**Douglas Burdett**

**Details for getting the most out of my talk at your event.**

Over the last thirty years, I've given presentations to small and large

groups. During that time, I've figured out what works and what doesn't. I've

also discovered that more than half the time, the technical team on site had

no idea whatsoever what was needed. Hence this handy note.

To get the most out of your event and to keep me from passing out just

when you need me to speak, I've put together this list of requests and

suggestions. I ask that the person responsible for the event actively confirm

that you'll make these things happen. Here it is, for your team:

1. I use a MacBook Air laptop running PowerPoint software. I have my own

computer and these adaptors:

➢ Mini DisplayPort Thunderbolt to HDMI Adapter

➢ Mini DisplayPort to VGA Adapter

➢ HDMI to DVI Adapter

If a different adapter will be needed, please let me know what kind at least

one week before the event and I will get it.

2. No sound out required. AC power should be within six feet of the

computer.

3. For any group more than 25 people, I’ll need a microphone. Please be

sure that you've tested it on all areas of the stage for volume and for

feedback.

4. I’ll need a wireless lavalier microphone with a belt pack. I’m not able to do a good job

with a handheld microphone or a podium microphone.

5. My laptop is controlled by a remote control that I will bring. The laptop

must be set up within sight and no more than 20 feet of the most distant

point where I will be standing. It usually works best to have it on a cocktail

table so it can also work as a confidence monitor.

6. TIP: In groups of more than fifty, Q&A is tempting but not usually an

effective way to end the presentation. Instead, I recommend asking selected

audience members to submit questions to a moderator in advance. Then,

when the talk is over, you can have one person firing questions— ending the

meeting on an up, not with, "okay, so there's no more questions, time to

go."

7. TIP: Groups that schedule a break right after my presentation are usually

glad they did. You get that high-energy scrum at the front of the room for

people who want to say "hi" and you get conversation time as people

consider what they just learned.

8. If your booking involves an overnight stay, please be sure to find a hotel

that's either at the venue or closer to the airport than the venue itself, and

book a non-smoking room.

9. TIP: Whenever possible, make the room at the event too small, not too

big. This is often overlooked and it makes a huge difference. It's also a good

idea to dispense with round tables and pack people in together—at least for

the talk itself.

10. If I'll be speaking TO people as opposed to encouraging a wide ranging

discourse, put the stage along the narrow wall of the room (e.g. in a 30 by

80 room, that means the 30 side). Making the room narrow and long is far

better than wide, because it puts the audience in the plane of the speaker.

This also makes it far easier for the audience to see the speaker and the

slides/screens at the same time. This is critical. I can't tell you how many

times I've watched people stare at the screen and avoid the speaker, or find

themselves bouncing back and forth.

11. If you like, I’ll make my slides available for download. If you don’t

explicitly state a preference, I will normally make the slides available.

12. Suggested intro:

<https://www.salesartillery.com/wp-content/uploads/2023/07/Speaker-BIO-Douglas-Burdett-2023.pdf>

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