

# Spirit & Place

# Event Design Toolkit

April 2022

*\*Ironically, for a toolkit on “design,” I cannot get the page numbers to format properly. As with events, sometimes even the best of intentions and planning aren’t enough, and you need to ask your audience for a bit of grace. Thanks!*

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## Event Intentionality

A sense of passion and excitement should drive your event. Before you dive into planning, however, take a step back and assess where that passion comes from and what your intentions are.

**Make a list of all the reasons you are doing this event.**

**Write either a mission or thesis statement for your event. (What's your main point?)**

**What are the *realistic* outcomes you can achieve through this event?**

**Why are you the one who should be doing this? Know your lane! If this idea is outside your area of expertise (or community trust) who else might you work with?**

Now get out of your own head!

Great events are collaborative. Discuss the above with your team or community partners and then dig deeper by clarifying what everyone is thinking and hoping.

- Does everyone share the same goal?
- Are everyone's values aligned and understood?
- Can your event realistically create the impact you desire? (Hey, it's *an event*. Be honest with yourself on what can be accomplished in 60 to 90 minutes.)

## Who's Your Audience?

Now that you're clear on WHY you are doing the event, it is time to focus on WHO the event is for and what they need from you.

The first thing to recognize is that there is no such thing as "the general public." What does that even mean?! The public is young and old. Black and white and a multitude of beautiful shades in between. Some of the public love highly interactive, hands-on events. Others are introverts who like listening to smart people talk about smart stuff. The public may be able-bodied or disabled, a parent with young kids or a new empty nester, a 2<sup>nd</sup> shift worker or a student. You want to design a welcoming event for all, but also need to think about the specific traits and needs of your target audience.

## Audience

List 5 traits, values, and/or needs of your audience. Think about demographics, but also learning preferences and social needs.

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How do these traits, values, and/or needs influence your event logistics, venue choices, and marketing strategy? Give this some thought. After all, designing a fall family event for a Tuesday evening might work for your schedule, but it's not going to work for most parents. An interfaith event that ignores non-Christian holidays and is scheduled during Rosh Hashanah or Diwali will do more harm than good.

## Think/Feel/Do

Got a better idea on who you are designing for? Good! Now list one thing you want the audience to

- Think:
- Feel:
- Do:

## Design Elements

The above will not happen unless you intentionally plan for it. List 3 specific design elements you will integrate into your event to help your audience think/feel/do the above. EX: I want the audience to talk to someone they don't know. I will design at least 3 "turn and talk" moments into the event so they can connect.

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## **Know the flow.**

Creativity is important in event design. So is thinking through all the details. Put yourself in your audience's shoes. If you've designed the most amazing experience possible, but no one knows where to park or what entrance to use, will they be primed to learn and engage when the event begins?

Try to imagine everything they will need – from beginning to end – so that the experience you have created for them will be success.

- Where should people park? Include this in the confirmation materials.
- Do access barriers exist for people with disabilities? How can you be more accommodating?
- How have you set up the physical space? Are sight lines and sound quality good?
- Will people be greeted upon arrival?
- How can you make people feel comfortable? Not only physically, but made to feel welcome?
- Is your introduction short & concise so that folks can get to the good stuff?
- Will you encourage and collect feedback?

## Event Accessibility

Accessibility should never be an afterthought! Make the time to think about accessibility *early* in the event design process.

### Promotions & Confirmation Materials

Truly accessible events send a welcoming message before the event even occurs.

- Mention ADA compliance of the venue & invite guest to communicate their needs.
- Provide more than one registration/communication option.
- Include instructions and/or maps of entrances, seating options, accessible parking, etc.
- *EXAMPLE:*

*We welcome people of all abilities to Spirit & Place events! Most events are free and located in ADA compliant facilities. For questions about accessibility or to discuss accommodations, contact [festival@iupui.edu](mailto:festival@iupui.edu) or 317-274-2462 within 72 hours of the event.*

**Don't bury accessibility info at the bottom of printed materials or web pages.  
This sends the message that those with disabilities are an afterthought.**

### Venue & Event Accommodation

Physically walk your venue (inside & out) to identify any potential pain points.

