



Helpful Tips and Checklists

Following are tips to help maximize your time and make Rolfe's presentation as smooth and seamless as possible for your organization:

Ideas for Room Setup

- Provide a raised platform high enough to give audience members a clear, unobstructed view of the speaker during the presentation when possible.
- 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 be wide than deep.
- Set the chairs in three sections with two side aisles rather than two sections and with a middle aisle. Curve the rows or angle the outside sections so people can see each other. This often raises the level of interaction and energy.
- If setting chairs theater-style, stagger the chairs in each row so members will be able to see between heads.
- Keep the front row as close to the stage as is comfortably possible.
- Round or rectangular tables are fine for workshop settings.
- Do not overset the room, it is better to have every seat filled than pockets of empty chairs. On the other hand, make sure the room size is right for the number of people that will attend.
- Try not to put a video projector in the front middle. The speaker will build rapport with the audience and it is best if they don't have to work around a projection unit.

Audio Visual

- Wireless lapel or lavalier microphone is preferable. This allows Rolfe to move about the stage freely.
- LCD Projector for a PowerPoint presentation. Rolfe uses PowerPoint at certain engagements and will bring his own PC Laptop computer. Confirm with Rolfe that he will be using PowerPoint for your presentation.
- Projection screen. When Rolfe is using PowerPoint please provide a screen large enough to be seen by everyone in the room. It may be centered or off to one side.
- Rolfe likes to run through equipment and sound check 60 to 90 minutes before the presentation; if this is not possible, please let us know.
- Use image magnification where appropriate.

Lighting

- Keep the house lights up. Rolfe would like to be able to interact with the audience, when he can see their faces and make eye contact participants generally are more engaged.
- Use additional light sources for presenter. When the presenter is illuminated more than the audience, listeners can see better and are less distracted.

Video or Audio Taping

- Lighting is critical. Speaker's must be lit appropriately for an excellent picture.
- If recording, use speaker's microphone for a direct feed to the audio or video source. Put microphones in the audience for audience response.

Additional Thoughts

- Please ask attendees to turn off pagers, phones and other possible alarms before beginning.
- Ensure the introducer is capable of a high energy, prepared introduction. Ad lib introductions are rarely successful. It is usually best to use the introduction that the speaker provides. [Click here to see Rolfe's introduction.](#)

After the event

- Whenever time allows, provide about 15 minutes after the presentation for Rolfe to mingle with your audience. People often have questions and appreciate the opportunity to connect.
- Evaluation forms should have more than the usual ranking of the speaker/event/food/location etc. Tap the imagination and creativity of your audience members.