

Beth Terry

Cactus Wrangler



Beth Terry CSP
Professional
Speaker and Author

Beth's Helpful Hints for Great Events

A Pre-Event Checklist to help your event turn out *Great!*

~ **Promote your event** inside your organization with post cards, memos, company newsletters, emails, and in general conversation. Create a buzz that will excite your intended audience. If you need help with copy or flyers let Beth know and she will send you some ideas.

~ If appropriate, **promote your event publicly** through the flyers, post cards, ads and press releases. If you need help with these, contact Beth as soon as possible.

~ Beth welcomes the opportunity to be involved in television, print or radio news coverage during her visit. If you have special contacts with the media, please make arrangements and keep Beth informed as they develop. Be sure to keep the travel plans you've discussed with her in mind.

~ If the program will be in a large venue, with a large group, please assign someone ahead of time who is knowledgeable about the lighting and audio equipment of that venue. Please have this person available to assist Beth in setting up when she arrives.

~ **Hearing the speaker is clearly everything!** In addition to the above note on amplification, consider the room acoustics. How will it sound full of people? Are there distractions? Are there overhead fans or a loud air conditioning system? What sound distractions are there outside the venue? Can you control those sounds or find ways to make it less of a distraction inside? Can the speakers be rearranged to help your audience hear Beth better?

~ A **great Introduction** is vital to the success of the program. It sets the stage for the talk that follows and helps to reduce some of the natural resistance all audiences feel when meeting a speaker for the first time. Please select someone to introduce Beth who is respected, responsible, and will provide positive energy during the introduction. Beth provides a written introduction that is designed to set the stage

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properly. If she can meet the person before they introduce her, they can work on the logistics together.

You can find this introduction in her online Virtual Press kit. It has been written with care, so please ask the introducer to read it as written. There are reasons for the information presented there.

~ **Travel logistics:** Please be sure that you have discussed the logistics of getting Beth from the airport to your venue. Will she need to rent a car, take a cab, or will she be met? Make sure all the details are communicated to keep this from being a stressful part of the event.

~ Audiences have a tendency to fill in the room from the back. Please have a few people available to help move the crowds closer to the front of the room. The energy in the room is so much better when the crowd is not scattered throughout a large room.

~ Beth generally likes to check the room the night before the event. She will contact Food & Beverage to gain access to the room if she needs to. If she is already in town, she will arrive at the venue approximately one hour prior to the event to make sure all the logistics are in place with you and with the room.

~ All that is needed at the front of the room is a glass of water, small table for a laptop or notes, the agreed-upon microphone, and a screen and projector if PowerPoint will be used. It is always good to have a flip chart on hand just in case there are problems with the projector. Beth is a pro at this and can easily switch to non-technological AV if she needs to.

~ Agenda: Please make sure Beth has the agenda so she is mentally prepared to support the flow of your event in every way. Let her know as soon as possible if there are any changes so she can adapt her program for you.

~ If there is any way Beth can help you make this day more special, let her know. She can weave your current events and concerns into her presentation and customize it for you.

~ Let Beth know if you are interested in her books and tapes. If you want to provide educational resources and “take-aways” for your audience, she will work out a special client price for you.

~ Finally – sit back and enjoy your program!