- Are sidewalks, ramps, and handicap parking spaces free of obstructions?
- Is there clear directional signage?
- Are walkways well lit?
- Has accessible seating been reserved?
- Are tables at a height accessible to wheelchair users?
- Have you prepared large print (18pt font) versions of printed materials?

### Volunteers & Staff

Have conversations with volunteers and staff regarding how they should handle requests for accommodations or otherwise respectfully serve guests with disabilities.

- Always use "person first" language. (i.e., person with a visual impairment, not blind person)
- Make sure volunteers and staff know where all the accessible entrances, seating, and restrooms are located.
- [Indiana Arts Commission](#) – FAQs, checklists, and more resource links.
- [ADA National Network](#) – Wealth of resources, including an event planning guide.
- Do not segregate! Let guests know special seating exists but allow them to sit wherever they choose.
- Offer help. Do not assume they need it and never touch a person without permission.
- [TASC, a division of the National Disability Rights Network](#) – Tips on how to create accessible PowerPoints.
- [Zoom](#) – Managing closed captioning and live transcription

## Zoom Accessibility

If hosting a virtual event (see the next page for more tips on that!) supplying accessibility info with your event confirmation and/or mentioning key features at the beginning of your event can create a more welcoming and inclusive environment.

## Meeting Controls

Before diving into Zoom’s accessibility features, acquaint yourself with Zoom’s basic meeting controls with this [10-minute video](#). Keep in mind Zoom frequently updates the functionality of these controls. After watching the video, set up a test meeting with just yourself (or a friend!) and play with these features.

- **Mute**
- **Stop/Start Video**
- **Invite Participants**
- **Manage Participants**
- **Share Screen** – *for public events it is strongly encouraged to restrict this feature to “host only.”*
- **Chat**
- **Record**
- **End Meeting**

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## Accessibility Features

Zoom offers automatic closed captioning for all free accounts. [Watch this video](#) to learn about the following accessibility features and, if serving as a meeting host, get in the habit of enabling the automatic CC function to make your events as accessible as possible.

- Closed Captioning
- Spotighting or Pinning
- Reordering Videos in Gallery View
- Sharing Slides as a Virtual Background

### What’s the difference between spotighting and pinning?

Pin screen allows you to disable active speaker view and only view a specific speaker or ASL interpreter. Pinning another video will only affect your view.

As a host, you can spotlight videos ensuring that everyone on the Zoom will see the video(s) you choose no matter who is speaking.

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## Zoom Accessibility Hints

- **Closed Captioning/Live Transcript:** After enabling this feature, you can use your cursor to “grab” the caption box and move it where needed.
- **Chat Font Size:** By holding down the Control (Ctrl) button selecting the “+” or “-” you can increase or decrease the font size in Chat.
- **Mute/Unmute:** If locating the mute button is an issue, just leave yourself on mute and use the space bar to temporarily unmute yourself when you wish to speak.

## Virtual Event Tips

Designing virtual events requires the same care and attention as planning in-person events . . . and then some. Get started by watching this short video on [leading meaningful virtual gatherings](#) by Priya Parker, author of *The Art of Gathering*. After watch the video, check out some additional tips from Spirit & Place.

- **Design with intention**

What do you want to accomplish with your virtual event and what kind of experience do you want to create? Consider the following.

- **Platform Options.** What does a Zoom Meeting vs. Webinar allow? Is livestreaming an option? Which platform best serves your audience and the creates the experience you want?
- **Pre-Event Engagement.** Can you build community by providing a video, poem, artwork, or other material for attendees to engage with prior to your event? Can they share their reactions on social media or during the event via chat features?
- **Welcome.** Use a PPT slide deck, with music if possible, for people to look at as they wait for the event to begin. Have clear opening remarks that signal the start of the event, establish the event flow and structure, provide tech and/or accessibility tips for attendees, and invite participation.
  - **Accessibility!** Use clear language, large fonts, and high color contrast in your PPT.
- **Interaction.** What sort of interactive tools does your virtual platform have? (Chat, Q&A, Shared Screens, etc.) How might you use these tools to engage attendees?

- **Communication**

All events begin with the invitation. Keep it simple and easy for attendees to participate.

