

## **Audio-Visual & Staging**

- Mr. Hoffman prefers to present from his own laptop whenever possible. If the event setup requires use of a house computer, slides and any necessary fonts will be provided at least 48 hours in advance. We just ask that they be loaded and pre-checked before Mr. Hoffman arrives – and that he has a chance to do a quick review before his session.
- Mr. Hoffman typically arrives one hour before his presentation for an A/V check, ideally before attendees are in the room. If that timing doesn't work, we're happy to arrange an alternative.
- A wireless lavalier microphone is needed for any group over 25, along with a confidence monitor and countdown clock.
- Mr. Hoffman moves around the stage throughout his talk to keep energy high and the audience engaged, so a clear front-stage area makes a big difference. If a podium is present, placing it off to one side works well. Similarly, if furniture can't be removed, tucking it at least 6 feet from the front of the stage helps keep the space open.
- For the best audience experience, we recommend positioning a single screen off to one side or well above the stage rather than center stage – this keeps the focus on the presenter, with slides serving as a visual supplement.
- Two bottles of water at the podium or other appropriate location would be appreciated.

## **Scheduling & Logistics**

- Scheduling a short break before Mr. Hoffman's session works well to build anticipation and allow time for any final A/V setup.
- Because travel delays happen, Mr. Hoffman prefers to arrive the night before. Please arrange or recommend a hotel that's either at the venue or between the venue and the airport – a non-smoking room on a high floor with guaranteed late checkout.

## Slides & Handouts

- Mr. Hoffman's presentation slides are custom-designed to graphically supplement his verbal content rather than mirror it, so they won't translate well into a standard conference template. We appreciate your understanding on this.
- The slide deck is not available for download or distribution as notes or a handout. However, Mr. Hoffman includes a QR code during his presentation linking to a downloadable PDF resource. If an outline is needed for educational certification requirements, one can be provided the day of the session.
- Mr. Hoffman owns and retains all rights to his materials and content, and they cannot be reproduced or distributed.

## Recordings & Photos

- Photos before the talk are absolutely welcome – we just ask that flash photography be avoided during the presentation itself.
- Mr. Hoffman and his team may also photograph the session for use online or in print.
- If we've agreed to permit recording of the session, we recommend planning extra time to test sound pickup and verify the sound patch doesn't interfere with projection quality (this can sometimes be an issue).
- Recording and distribution or resale of Mr. Hoffman's talk requires written mutual agreement in advance.