



## Pre-Program Checklist

### For Healthcare Industry Events

To make certain that Wendy's presentation meets your expectations and delivers ultimate benefit to your audience, please review the requests below and let us know if there are any challenges. Wendy is flexible and will work with you to maximize the effectiveness of your event.

**For your audience's benefit, please have the following equipment available:**

- ❖ **A wireless lavalier microphone**
- ❖ **An LCD projector and screen**
- ❖ **A power strip & audio/video out cables to connect to Wendy's laptop**
- ❖ **A small table on which to place Wendy's laptop**

#### LCD Projector and Screen

Wendy uses a hand-held remote to forward slides on her laptop. Because the timing changes slightly based on audience response, the presentation cannot be loaded on a "show computer" nor operated from the technician's booth. In the event of an emergency, a backup of the slides can be furnished to the technician 60 minutes before the session begins.

#### Wireless Microphone

Because Wendy's presentation style is active and interactive, she strongly prefers a wireless microphone for both keynotes and seminars. *For audiences of fewer than 20 people, no microphone is necessary.*

#### Audio/Visual Aids

If possible, the screen should not be positioned in the center of the room directly behind Wendy, as this will force her to do her entire presentation on one side of the room or the other so as not to block the audience's view of the screen. It's far better to position the screen off to one side so that it can be seen by the entire audience as Wendy moves about.

## Screen Size

It is really important that every person in the audience be able to clearly see the screen during the entire presentation. That's why it's critical that you inform us of the screen size at least three weeks (21 days) prior to the event. Wendy's slides are customized for your particular audience and she needs to know whether to make them 16:9 (wide screen) or 4:3 (standard.)

## Platform/Riser/Stage

Wendy moves around a lot during the presentation and certainly does not stand behind a lectern. If you need a lectern on stage for another part of your event, if at all possible, please have it moved off to the side for Wendy's segment.

Audiences seem to prefer and certainly benefit from being able to clearly see the speaker. A raised platform will help them see. Typically, 16 to 24 inches is quite adequate. If possible, please put the stairs down the front.

## Recording of Presentation

The material to be presented is protected by copyright. Audio and/or video recording is permitted and encouraged; however, a separate recording agreement must be signed prior to the event. If recorded, Wendy requires that you provide her with a copy of her segment within 14 days of the program.

## Introduction and High Res Photo

Wendy's introductions are specific to the nature and depth of the content to be discussed. Please be sure to download the correct introduction from the website at [www.WendyKeller.com/meeting-planners/](http://www.WendyKeller.com/meeting-planners/) There, you can also select from a variety of high res photos.

When possible, Wendy prefers to speak briefly to the person who will be introducing her prior to the introduction being made to go over the pronunciation of any unfamiliar words.

## Pre-Programs Questionnaire/Information

Please complete the Pre-Program Questionnaire at [www.WendyKeller.com/Meeting-Planners](http://www.WendyKeller.com/Meeting-Planners). Return it to us via email or mail and if possible, please include a copy of the event program guide that will be used for this event.

**Once you've taken care of each of these items, you can be confident that things will run smoothly...Wendy will take it from here. Thank you for your effort to ensure this is the best possible presentation.**