



Brad Montgomery | Keynotes & More

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

Bottom Line Summary:

- **2 Handheld Mics. (One for Brad, one for introducer/backup)**
- **1 Straight Mic Stand**
- **1 Direct Input (DI) for audio out from Brad's audio hardware. (Brad needs a mini plug; sound through the HDMI will not work.)**
- **Power Strip**
- **All tech run from the stage — Not the AV Booth**

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 on or 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 from the sound booth 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.

***Mac Computer.**

Please test a Mac before Brad arrives.

Brad will run both video and audio from his Mac

Please provide both HDMI for video and 1/8" Mini for the audio

(Brad's slides are 16x9)

•Microphone

Brad uses wireless handheld mics. Have an extra mic for the introducer. Please provide a straight microphone stand on stage.

***AC power.** Brad will need power for his computer and a couple of gadgets. Power-Strip Please.

***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. Plus Brad is short. 5’6”. This means that if he is on the floor many people beyond row two will only see his head. 🙄

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 has some “bells and whistles” in his program and they require that he uses his computer from the stage. 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.
- **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?
- **Don't Make Brad a Surprise.** Because Brad is funny, many clients have used him as a surprise and just label him as “guest speaker.” This is a mistake. Warn them that Brad will be both relevant and fun. Allow them to google Brad. This will raise the anticipation and make Brad's overall outcome even more positive.

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. If the gear is set correctly, Brad will only need 6 minutes or so to check the video and the volume levels.

Arrange for the AV equipment to be installed and tested. Brad is not an AV expert...your expert 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. (This sounds silly...but we cannot tell you the number of times nobody tested a Mac, or tested the computer HDMI to the stage. This often leads to a really stressed out AV Crew, Meeting Planner, and Brad.)

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!**

Brad Montgomery Productions www.BradMontgomery.com 303.691.0726