AUDIO VISUAL REQUIREMENTS FOR ERIC CHESTER

Over the last twenty years, I've given more than 3000 presentations to groups as small as ten and as large as 12,000. During that time, I've figured out what works and what doesn't. I've also discovered that more than half the time, the technical team on site had no idea whatsoever what was needed; hence, this handy guide.

To get the most out of your event and to keep me from experiencing the same pitfalls over and over, I've put together this list of requirements and suggestions. I ask that the person responsible for the event actively confirm that you'll make these things happen. Here it is, in the third person, for your team:

1. Eric uses a MacBook Pro laptop running Keynote software. He has his own computer and his own VGA adapter, so a standard VGA cable works just fine. He also has a standard Apple DVI adapter. And HDMI output on his Mac. HDMI seems to be the standard now, let's go with that. *His presentation does not run on any other computer but his.*
2. Eric requires Audio/Power/Video Out connections.
3. Eric needs a wireless lavaliere microphone. To be specific, a clip-on tie microphone, not an earpiece, with a belt pack. He's not able to do a good job with a wired microphone, a handheld microphone or a podium microphone.
4. For any group more than 50 people, he needs a microphone. Please be sure that you've tested it on all areas of the stage for volume and for feedback.
5. 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 the audience sees carries nothing but Eric's slides, while one or more carry the image of Eric speaking. To be specific, this means that if you have a large group, you should have at least two screens, and at least one of the screens should have just the slides from Eric's computer and at least one of the screens should have Eric's image. It is NOT acceptable to switch back and forth on one screen. You're just going to have to trust us on this—Eric has literally hundreds of slides that he clicks through (pictures, not words) and despite the assertions and promises of those that have meant well, you just don't have enough time to practice this and get it right. So please guarantee that the screens will be set up as described. The alternative is no slides.
6. Eric's laptop is controlled by a remote control that he brings with him. The laptop must be set up within sight and no more than 15 feet of the most distant point where Eric will be standing. It usually works best to have it on a cocktail table so it can also work as a confidence monitor.
7. Alas, Eric can't provide you an advanced copy of his presentation, as it does not transfer well via email or other methods, due to its size, graphics, video and audio, fonts, builds and transitions. Nor can he present his laptop to you the night before for setup and safekeeping, or surrender it you the day of the event. It stays in his possession—all his work is there... However, he is more than willing to work with your team on a tech check, preferably the evening or the morning before he goes on stage, and provide them with a thumb drive for back-up purposes.

9. TIP: Groups that schedule a break right after Eric's presentation are usually glad they did. You get that high-energy scrum at the front of the room for people who want to say "hi", at the back of the room for those who want to purchase books and have them autographed, and you get conversation time as people consider what they just learned.
10. TIP: Whenever possible, make the room at the event too small, not too big. This is often overlooked and it makes a huge difference. It's also a good idea to dispense with round tables and pack people in together—at least for the speech itself.
11. Feel free to take as many flash photos as you'd like before Eric's talk, but please, no flash during the presentation.
12. Eric's slides are not available for download, or for publishing as notes or a handout. Eric will provide a slide deck of the most important slides on a landing page specifically designed for your group. In addition, unless you specifically work it out, you don't have the ability to record and then resell or distribute Eric's talk.