- **Event Description.** Your event description should clearly state the event is virtual and provide insights on what attendees can expect. For example, will the event be live, on-demand, or both?
- **Confirmation Message.** After registering, attendees should receive a message explaining how and when they can login.
- **Reminders.** Send at least two reminders with the login link. We recommend 48 hours and again 2-6 hours prior to the event. Reiterate what attendees should expect.
- **Immediate Follow-up.** Before attendees leave the virtual event, drop a survey in the chat! Send the link out again via email within an hour of the event's conclusion.
- **Follow-up.** Within a day or two of the event send attendees a link to its recording (if applicable) and a survey (yes, again!). If the recording will only be available for a limited time, share when it will come down.

- **Prep Work**

Engage your planning team, speakers, and other talent early in the process.

- **Shared Vision & Understanding.** Make sure everyone understands why this event is happening and what its goals are. Solicit feedback on the event flow and how to make the event as engaging as possible. If your speakers have been doing this a lot, they will likely have some great tips!
  - **Build Rapport.** If hosting a panel or moderated discussion, get everyone together a week or two in advance for a conversation to build rapport. (This is advice stand for in-person events too!)
  - **Test the Tech.** Speakers should login 30-60 minutes early to re-acquaint, check their internet connections, and adjust light and sound.
  - **Prep Attendees.** Use your confirmation email(s) and opening remarks to reiterate to attendees what they should expect during the event and how they may participate.
- **Hosting Tips**

As the event creator, it is your job to ensure your speakers and attendees are made to feel welcome and have the tools they need to have a successful gathering.

    - **Names.** Use people's first names as much as possible and encourage others to do so.
    - **Welcome Exercise.** Create an icebreaker (respond live or via chat) and/or centering exercises at the beginning of your event.
    - **Tech Tips.** Remind attendees of basic virtual functions like how to control their view, pin a speaker or ASL interpreter, adjust sound, etc.
    - **Community Agreement.** If using breakout rooms, consider sharing with attendees a set of community agreements to help guide small group conversations.

## Tips for Successful PRE-RECORDED Virtual Event Segments

As more virtual events are being created, event creators are often asking speakers to supply pre-recorded remarks. This can be a great tool for opening remarks or for simply breaking up the virtual experience for attendees. It is important, however, that pre-recorded segments – even ones done at home behind a laptop – be intentional and professional looking as possible.

### BACKGROUND

- Choose a background that is not distracting.
- Avoid locations where random people are seen in the background.
- Make sure the sun is not behind you.

### SOUND

- Find a location that is free from noise. Be aware of vehicular traffic; voices/movement not a part of the recording; noise from air-conditioning units, furnaces, fans, vacuums, elevators, slamming doors, etc.
- If using a personal device, put it in Airplane Mode to avoid calls and sound notifications.

### LIGHTING

- Primary lighting should come from the front, not behind.
- Avoid harsh lighting that falls directly from the top or side. This creates unflattering shadows.

### CAMERA POSITION

- When recording on a tablet or phone, shoot in landscape mode, not portrait (i.e., horizontal not vertical).
- Keep the camera height at eye-level and use a tripod if possible. You want a steady shot (and no views up people's noses!)
- Watch the framing and keep the subject centered.
- Watch the head room. Keep the eyes of the subject(s) in approximately the upper 1/3 of the frame. Avoid too much space at the top of the frame or cutting off the tops of head.
- Rule of thumb: Frame between the chest or waist and the head and avoid (fidgeting) feet & legs. Too wide of a shot and the subjects look too small. Too tight and it's often unflattering.

### DIRECTION

- Subjects should speak to the camera unless the shot is intentionally framed as a conversation between two or more people.
- If the speaker needs notes, try to keep the notes out of the shot. You might want to try cue cards with talking points instead. (Place cue cards near the camera lens so the speakers can still look at the camera.)
- When multiple people are in a shot, direct non-speakers to look at those speaking.

### Record a test clip!

**After you've thought through and planned for the above, record a 15-20 second test clip to review so you can tweak things before diving straight into your main recording.**

## **Speaker Tips for Virtual Events**

Share these tips with your invited guest speaker, presenter, or facilitator for a virtual event so that everyone is clear on expectations and responsibilities.

