



A/V REQUIREMENTS FOR THE SHEF

Wireless Hands Free Microphone

Please have a lavaliere or headset microphone with fresh batteries available. If possible, have a handheld microphone available for back up.

Audio Input

Shef integrates upbeat music throughout many of his programs. All of the songs that he uses are contained on an iPod. Any sound system that he can plug into will be fine. (Pod Dock, RCA jacks)

Sound Check

Shef typically arrives to the meeting room one hour before the presentation for A/V check. It is requested that someone be present during the first 5 minutes of the presentation to double check that things are working properly.

Projector and Screen

Please have a projector and screen available for Shef to plug his laptop into. If you would like to load everything onto your computer, please email him at dave@theshef.com so he can send you the PowerPoint.

Stage

Please have the stage clear of tables, lecterns, and other obstacles near the front of the stage as they interfere with the audience's ability to connect.

Water

Please have two glasses or bottles of water available on the stage.

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Keys to Creating a Successful Event:

1. Depending on the venue, **having your own sound system is much better than the house system.** You will get better sound quality. When it comes to having a highly successful meeting, everything counts. Yes, even the quality of sound counts. It's the little things that make a big difference. It is also a good idea to have several spare batteries (AA and 9v) for wireless microphones.
2. **Make sure that the stage and the audience are well lit.** A dark room will put people to sleep. Proper lighting conveys energy and a positive mood. If your event will have more than 500 attending, jumbo projection screens will allow everyone to see the speaker.
3. **Make the room a comfortable temperature.** If a room is too warm, people become drowsy. A cooler room is more conducive to learning. It is a good idea to have someone from the venue nearby to adjust the temperature after the event begins. 1000 people create a lot of heat.
4. **Do not put too wide of a gap between the speaker and the audience.** That tends to diminish the speaker's ability to really connect with the audience. We suggest that you keep the distance within 4 to 7 feet.
5. **Standing room is better than empty chairs.** It raises the energy level. It is best to have enough seats for your expected attendance than to have rows of chairs empty. Think of it this way, you want people to walk away saying "the room was packed with standing room only." That is much better than "attendance was low."

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