

AV NEEDS

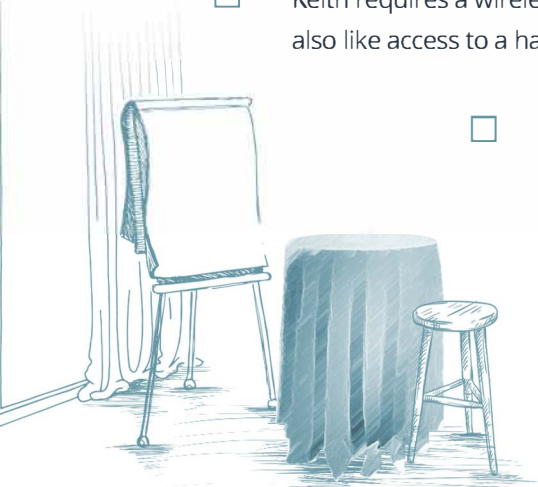
Keith has spent over 7,000 hours in front of audiences working with A/V Teams. He believes that there is nothing we won't be able to achieve together.

Audio-Visual

- The most important thing is to create a comfortable environment for the audience. Keith requests that the room temperature be set to ambient temperature 69 degrees at least an hour in advance of the presentation.
- One of the most critical aspects of Keith's presentation is the use of music. He will provide a playlist 48 hours in advance of the session, and will need to work directly with your A/V Team to create alignment in how and when the music will be played.
- Keith would love nothing more than his work being used. His full presentation, if applicable and with permission, is absolutely available for download and distribution.
- Keith often doesn't use traditional slides or PowerPoint-like formats. When applicable, they will be provided at least 48 hours in advance of the event and should be loaded to the conference computer system and pre-checked prior to Keith's arrival.
- Keith normally arrives 30 - 45 minutes before his presentation for an A/V check, which must be done with attendees not in the room. However, if that cannot be accommodated, an alternative time can be arranged.
- Keith requires a wireless or a countrymen-style microphone. He would also like access to a handheld microphone for audience engagement.



- To have the highest-energy presentation, a single screen should be off to one side or well above the stage, not center stage because the presenter is the focal point and the slides are merely supplemental. In cases where two or more screens are employed at least one screen should have Keith's image and the other just the slides.



 **ETHICAL INFLUENCE**
G L O B A L

Keith Mercurio - CEO & Founder, Ethical Influence Institute, Speaker, Trainer, Coach & Consultant

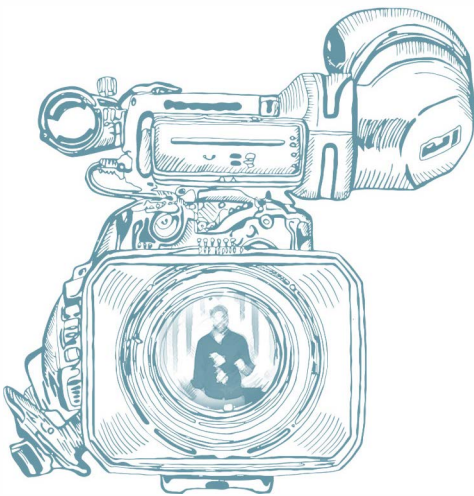
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Scheduling & *Logistics*

- To create some anticipation for the session and to allow for AV setup and testing (discussed on previous page) it's best to schedule a break before Keith takes the stage.
- Also consider scheduling a break right after Keith's presentation. It helps facilitate that high-energy scrum at the front of the room for people who want to say "hey," ask questions, and share their epiphanies. Plus, you get break-time conversation for people to discuss what they just learned.
- Because travel delays happen, Keith prefers to arrive the night before. Please arrange or recommend a hotel that's either at the venue or closer to the airport than the venue itself.
- Please book a non-smoking room on a high floor with late checkout guaranteed.

Recordings & *Photos*



- Feel free to take as many flash photos as you'd like before the talk, but please no flash during the presentation.
- You agree that Keith and his team have the right to photograph the session, as well, and use the photos online or in print.
- If we've agreed to permit recording of the session, plan ample time to test sound pick up and to verify that the sound patch doesn't interfere with the projection-output quality (sometimes an issue).
- Unless you specifically agreed to work it out, you don't have the ability or right to record and then resell or distribute Keith's talk.



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