

Tips for a Successful Event



Review and share Dr. Richiez's *AV/Technical and Presentation Requirements* document

- Dr Richiez created this document to ensure you and he both have everything needed to create an awesome experience! Be sure to share this document with your tech contact person.

Complete the Pre-event Questionnaire

- In addition to Dr Richiez's own research about your event and organization, your insight will help him to tailor and customize his content at a more intimate level. One of his goals for attendees is to ask themselves, "How did he know that?!"



When promoting your event

- Promote that Dr. Richiez will be giving away several books in his presentation and will be staying afterward for a book signing.
- Promote that you will be providing refreshment snacks (if applicable).



When coordinating your event

- Unless Dr. Richiez is the opening speaker, try to schedule a break just before his presentation.
- If you plan to take photos or video of Dr. Richiez during his presentation, ensure the lighting is efficient. You likely will need to consider extra stage lighting (if possible).
- Schedule a reception for your attendees with Dr. Richiez after his presentation. These are great for book signings, meet and greets, etc.



Within 30-60 minutes of event kick-off

- Introduce Dr. Richiez to your AV technical contact person. Dr. Richiez prefers a sound check as early as possible.

- Consider blocking off seats/tables in the back of the room which 'encourages' people to sit more toward the front. You can have volunteers direct seating, use blue painters tape blocking certain rows and/or lean chairs against the table.
- Have upbeat, energetic music playing while attendees enter the room. Dr. Richiez will have his own playlist but consider making your own tailored for your group.
- Ensure Dr. Richiez meets the person who will be introducing him and this person has his introduction.
- If you are taking video or photos, introduce Dr. Richiez to the videographer/photographer. They will need to know that Dr. Richiez is very active on stage.



During the event ...

- Enjoy the presentation!
- If you have an event hashtag, visit the hashtag often to 'like', 'retweet' and make posts of your own to lead audience engagement.



Following the event ...

- Please send an evaluation to your attendees within 24-48 hours. Collect feedback about your event.
- Share that feedback with Dr. Richiez when available.
- If you have contacts for other organizations that Dr. Richiez's presentation would be an ideal fit, please let him know. Referrals are always appreciated!
- Dr. Richiez also has a short list of speakers he refers who present on a variety of topics. Inquire with him about a vetted recommendation for your next event!

**For questions, please call 786-788-1819
or email at arichiez@dynamic-edu.com**

Thank you