

HOW DO I GET THE BEST FROM A MICHAEL HEPPELL EVENT?



Some notes to help organisers

michael heppell 

We have put together this document to help you get the most out of booking Michael for your organisation.



Michael speaks to over 150 groups every year and in his experience there are ways to get the most out of an event and we'd like to share them with you.

You've made the biggest decision by booking him - so now is your opportunity to put the icing on the cake and make sure that you create an event which is memorable and achieves your objectives.

This document is split into four main sections:

- Firstly, an introduction to what you can expect when working with Michael;
- Secondly, Michael's technical requirements;
- Thirdly, some hints and tips about getting the most from a Michael Heppell event
- And finally, the best way to communicate with us here at the Michael Heppell office.

Michael and Christine? (who's she?)

When Michael travels, he has his wife Christine with him. It is important to explain that Christine is the Managing Director of Michael Heppell Ltd and with Michael, writes a lot of the materials Michael presents. Christine also does his technical support during presentations which means she will be controlling 2 laptops, his microphone level, an Instant Replay sound system, an iPod and the mixing desk. Only a woman can multi-task like that!



Travel & Accommodation

If you are booking overnight accommodation for Michael and Christine, they prefer a non-smoking room on a lower floor of a hotel.

Travel will be arranged from the Michael Heppell office and recharged to your organisation at cost. Please note that flights over two hours in duration will be booked as Business Class and all train journeys will be booked as First Class.

Live Issues

Michael likes to know about the current live issues faced by organisations before he speaks to them, as part of his research. Therefore, he will need to have a 30 minute telephone conversation with a senior member of your organisation approximately 7 - 10 days before your event. This can be arranged with Michael's PA at our office.

Keynotes. When should Michael Speak?

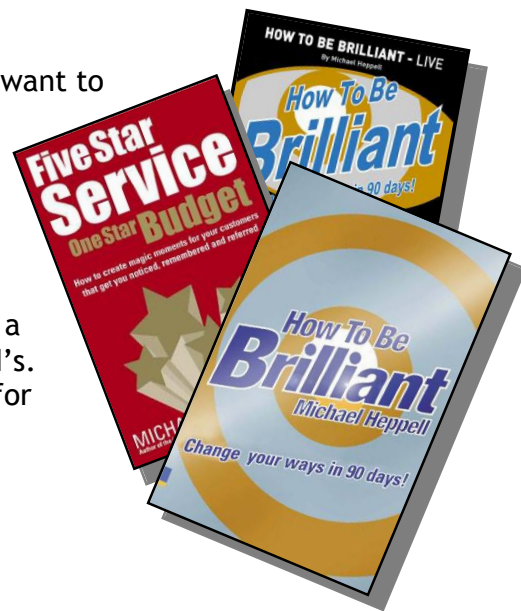
If you have seen Michael present you will know that his style is very lively, upbeat and really challenges the audience. It is very important to choose the right time for Michael to speak. Often for a keynote presentation, the after-lunch slot (which other people describe as 'the graveyard session') is perfect for Michael, as he really gets people going.

Other options are the end of a conference to leave people on a high or the start of a conference to get people warmed up for the day.

What Next?

At the end of presentations, people often want to know where they can find out more about the tools and techniques that Michael has described. The best place to go is our website - www.michaelheppell.com - where additional resources are available.

Or, often organisers like to give delegates a copy of one of Michael's books or audio cd's. Special discounted rates can be arranged for you should you choose this option. Please contact our office for more details.



Food and Drink

On the stage Michael likes to have two large bottles of still mineral water at room temperature with two glasses. Christine likes one bottle of still mineral water at the technical production desk, front-of-house.

Michael does not have any peculiar 'riders' such as a bowl of M & Ms with the blue ones taken out (in fact he likes the blue ones)! However, he does ask that if food is being provided, it is a healthy choice and that for Christine any food is lactose-free (that's no milk, cream or yoghurt).

Technical Requirements

Michael uses a lot of audio and visual effects. These 'anchors' allow the audience to get more out of his presentation and at the same time they give a more entertaining feel to his talks.



In order to do this, a certain technical set up is required. The list which follows should be given to a person who has good audio visual knowledge and should any further clarification be required, then please contact the Michael Heppell Ltd office as soon as possible.



At the front-of-house, Christine will be operating two laptops which need to be running PowerPoint 2007 or later. Please note



PowerPoint 2003 **will not** run Michael's presentation so if you don't have PowerPoint 2007 or later please let our office know so we can bring a copy of PowerPoint viewer to load on to your machines.

One laptop should be connected to the main projector; the other should be connected to a TFT screen at the front of the stage. (see diagram in the Michael Heppell Set up at the end of this document)

Michael will bring his presentation as a PowerPoint file on a USB memory stick. If you require a copy of the presentation earlier, to fit in with other slides which are being shown that day, then please contact the Michael Heppell office with your request.

