



Red Shoe Team's Recommendations for a Successful Event Stage, Room Set-up, Technology, and Logistics

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Expert meeting planners have shared these tips with the Red Shoe Team to make your event and Dr. Gurri's program effective and memorable.

Before

- 👉 *Pre-Event Inquiry.* Please complete the Pre-Event Inquiry (click the link found in the Media Kit). The more I know about your event, client, and audience, the more my message and delivery can be tailored to your needs for a fun and meaningful program.
- 👉 *Coloration.* Frank discussion helps you and me create a wonderful experience before, during, and after your event. We look forward to chatting with you and key individuals to
- 👉 *Video Teaser.* I will send you a two- to three-minute video teaser to spark interest and excitement. The timing of this video is up to you.
- 👉 *Introduction.* We will send an introduction to set up the introducer and Dr Gurri for a funny kick off.
- 👉 *Please plan to put Dr. Gurri to work.* She's at your event, what else can she do to be of service? Another keynote, breakouts, emcee, facilitator, coach presenters, round-table discussion, Town Hall meetings, panels, consults, or a reception?

AV Technology

- 👉 *Sound Check.* It's wise to check sound and visuals the night before. If this is not possible, 2-3 hours before the event's start is second choice.
- 👉 *Mic.* Dr Gurri prefers a lavalier microphone with a hand-held mic available for audience participation.
- 👉 *Laptop.* Dr Gurri brings her own laptop and remote clicker. If there is a problem, she will transfer her program to your computer during sound check.
- 👉 *Video and Audiotaping.* Media recordings are great. Whether you record, or we record, sharing the media supports learning and connection via marketing.

Stage and Atmosphere

- 👉 *Platform.* Raised stage or platform allows more direct connection between the audience and Dr. Gurri and an audience larger than 50 people.
- 👉 *Podium.* Dr Gurri does not use a podium. Podiums on the stage are best placed to the side of the stage to allow Dr Gurri room to move without dancing accidentally with the podium.
- 👉 *Lights.* Lights on the speaker help everyone focus and listen more effectively, especially with a dark curtain or backdrop.
- 👉 *Stage placement.* Stages work best in the middle or on each side of the long wall of deep, rectangular room.
- 👉 *Audience Break.* Audiences get more out of a program if they've had time for a brief break before introducing Dr Gurri
- 👉 *Banquets.* Programs go better if plates are cleared before or after the presentation. During is funny but very distracting.

Room Set-up

- 👠 *Smaller Groups.* Quarter rounds work best for discussion and team-building for smaller groups.
- 👠 *Larger Groups.* Theatre seating for larger groups work best with two smaller aisles on either side of the center, instead of the traditional aisle down the middle. Visibility is best when the center section faces forward, and the two side sections are angled toward the center of the stage.
- 👠 *Seating.* Staggered seating allows audience members to have an unobstructed view.
- 👠 *Seating Placement.* Seat the audience as close to each other and close to Christine (six feet if possible) with each chair facing center stage. Match the number of chairs to the number of people; keep extra chairs stacked up at the back of the room to avoid empty seats.
- 👠 *Doors.* Noisy doors are great for a laugh, not so great for focused attention. Door stops or door hosts do a great job of silencing doors as they open and close.

After

- 👠 *Courtesy Online Webinar.* Within two weeks after your event, Dr. Gurri provides a courtesy 1-hour live video webinar to audience participants to deepen learning and provide a practical discussion on key issues of interest to the client and audience members. The Zoom registration link will be sent to you when the time and date are agreed-upon.
- 👠 *Referral.* We are honored to help you find great speakers for your next meetings and hope you are excited about referring Dr. Gurri and her Red Shoe Team to your colleagues, clients, and professional organization.