



## Brad Montgomery | Embrace Your Awesomeness

### **Audio Visual Requirements: How to Get the Most Bang For Your Buck!**

Note: **The main idea is that Brad must be easy to see and hear.** Excellent sound and lighting will help you to get the most “Bang for your Buck.” It’s simple: **the better the lights and sound, the better the program.** These details can make the difference between a standing ovation or a mediocre audience response. We are here to help—call us if you have any questions, or if there is anything we can do to help make this event a success.

#### **\*Location of Technology**

Please arrange for Brad to plug in his computer and iPod next to the stage. **The very best location is on a sturdy computer table directly in front of the stage.** It will be by Brad’s feet...he can see it and operate it when needed. Running the computer and the iPod from the sound desk in the back of the room doesn’t work for Brad as he often makes changes right up to and even during the program. For larger stages and audiences, the table should be on the stage and off to one side.

**\*Computer Projector** PowerPoint/LCD projector for Brad’s laptop. Brad uses a Mac, and will bring the correct adaptors. He will also need sound from the computer.

#### **\*Sound:**

• **Three sound sources** for Brad, in addition to what is needed for his introduction.

1. Voice. Wireless lavalier.
2. Computer Sound Out
3. iPad Sound Out. (No Video/Audio only.) Brad uses a very cool app which he’ll control via

bluetooth from the stage.

#### **\*AC power**

• Brad will need power for his computer.

**\*Lights:** Much of what Brad does is visual. Lighting the stage well so the audience can see his face VERY clearly is money well spent. General banquet room lights are often sufficient, but bringing in separate lights if the room is dingy or dim is worth the investment.

• Arrange for a general stage wash. Essentially, this is general white lighting that covers the entire stage as opposed to a spotlight.

• For groups over 200, arrange for separate light trees.

**\*Room Set-Up:** Theater style is his first choice. Classroom is second. Rounds are his last choice.

Please set the room up with as many people close to the stage as possible. Hotels tend to spread the group out to fill the room—be proactive and ask them to have as many people as close as to the stage as possible.

• Please arrange to have the platform on the “long” wall of a rectangle-shaped room. This maximizes the good seats, and minimizes the bad seats. Avoid setting up the room “like a bowling alley” with people looking the long-way at the stage. Magic is visual. We need to eliminate as many of the “bad” seats as



possible.

•Brad cannot work at a Head Table. Please arrange a separate platform. Typically, you can set up the separate platform on the opposite side of the room as the Head Table.

\***Platform:** Brad needs to perform on a raised platform. He's a visual presenter, and you want your people to see him clearly.

**Podium:** Brad doesn't use one. If you need one for your event, please arrange to have it moved off stage for Brad's program. (Moving it to the back/side of the stage works too. Just don't have it front-and-center.)

**Stairs:** Brad will bring people from your group up on stage. Please arrange to have stairs to the platform.

\***Meals:** Brad will not work while people are eating. Coordinate with your banquet/catering captain to time the best moment after the meal to start the program.

\***Waitstaff:** Brad will not work with servers on the floor. If the program is after a meal, instruct the catering manager to ask the entire wait staff to leave before the program starts. Nothing is more distracting to your audience than the noise and motions of folks clearing the tables.

**Dance floor:** If there is a dance floor, please do **not** put Brad on the stage "on the other side" of the dance floor. This separates Brad from the audience, and will greatly reduce the impact of Brad's show. We have several ideas about how to have BOTH a dance floor and get the most out of Brad. Give us a call and we'll talk it over.

\***Video Magnification:** For especially large groups (over 450-500 people) arrange for video magnification. Call us if you have any questions.

\***Video:** Permission is required. There may be an extra fee. If recorded, Brad Montgomery is to receive original, full-resolution digital copies. Brad Montgomery is to approve client use of video.

## How to Guarantee Success:

### 5 steps to set yourself up for an epic event with Brad

- **Ensure that the proper audio visual equipment is set up and tested.** Brad has some specific AV needs that help set him apart from other speakers. They are not complex or expensive, but they are important to his success on stage. Make certain to have the right gear—tested and ready. Brad is a seasoned pro, but he still needs the proper equipment to ensure you get the epic show you paid for.
- **Schedule Brad at the optimum time!** We feel your pain...conferences and conventions often feature WAY too many PowerPoint Slides, heavy meals, and top people hitting the stage with a myriad of information. This doesn't set the tone for the funny and engaging speaker you have hired. When the audience is comfortable (ie, not thinking about how badly they need to hit the bathroom) and ready to be engaged (maybe they just had a shot of caffeine!), they are ready for Brad!



- **Introduce Brad with enthusiasm!** The introduction that we provide helps set the tone for what's to come! Introducing Brad with enthusiasm, and sticking to what is on the tried and true intro is a recipe for success.
- **Ask Brad to speak about topics he loves!** Brad's message resonates on so many levels and across so many professions, but sometimes clients want to direct the outcome of Brad's presentation. This hasn't worked well in the past—Brad is a master at sharing with clients what would work best for the their culture. Brad's forte is deciphering which topics works best for clients as well as which may not be the most well received.
- **Let the audience know what to expect!** Audiences absolutely love Brad—he is a fun, extraordinary and funny speaker. Firing up your audience prior to the engagement is key! Not only will they be more likely to attend Brad's session, they'll also be more likely to apply his message in their work and lives—isn't this what you are paying for?

## Sound Checks

Brad loves sound checks! Let us know when, and Brad will "check" the sound, allow your people to set the correct levels, etc. Please have the head AV pro on hand for 60 minutes during the check.

Arrange for the AV equipment to be installed and tested. Brad is not a tester...your people should do that before Brad arrives. Brad is a "plugger inner." This means that he'll come ready to plug his equipment into your gear...which should already be tested..

Our requirements are straight forward and fairly simple. Every professional sound company or hotel has this equipment on hand, and it's not expensive.

If you need help with any of it, call us. **If you would like us to produce the entire technical side of the program, (arrange for all of the sound, lights, staging, etc) let us know.....** We do that too. We can bring in a whole team of pros. Again, just contact us at the office and allow us to get a quote to you.

**Questions? Call us! We want this event to be as great a success as you do!  
Cheers!**