

JIM CATHCART'S ROOM AND A/V SET-UP

A great set up can double the impact of a presentation while an ineffective room set-up can sabotage even the best speech. The following set-up specs are designed to allow both the presenter and the audience to have the best possible experience. **Please discuss any changes from the room and A/V set-up described below with us beforehand.**

1. Staging:

If you're using a stage, try to position the first row of seats within five feet of the stage, if possible. (The closer the audience is to the stage and each other, the better they respond.) Jim doesn't use a lectern. He speaks from an open stage. **If a lectern is being used for introductions** set it back a few feet from the front of the stage so that Jim may walk in front of it as he speaks.

2. Screen:

The screen should be positioned off center so that Mr. Cathcart can stand in full lighting in the center of the stage throughout his presentation and still show visuals on the screen. Please set up the screen so that the projector light will not shine on the speaker.

3. Lighting:

People remember more and laugh more in brightness. Dim only the screen area (by unscrewing ceiling bulbs), but **leave full house lights on** during the program. **Jim needs to see their faces, and they need to see his face clearly.** Jim moves around during his speech and gets close to the audience. If the room has any spotlights in the ceiling, aim them for a general wash of the very front center 15 feet of the stage.

4. Audio Visual Materials:

a. Please provide a **Wireless (TIE CLIP) microphone**

b. **Jim will bring his own laptop** – an Apple Macbook Pro -- with his presentation graphics on it in PowerPoint. All you need to provide is a screen (see note about screen placement), a computer projection system (such as Proxima, In-Focus, etc.), the cable to connect the computer projection system to Jim's laptop, and a mini-jack cable into the room sound system so that if audio or video clips are used they can play off the laptop. (He'll also bring the presentation on a USB drive.)

c. **As an alternative, Jim may be able to email his presentation to your audiovisual technician in advance.** In this case the presentation can be loaded into your own computer system for presentation. All Jim would require is the ability to directly advance his own slides and to make last minute edits to the presentation on the day of the presentation, or the night before. Note: Please do not reformat the slides, they have animation and special features Jim needs.

5. Recording Devices:

Audio/video taping is **encouraged** WITH PRIOR WRITTEN AUTHORIZATION. If you're interested in taping Jim Cathcart's presentation, please contact us for an authorization form. License agreement terms vary depend on intended usage of the recording.