

SUSAN BOCK...

SECRETS FOR HOSTING A SUCCESSFUL EVENT

PRE-EVENT:

Please provide me with an attendee list including names, email and web site addresses. This information will only be used for visiting the sites of your audience and talking to audience. I want to ensure that my presentation is customized and relevant.

It would be ideal for me to attend informal events prior to the presentation. Again, this interaction allows me to learn as much as possible about any special needs, challenges, or issues your audience may be facing.

DAY OF EVENT:

Replace a lectern or head table with a small table for gifts, handouts, and water. An empty platform works best allowing me to move around the stage (if there is one) and interact with your audience.

To maximize audience interaction, please rope off the last few rows of chairs to encourage people to sit in the front of the room.

Please have a table in the back of the room for my products and books.

ROOM SET-UP:

Ideal



Workable



Least Effective



OTHER REQUIREMENTS:

A projector compatible with a PC laptop and appropriately sized screen will be necessary if the content created for your event will be enhanced by using PowerPoint.

One cordless (lavalier) microphone.

TIMING:

As it is very difficult to get the full attention of your audience while eating, please allow time for the clearing of plates before I am introduced.