



**Elizabeth E. George, MA**  
Keynotes • Seminars • Coaching

**Take a Look Together:  
Let's create a great event**

## **EVENT EXPECTATIONS & TIPS**

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The final step in our planning process of creating a great event together is to cover expectations and provide success tips. Nothing is more important to me than helping to make your event have lasting impact and results. The following pre-event guideline is designed to help facilitate the conversation that I will develop with your audience or group.

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### **STAGING OUR CONVERSATION**

#### **Room Setup Guideline**

Keynotes - theater or classroom style with two side aisles and no center aisle, and chevron seating. Position the first row about six feet from the stage.

Seminars/workshops: round tables with chairs in crescent seating position.

Platform/Riser - improves visibility, which improves enjoyment of the presentation.

Lectern/podium - most of Elizabeth's presentation do not require a podium. If it is necessary for a podium to be on the stage for other portions of the program, have it placed to the side during Elizabeth's session.

Small table at the front for Elizabeth's accessories

Access to room 30 minutes in advance of presentation

Any other special needs arising from the content or mechanisms of the presentation will be discussed with you prior to the event.

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### **HEARING, SEEING AND REPEATING OUR CONVERSATION**

#### **AV Requirements**

Microphone preference - wireless handheld or wireless lapel

Power bar for equipment

LCD projector & large screen for select presentations

Recording/Video Taping

We like having the sessions recorded, but remember that the material being presented is protected by copyright. Compatibility Solutions Inc. should receive a copy of the original master and all rights to the recorded session. The recorded session may be used by your organization internally and for non-commercial purposes. For other uses, Compatibility Solutions Inc must grant written permission.

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### **BEGINNING THE CONVERSATION**

#### **Download Elizabeth's introduction**

#### **Introduction Suggestions (for the MC or Introducer)**

- Ideally the MC/introducer connects with the speaker by phone a few days before the event. At minimum, a face-to-face connection at the event previous to the introduction is recommended.
- The MC/introducer sets a positive tone with a warm welcome to all guests.
- The MC/introducer gives participants a "5 minutes to start" announcement for last chance to use the washroom or get refreshments.
- The MC/introducer asks that cell phones be turned off and, possibly, gives housekeeping directions and information.
- Please use the introduction provided by Elizabeth.

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## ASSISTING WITH THE CONVERSATION

Assistance in the following will support an effective presentation and is appreciated. Please check with Elizabeth ahead of time to see which of the following duties would be helpful for your particular event. Volunteers may be requested for the following tasks:

- Two volunteers at the back of the room 20 to 30 minutes before start time to give out handouts.
- Greet guests.
- Operate music to invite people into the room, during breaks and after close.
- Monitor the sound to ensure that everyone can hear.
- Monitor heat and air conditioning. However, remember seldom does everyone agree on a comfortable room temperature.
- Attend to the door. Duct tape noisy door catches.
- Seat late arrivals. Avoid having people stand at the back of the room chatting.
- Attend to extra chairs stacked at the back of the room.
- If a flip chart is used, offer to record and then post on walls.
- Manage participant requests.
- Announce the end of break and direct participants back to the room.
- Collect Feedback Forms at the end of the presentation.
- Assist with product sales.
- Enjoy yourself. Thank you for the teamwork.

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## GETTING TO THE CONVERSATION

### Payment of Fee

Per the agreement, 50% of the speaking fee is due to finalize any speaking engagement and the remaining balance of the fee is due on-site, immediately following Elizabeth's presentation. An invoice, including travel expenses and any per diem, will be mailed prior to the engagement.

### Hotel and Travel Arrangements

1. Request an **all inclusive engagement rate** with travel and lodging arrangements to be made by Elizabeth.

#### OR

2. **Hotel room reservations** (non-smoking), preferably at the same hotel where the meeting is to be held, are to be secured by you, the client, guaranteed for late arrival, and should be billed directly to your organization. Elizabeth will book her own travel arrangements, non-refundable, (non-stop, when possible) coach fare, round-trip.

**Ground Transportation:** Please arrange pick up to and from the airport and let our office know who will be meeting Elizabeth, or let us know if you need her to take a cab or secure a rental car.

### Pre-Program Questionnaire/Information

Complete the Pre-Event Questionnaire and return to us.

This questionnaire is designed to help increase my understanding of your organization so that I can prepare a program that is specifically tailored to you and your group's needs. Remember we are in a conversation where "more is better" so include as much information as you think will be useful including website links, newsletters and other materials.

Also, if available, please send a copy of the program that will be used for your event.

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*Let's take care of the above items, so that YOU can be confident that your event will run smoothly. I'm looking forward to creating a great relationship with you and your audience!*