



# THE VICTORY COMPANY

Double Your Business, Double Your Impact, Change The World!

## Sarah Victory's A/V and logistics

Sarah most important need is a CORDLESS LAVALIERE MICROPHONE so she can move around and go into the audience once in a while. (She really loves the new Madonna style microphones. Those are the ones that go over the head and land right in front of your mouth so you don't lose any words as you turn your head. They are extremely comfortable!)

Sarah would also like a second microphone for the introducer and for anyone she may ask to come up on stage with her during longer programs.

For any size audience, have the people close to your speaker and close to each other. This builds excitement and instant rapport. Please mention this to the hotel. Try to seat people near the front of the room. Please have only as many chairs as you expect people, (or fewer is even better—than it looks more SRO!) with extra chairs stacked up at the back of the room just in case you need them. Often people will “tape and hold” the last few rows of the room. An old theatre trick where you simply put tape on the sides of the last rows as though they are being “held” for VIPs and this gets people to sit down front where they can learn the most and have the best time. Then the stragglers and latecomers have room at the back of the room to sit as you remove the tape as the program is about to begin. These things will assure that the front rows will not be empty and give your program the best results.

If the door at the back of the room closes loudly, please have a doorstop (or put tape on the latch) so that the door will not be a loud distraction.

Please set up any coffee breaks outside the meeting room. This will be less distracting for the participants. At banquets, please ask the wait staff to clear up AFTER the speaker's talk.

Sarah really likes table rounds for smaller groups and particularly for full day and multi-day programs. Or, a chevron pattern is great for larger groups, where you stagger the chairs with two aisles one to the left and one to the right of the center of the stage. If the room is rectangular, please have Sarah in the middle of the long side. This avoids Sarah's dreaded bowling alley style on the right! :

SEATING: If the audience's chairs are chevroned rather than straight rows, facing the stage will be more comfortable. In a meeting room where food is NOT served, if possible, have tables in front of speaker, not aisles:

Sarah also needs a tall bar stool.

For smaller more "coaching style" groups for full day and multi-day programs, Sarah needs a flip chart and black or blue pens. This allows for brainstorming with the group and involvement of the group.

She also needs a small draped table downstage (close to the audience) for Sarah's props and audience participation gifts and a glass of water as well. And a larger table if you are having her do a PowerPoint program.

You know how distracting those cell phones and pagers can be, so we highly recommend that you mention to people before all the speakers start, that they are reminded to turn all the techie stuff OFF

Though Sarah can certainly keep everyone very entertained with little more than a microphone and her glass of water, for larger groups Sarah often uses a projector and screen for Powerpoint. This is especially good, if you are going to be having the mag screens on the right and left of the stage. Let us know what the size of the audience so we can make the best choice possible.

Our job is to make your job easier, so relax; Sarah Victory can do her program with very little if it helps your stress level and your budget!

- Here are a few things that we need to know:
- What is the very best thing that you would like to have happen as a result of Sarah's speaking to your group?
- What airport will Sarah be flying into?
- Do you want to have someone meet Sarah at the airport, or should she take a cab?
- Who is introducing Sarah and do they know that we have introductions available here on the site to help them with that? (intro)
- Do you want a confirming phone call letting you know that she has arrived?
- When is Sarah in the order of your events? What time is she going to begin and end her program?
- Do you want her to come to anything else while there?
- Is she going to be able to do a "ride along" with salespeople or see some of what you do before hand?
- If you have chosen to pay the expenses separately, rather than the "flat fee" option, we will bring you an itemized accounting and we are then given a check before leaving your event.
- At what hotel will Sarah be staying? Do you already have reservations for her or should we do that?
- How will everyone be dressed? Will Sarah need any evening clothes for her trip?

THANK YOU!

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