

Audio Visual & Room Set-Up

For Drs. Jackie and Kevin Freiberg

Over the past 28 years, the Freibergs have spoken to more than 2,000 companies in 60 industries across the globe. The groups have been big and small, but during that time, they have figured out how to help you get the best out of your event from a technical standpoint.

Please give this info, relevant to Kevin, Jackie or both Freibergs, to your AV and set-up team so we can “crush it” together.

AUDIO VISUAL

- Kevin and Jackie each use a **MacBook Pro laptop running Keynote software**. They bring their own computer and their own HDMI adapter, so a standard HDMI cable works just fine. They also have a standard Apple DVI adapter and VGA output for their Macs. Their presentations do not run on any other computer but their own.
- Kevin and Jackie love the freedom to move on the stage and within the meeting room using a **Cordless lapel or lavalier microphone**. (If the room and audience are small enough, a microphone doesn't need to be used). **A second microphone** is handy for the person introducing Kevin or Jackie – this avoids an awkward hand off of the lavalier microphone from the introducer to one of the Freibergs.
- Kevin and Jackie will need an **LCD Projector with Projection Screen** large enough to be seen by every audience member. It's important the bottom of the screen is visible from the back of the room. The screen can be centered directly behind Kevin or Jackie's speaking area or positioned in a front corner of the room. Some large audiences are best served using **iMag**, which projects an image of the speaker on several large screens. This works well, however, you **MUST** have your iMag set up so that at least one screen projects nothing but Kevin or Jackie's slides, while the other screen projects one of them speaking. In fact, two screens projecting slides, and one screen projecting Kevin or Jackie is ideal. Most importantly though, if you're using iMag, it's **NOT** acceptable to switch back and forth on one screen, unless you'd like to hear Kevin or Jackie say, *“Could I have the slides please?”* This will disrupt the flow of their presentations. Please trust us on this.
- Please provide a **sound patch cord** from the computer to the room's sound system because the Keynote presentation (not PowerPoint) includes **EMBEDDED** video clips.
- **Aspect ratio** is the ratio of the width to the height of the images Kevin or Jackie will project onto the screen. A 16:9 ratio is preferred, but they can also work with 4:3 – they just need to know which is used at the venue.

- If you are using a **confidence monitor** in front of the stage, the Freibergs would be grateful if it can be set to display presentation mode (where you can see the current slide and the next slide to come) from Keynote on the Mac.

ROOM SET-UP

- **Room Ready** – Few things are more stressful for a speaker than when AV in the room is still being set up during a “scheduled” AV check. This leaves less time for troubleshooting. Please be ready to plug-n-play during the time scheduled for Kevin or Jackie’s AV check.
- **Lighting** – Kevin and Jackie like to see facial expressions and engage the audience, so please have house lights (excluding florescent lights) turned up full.
- **No head Table** or other obstacle between the lectern and the audience.
- **Lectern** with space for an 8.5 x 11-inch notebook.
- **Cocktail table** for the computer, set to the right of lectern

IMPORTANT ODDS & ENDS

- The Freibergs **can’t** present one of their laptops to you the night before for setup and safekeeping, nor can they hand it over to you the day of the event. Kevin and Jackie use their own RF CLICKERS to forward their slides so they can orchestrate the timing and flow of their presentation. Again, trust us.
- You can take flash photos during one of the Freiberg’s presentations with the agreement that you will provide a copy of the images to Kevin or Jackie immediately following the meeting.
- Kevin and Jackie allow clients to video/audiotape for archival purposes (but not for resell or distribution). In return for this permission, we require a high resolution master copy of photos and video/audio taping. Please provide this footage in its **RAWEST FORM**, straight from the camera without any condensing. In fact, Kevin or Jackie will give your AV crew a portable external hard drive for an immediate master copy. If your videographer can’t turn it around that fast, they will give him a SASE for return to our office within two weeks after the end of the meeting. (A DVD will not work). One more thing – please provide Kevin or Jackie’s introduction on the master copy – thanks.

A FEW TIPS...

- Think about **scheduling a break** right after Kevin or Jackie’s presentations – it gives attendees a moment to digest what they’ve just heard and to talk it over with other attendees.
- **Smaller is better for tables** – 5 people sitting at a table intended for 4 pushes people into conversation. People get to connect with one another when they’re elbow to elbow. Tables for 10 are standard for a standard banquet setting, but who wants to be standard or average?

- Here's a link to [Kevin's suggested intro](#).
- Here's a link to [Jackie's suggested intro](#).
- Here's a [link to Amy](#) – she's our office maestro and can talk to you about any questions you have. Or better yet, call her at (619) 624-9691.

THANK YOU, THANK YOU...

Over many, many years of doing this, we've come to know that **YOUR ROLE IS CRITICAL** to the success of every speaker's presentation and more important, the audience's experience. A great AV crew who cares enough to pay attention to these details makes a meeting seamless. A complacent AV crew contributes to unnecessary pain for everyone. You and your team are the **UNSUNG HEROES** of this meeting. **THANK YOU** for partnering with us to make it the very best for our mutual client!