- **Location.**

While virtual events can feel less formal than in-person events, they are still public events where attendees want to feel a part of something special. To make their experience the best possible, plan to speak from a quiet space with minimal distractions. Presenting from a moving vehicle or noisy space pulls attention away from the event’s content.

- **Background Distractions.**

Background movement and/or noises (people passing in a hallway, off-screen voices, traffic, elevators, HVAC vents, etc.) can be distracting. It’s not always possible, but do your best to minimize these distractions.

If you’re connecting through a personal device, put it in Airplane Mode to avoid call and sound notifications. If you’re on a desktop or laptop, shut down your email if it receives new mail notifications.

- **Camera Position.**

Keep the camera height at eye-level to avoid a view up your nose! As a rule of thumb: Frame yourself between the chest or waist and the head to avoid views of (fidgeting) feet & legs. Too wide of a shot and you’ll look too small; too tight and it’s often unflattering. Experiment with what works for you so that you feel comfortable onscreen.

- **Login Time.**

The event organizer will often want you to login early. Verify what time they need you in the virtual space and plan to be there! This is the last chance to make any technical adjustments and receive event updates.

- **Screen Sharing, Breakout Rooms, Private Chats, etc.**

Do you need to run a PowerPoint or otherwise share the screen? Will there be breakout rooms? What chat features will be enabled? Share with the event organizer your preferences and ask about their expectations. Event organizers should not expect you to run your own PowerPoint or set-up breakout rooms unless they’ve previously communicated that information – and vice versa. Talk through the details!

- **Welcoming Message/Kick-Off.** Who speaks first and officially kicks-off the event? How will this person be cued to know when to speak? Have a plan to avoid that awkward, “Uh, have we started yet moment.”

## Moderator Tip Sheet

These tips have been compiled from multiple sources, including the most important source of all – the public!

### Tips from Spirit & Place

- **Let your audience know what the event goals are.** Establish expectations early.
- **If the topic is contentious, establish hopes & expectations for group involvement.** Reinforce for the speakers and audience members the importance of [adventurous civility](#). Consider using a [Community Agreement](#).
- **Prepare cutoff phrases ahead of time.** Example: If a panelist is not giving enough time for others to speak, you can say, “You have a great point there, but I think we need to hear from \_\_\_\_\_ now.” Or, when they take a breath, interject with, “Thank you for that perspective. I’m curious to hear what \_\_\_\_\_ might think.”
- **Good follow-up questions are open-ended and can be used to ...**
  - *Add clarification:* What did you mean by that? Could you elaborate? Can you give an example?
  - *Bring in new perspectives:* X brings up an interesting point. What do the rest of you think?
  - *Bridge connections between ideas:* John said X and Mary said Y. Do their ideas have anything in common?
  - *Dig deeper:* Let’s explore that from another angle. Can you unpack that point a little more? I’m fascinated by that concept you just brought up; do you want to dig into it a bit more?
- **Close with a call to action.** Challenge your audience to stay engaged and to learn more.

### Tips from the Public

Looking through several years of attendee surveys, we know the audience . . .

- **Expects the moderator to provide clarity and guidance.**

*The moderator’s questions, though thoughtful, were too complicated and long.*

*This event was poorly moderated. The moderator didn’t seem to have a plan to lead the discussion anywhere and threw questions at the panel that they were unprepared for.*

*I was looking for more structural guidance from the moderator and clarity of the questions.*

*There wasn’t a clear focus or take away for me.*
- **Wants the moderator to draw in multiple perspectives & think of the audience’s needs.**

*One of the panelists was less verbal than the others and should have been invited to speak more by the moderator.”*

*Questions should be repeated by the moderator.*

*The moderator should remind the panelist to use the microphone.*
- **Desires to be heard and to share experiences. They don’t like being talked at the entire time.**

*Great discussion, just wish there was a little more time for panel Q&A.*

*He did not read to us . . . much appreciated. Excellent and very educational.*

*Would be nice for attendees to talk informally afterwards. Perhaps breaking into groups to share thoughts, ideas, etc.*