Michael requires a good quality Lapel microphone which from the receiver has a direct input to a mixing desk which should be positioned next to the laptops (see diagram in the Michael Heppell Set up at the end of this document). For larger events where questions are taken from the audience, a hands-free radio microphone is also required.



Music is provided by two sources. Both are carried by Michael and Christine to events. The first is a piece of equipment called 'Instant Replay'. This is used for most of the sound effect used during Michael's presentations. Again, this needs to be connected directly to the mixing desk and should be in close proximity to the laptops. The Instant Replay system has two XLR stereo outputs which need to be plugged directly into the mixing desk.



The final piece of sound equipment is an Apple iPod which uses a one eighth inch jack output and again this should be connected directly to the mixing desk.

A note on sound and vision systems

Please do not rely on built-in hotel sound systems (the type where speakers are built into the ceiling). These are often only good to reinforce the human voice and are not very good for playing music. As music is an integral part of Michael's presentations, it is vital that a good quality PA system is used. Again, should you require any advice on this please contact the Michael Heppell office.



Investing in good sound and visual equipment can make a big difference to an event. Don't try to save a few pounds here as our experience has shown that no matter how good the speaker may be, a distorted sound and poor projection can ruin an event.



VERY IMPORTANT

Finally, if you are hiring in equipment from an external supplier please make sure they have seen this document and in particular the technical set up pages at the end. Please stress the importance of following the set up. We know it seems like we are going on about it but the 'voice of experience' has shown us that getting the technical set up right pays back tenfold on the day.

At the end of this document you will find detailed pictures of our technical set up for your technical crew or supplier.

Some Hints and Tips to help you get the most from your Event

First of all, our apologies if you have thought of all of the following.

However, having seen literally thousands of events over the years, at times some of the most obvious things are missed.

Rooms

The room should be 50% larger than the number of people. In other words, if your event is for 80 people you should book a room that is suitable for 120. Hotels in particular are very good at exaggerating how many people you can fit into a room.

Audience Set up

An ideal room set up for a keynote presentation is theatre style. For a one-day or two-day workshop, classroom style works best. People sitting on round tables is not only uncomfortable but it makes it very difficult often for a speaker to capture the whole audience.

Look after your speaker well

This sounds obvious but so often, by the time a speaker arrives at an event, they are exhausted with the journey, they don't get well looked after and there is nowhere for them to compose themselves before their presentation. Then, rather than being able to 100% focus on you and your audience, they are still re-living the journey and poor welcome they have just had. Here are some things that we really love:

1. Arrange for someone to pick up your speaker from the airport
2. When they arrive, give them a place where they can chill out for a little while with some fresh tea and coffee, water and perhaps some fruit and snacks.
3. Ask the speaker how they want to be introduced. We have two updated current suggested introductions which can be found on our website in the *media centre* section.
4. Make sure there is a break directly after Michael has spoken. When this doesn't happen, often the next speaker feels like their message is difficult to explain because Michael has everybody on a real high after he has presented

Communications:

The Michael Heppell Ltd office can be contacted:

- By calling 0845 6733 336 (or +441434 688 555 internationally)
- By writing to Michael Heppell Ltd, Hadrian Business Centre, Church Street, Haydon Bridge, Northumberland NE47 6JG
- Michael's PA is called Vanessa Thompson and Vanessa can be emailed via vanessa@michaelheppell.com
- Should you need an urgent answer to any question outside of regular office hours, please call 07957 434987

