

RICHARD VILLASANA



Room Set Up

We take our responsibility to you very seriously. Our goal is to maximize your investment. To do that, please read the following.

1. Richard Villasana is an animated speaker. Please **do NOT** put him behind a lectern or head table. If the head table is on a riser or a stage, pull it back from the edge to allow space for Richard to stand in front of it.

2. Please have a **cordless lavalier microphone**.

3. Please provide a **projector** (overhead is preferred) and computer with CD reader along with a technician to ensure the computer is properly connected to the projector.

4. Please read Richard's introduction, or keep it fairly close to **the way it is written**.

5. If Richard is speaking at a luncheon or dinner meeting, please do not order him a vegetarian meal.

6. Try to have the group in a fun mood before introducing your speaker. Sad announcements or moments of silence for a recently departed friend are appropriate, but not just before introducing the speaker.

7. Richard enjoys and tries to meet as many members of his audience as possible. He will attend your social events, if requested, but **please do not make arrangements to keep him out late at night**.

8. To get more maximize your investment in Richard or any other speaker, please keep in mind that an extended cocktail party is not a good start for your audience or any speaker.

It is not a good idea to have your main speaker the last day of a conference when everyone has been up very late the night before.

9. **Awards or extended announcements** — either consider having your speaker first, or give the audience a stretch break for a couple of minutes before introducing the speaker.

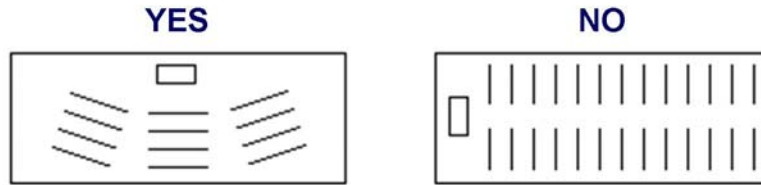
10. **Hotels never think of the following:** It is difficult to build intimacy and rapport if:

- The audience is not very close to each other, or to the speaker.
- Your audience is still eating.
- The entire room is not well lit. (If spotlights are available, consider them.)

11. For any size audience, have the audience close to the speaker.

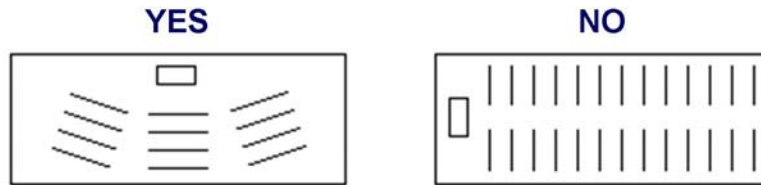
12. If the door at the back of the room closes loudly, please have a door stop so that the door will not be a distraction.

13. If the room is rectangular, this is the recommended room set up:



14. SEATING: If the audience's chairs are chevroned rather than straight rows, facing the stage will be more comfortable.

15. In a meeting room where food is NOT served, if possible, have tables in front of speaker, not aisles:



This is a chevron

16. **The eye follows movement, not sound;** if photos are to be taken, never take them during the first fifteen minutes of the presentation. It will be too much of a distraction for your audience and speaker. (It is possible to take "posed action" shots during the break.)

We hope this will help you. We at Marketing To Mexico want to present a first-class program.

Saludos!