## **The Moderator or, “Ten Thoughts I Thinked” by Kevin Armstrong**

1. **The moderator’s principal role is to allow each panelist to be their best self.**
2. **If possible, talk individually with the panelists before the event and talk together with the group for at least an hour before the presentation.** I usually provide the first question to everyone before the event so they can hear one another’s answers and get a feel for one another’s tone and perspective.
3. **Avoid formal introductions.** A printed program may already provide a biographical sketch. And even in the absence of printed material, take no more than 90 seconds to introduce each person. The audience has come to hear from the participants, not about them.
4. **Stand up for the audience and involve them.** If there is a Q&A, remind the audience to ask questions rather than make speeches. Somewhere between 25–30% of the conversation should involve the audience. Anymore and they run out of good questions. Any less and they feel sidelined. If the audience cannot hear the question, repeat it. If people do not understand the question, rephrase it.
5. **Be neutral and objective.** It is important to be provocative but if you have a dog in the fight, you should be on the panel rather than moderating it.
6. **Be informed and prepared.** You should have a general understanding of the subject in order to create a logical flow to the conversation. Have a set of possible questions, quotes, and conversation starters. Good answers generally arise from good questions. Then, be prepared to abandon them all if the conversation takes an interesting turn.
7. **Ask the question everyone has on his or her mind but is not asking.** If a panelist has been in the news, or is notable for a particular belief or practice, get it out on the table early so you can move on.
8. **Once you’ve asked a question, look at the audience and look at the other panelists.** The panelist shouldn’t be talking to you but to the audience and to any other panelists.
9. **Be attentive to three things at once:** The conversation that is going on. Where the panelists seem to be taking the conversation. How the audience is responding.
10. **Say Thank you.** To the panelists. To the audience. To your sponsors.

## Community Engagement & Events

Spirit & Place encourages you to incorporate community engagement activities into your event planning.

Community engagement will help you:	Doing this work well requires you to be:
<ul style="list-style-type: none"> <li>• Build trust</li> <li>• Center the voices and experiences of others</li> <li>• Awaken to new &amp; different perspectives</li> <li>• Make real impact</li> </ul>	<ul style="list-style-type: none"> <li>• People-centered</li> <li>• Adaptable &amp; flexible</li> <li>• Willing to share authority, power, and privilege</li> <li>• Committed to the “long haul”</li> </ul>

### What does it mean to be “people-centered?”

Being people-centered requires a shift in perspective from “outreach” (which assumes a centralized source and a target) to “community engagement” (which embraces reciprocal and ongoing relationships that build trust). One way to think of this is that “outreach” is about going out into the community. “Community engagement” goes a step further and invites the community in and asks the question: “How do we build ‘this’ together?” In this model, time is the most critical investment to successfully build effective, collaborative relationships and programs. Being present at crucial community conversations is important, as well as listening without expectation or agenda.

### Why is adaptability and flexibility crucial?

All organizations and people have “ways of doing things.” Unfortunately, inflexibility can be harmful. For example, a large institution’s adherence to internally driven deadlines that fail to honor the rhythms of a community (e.g. setting a youth program’s registration deadline for the first week of school because that’s the start of a new quarter) can cause more harm than good (e.g., rushed deadlines increase stress for parents and teachers). When working with – not *for* – communities, flexibility and adaptability are key in building stronger and longer-lasting relationships.

### Shared Authority.

Sharing authority builds trust and overall capacity to get things done. Weaving together of new relationships built on mutual support leads to exciting opportunities for fresh voices to emerge and for new ways of seeing and doing to occur. It may also mean using your (individual or institutional) access to resources and networks to support the work of others, as well as to center and uplift different voices, desires, and approaches.

### This all takes time!

People-centered community engagement is a means, not an end. It solidifies links between people, organizations, and the places they call home, but it never becomes a box to check off a “to do” list.

## Sample Community Agreements

Spirit & Place often holds space for difficult and challenging dialogue. Community (or Common) Agreements are a way to invite the audience to take ownership of the dialogue. Basically, it's a shared understanding among attendees on how they want to learn and work together as well as how they will hold each other accountable.

The agreement below is what Spirit & Place uses for its [Powerful Conversations on Race](#) series. Modify as needed, but always ask attendees if they have anything to add!

