighting throughout the room.
- Stephen likes to engage his audience. Therefore it is preferred that the house lights are on throughout his presentation.
- A wide room set-up is preferred 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.

If you have any questions regarding our audio/visual requirements, or if you are interested in taping Stephen's presentation, please contact Deborah Shapiro at:
deb@stephenshapiro.com