

# Tips for a Successful Event

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*After making over 1,150 presentations, Kevin has learned a few tips about coordinating a successful event. We hope these recommendations below help to ensure your event exceeds expectations!*



## Review and share Kevin's *AV/Technical and Presentation Requirements* document

- Kevin created this document to ensure you and he both have everything needed to create a rockstar attendee experience! Be sure to share this document with your tech contact person.



## Complete the Pre-event Questionnaire

- In addition to Kevin'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

- Offer and publicize that you will be providing free door prizes.
- Promote that Kevin 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.



## When coordinating your event

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



## Within 30-60 minutes of event kick-off

- Introduce Kevin to your AV technical contact person. Kevin 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. Kevin has his own playlist but consider making your own tailored for your group.
- If appropriate for your venue, blow up a few beach balls and let the attendees hit them.
- Recruit door greeters to welcome attendees entering the room.



### Within 30-60 minutes of event kick-off (continued...)

- Ensure Kevin meets the person who will be introducing him and this person has his introduction.
- If you are taking video or photos, introduce Kevin to the videographer/photographer. They will need to know that Kevin is very active on stage. He does not stand behind the lectern or in one place on stage. He'll be walking around on stage as well as amongst the audience.
- If there is a lectern on the podium/stage, Kevin prefers to have it removed for his presentation. If removing the lectern is not possible, then at least move it to the side so it is clear from Kevin's speaking area.



### During the event ...

- Enjoy the show!
- 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 ...

- Send an evaluation to your attendees within 24-48 hours. Collect feedback about your event.
- Share that feedback with Kevin when available.
- If you have contacts for other organizations that Kevin's presentation would be an ideal fit, please let him know. Referrals are always appreciated!
- Kevin 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 #919-633-9931 or email [Kevin@KevinCSnyder.com](mailto:Kevin@KevinCSnyder.com)

*Thank  
you*