- Be respectful.
  - Meet people where they are.
  - No racial slurs.
  - Be present. (Turn off phones & email.)
  - One diva, one mic.
  - Give space, take space.
  - “Listen” to understand, “speak” to be understood.
  - Stories stay, lessons leave.
  - Brave space.
  - Suggestions?
- 

### Need a little clarity?

- To meet people where they are means we all have different perspectives. It is okay to challenge each other's ideas, but not each other.
- One diva, one mic is about sharing space! Allow whoever has the floor to have the floor. But . . .
- If you're one to take space by talking, be mindful about stepping back so others can speak. (Another familiar agreement might be, “Me & then Three.” That is, speak and wait until at least three others have spoken before jumping in again.)
- Someone in the group might gift everyone with their story. That story is theirs. The lesson it provides can be shared but it shouldn't be “re-gifted” without express permission.
- Brave spaces are spaces where we can put our ideas on the table, but we expect to be challenged and pushed to our growing edge. Brave spaces ask us to sit with discomfort.

## Promotions – Overview

Creating a publicity strategy for your event is crucial. Factor publicity into your overall effort and make it a part of everything you do to increase visibility and community impact.

### ESSENTIALS:

- Update website home page and/or events calendar.
- Promote the event on social media.
- Send e-mail invitations to your supporters and friends.
- Include event information in your (electronic) newsletters.
- Draft a press release.
- Outline with event partners the specific ways they will help promote the event. (Use the PR Matrix!)
- Include your event in (online) community calendars.
- Upload post-event photos on social media and your website.

### SOCIAL MEDIA TIPS:

- Create at least one post a week for the 4 to 6 weeks leading up to your event
- Tag your event partners in your social media posts to increase exposure
- Ask your presenter for images! (Facebook and Instagram LOVE images.)

### EMAIL INVITATIONS & REMINDERS:

- 6 weeks—“Save the date” & general topic info
- 2—3weeks—Feature your speaker (or film, book, etc.) in more detail
- 3—5 days—Share your enthusiasm for the upcoming event
- Reminders:
  - Registrants should receive an immediate confirmation.
  - Send another reminder 24 to 48 hours before the event.
  - Send a final reminder 2 to 4 hours before the event, especially for virtual events.

## PR Matrix

All events need thoughtful promotion, but marketing need not be expensive! You, your partners, and allies can spread the word far and wide if you give yourselves the time to plan and execute this basic “PR Matrix.” (Tip: Start promoting your event at least 4 to 6 weeks out.)

	<b>WEBSITE</b> Which partners & allies will post info on their website?	<b>SOCIAL MEDIA</b> Who will use social media? Which platforms?	<b>E-NEWS</b> Who can include info in their e-news? Deadlines?	<b>INTERNAL COMMUNICATIONS</b> Which partners & allies will encourage staff, volunteers, & board members to attend?	<b>PERSONAL INVITES</b> Who is willing to send personal invitations?	<b>PRESS RELEASE</b> Who can write and send a press release?	<b>FLIERS</b> Who can create & distribute fliers? How many?	<b>COMMUNITY CALENDARS</b> Who can populate online calendars?
<b>Lead Partner</b>								
<b>Collaborating Partners</b>								
<b>Allies</b>								

**Lead Partner:** That’s you!

**Collaborating Partners:** These are the groups most closely connected to the event.

**Allies:** These are groups who may not be officially involved, but who share your values and, if asked, will probably help promote.

## Choosing an Event Image: Tip & Resources

Event promotions need to include the event's title, date, time, location, a short (and memorable!) description, and any relevant accessibility info. In today's highly visual world – especially where social media is key in promoting events, you will also need a good event image. Use this tip sheet to help you find the right image for your event.

### Tips:

- Chose an image that is evocative your event and helps tell its story.
- Images, rather than logos, are the most effective.
- Choose images with minimal wording.
  - Images often get shrunk when put into other design pieces – e.g., event guides & web pages – and the text cannot necessarily be read. Besides, you are trying to tell a *visual* story!
- Be especially mindful of securing permissions of any image featuring a child.
- If using a crowd shot, make it a good one! An un-artfully posed photo of people's backs is not compelling. (Yeah, I know. That was some tough love right there.)

### Resources:

The following websites and services might provide images you can use. They all have protection under Creative Commons CC0:

*"The person who associated a work with this deed has dedicated the work to the public domain by waiving all of his or her rights to the work worldwide under copyright law, including all related and neighboring rights, to the extent allowed by law."---CreativeCommons.org*

**Regardless, always read the fine print!  
Verify you have permission to use the image as intended.**

- Freerange: <https://freerangestock.com/index.php>
- Unsplash: <https://unsplash.com/>
- Pexels, <https://www.pexels.com/>
- Flickr, <https://www.flickr.com/>
- Life of Pix, <https://www.lifeofpix.com/>
- StockSnap, <https://stocksnap.io/>
- Wikimedia, [https://commons.wikimedia.org/wiki/Main\\_Page](https://commons.wikimedia.org/wiki/Main_Page)
- Reshot, <https://www.reshot.com/>
- Gratisogrphahy, <https://gratisography.com/>

## Event Logistics: Venue & Speaker Checklists

### Venue Checklist

**Venue Name:**

**Room Name:**

**Address:**

**Contact Name, Email, and Phone:**

**Parking Notes:**

### AV & Equipment

Can the venue supply what do you need? If not, who will provide the equipment? \_\_\_\_\_

- |  |  |
|--|--|
| <input type="checkbox"/> Laptop        | <input type="checkbox"/> Speakers (*Not only for microphones, but laptop audio too.) |
| <input type="checkbox"/> LCD Projector | <input type="checkbox"/> Screen  |
| <input type="checkbox"/> Lectern       | <input type="checkbox"/> Flip Charts   |
| <input type="checkbox"/> Microphone    | <input type="checkbox"/> Easels  |
| Podium Mic ____                        | <input type="checkbox"/> Markers   |
| Handheld ____                          | <input type="checkbox"/> Sign-In Table   |
| Standing Mic ____                      | <input type="checkbox"/> Chairs  |
| Panel Table Mics ____                  |  |

### Room/Stage Set-Up, Signage, & Hospitality

#### **Room Set-Up:**

- Theater style
- Classroom style
- (Semi) Circle
- U-Shape
- Hollow-Square
- Other:

#### **Stage Set-Up:**

- Panel Tables
- Seated/Conversational (no tables)
- Podium/Lectern



**Number of Chairs:**

Audience:

Stage:

**Sign-In Table:**

YES NO

Location:

**Will you utilize directional signs, volunteers, or both?**

**Water for speaker(s):** YES NO

**What time can you arrive for set-up?** \_\_\_\_\_

**What time you need to be out?** \_\_\_\_\_

## Speaker/Talent Checklist

<p><b>Name:</b></p> <p><b>Email:</b></p> <p><b>Phone:</b></p> <p><b>Address:</b></p> <p><b>Area of Expertise:</b></p> <p><b>Making the Ask:</b> Be clear and precise. Are you asking them to give a <b>PRESENTATION</b>, be in <b>DIALOGUE</b> with others, <b>MODERATE</b> a panel, or <b>FACILITATE</b> some other kind of activity?</p> <p>Draft a <b>SHORT STATEMENT</b> on what you hope this person’s expertise will bring to the event. Use this to help communicate your expectations.</p>	<p><b>Logistics:</b> Make sure you AND the “talent” confirm the following:</p> <p>Presentation Title (if applicable)</p> <p>Short Bio</p> <p>Honoraria Amount</p> <p>Meal needed? (ask about restrictions)</p> <p>Transportation needed? Pick-up address Driver name and phone</p> <p>Arrival time to venue:</p> <p>Tech check:</p> <p>AV Needs:</p> <p><input type="checkbox"/> Laptop                      <input type="checkbox"/> Microphone                      <input type="checkbox"/> Screen</p> <p><input type="checkbox"/> LCD Projector                      <input type="checkbox"/> Speakers</p>
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### **Why this person?**

You asked this person to speak for a reason, but do they know why? Have you discussed ...?

- Why is this event happening?
- The event goals.
- What you want the audience to think, feel, and do?
- Your design plans and event format?
- What you hope their remarks will address, reinforce, or inspire?

**Never assume an “expert” will automatically know what to do or will accomplish your event goals without some coaching.**