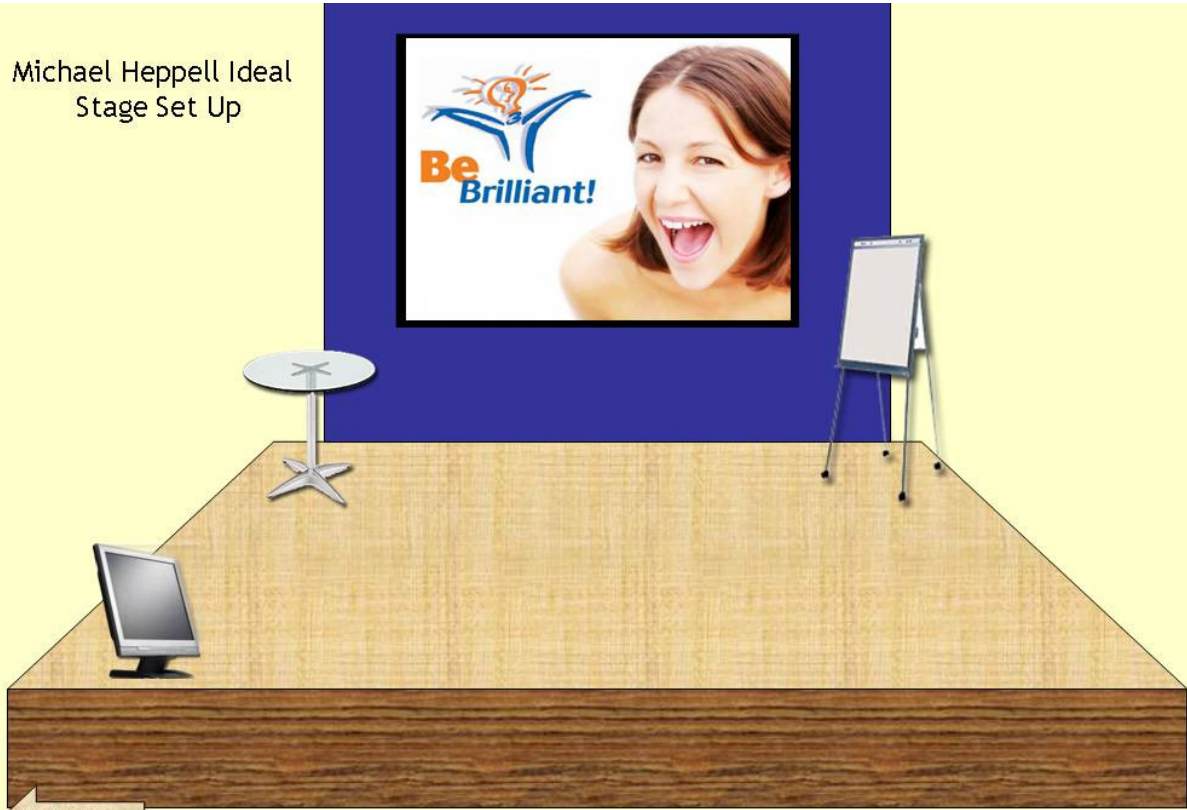
We are passionately committed to ensure you get the most out of working with Michael & Michael Heppell Ltd

Please feel free to contact us at any time with any questions (no matter how daft they may seem) and we will do all we can to help.

Be Brilliant

The Michael Heppell Team

Michael Heppell Ideal Stage Set Up



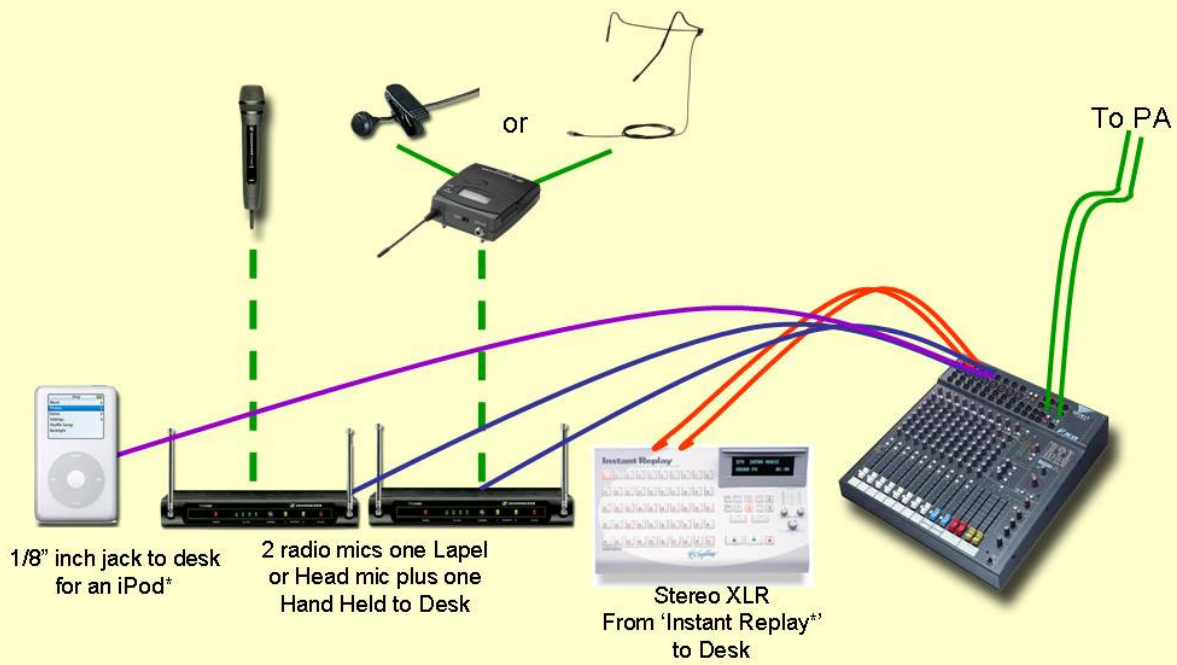
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Michael Heppell Ideal Front of House Set Up



Table should be a minimum of 6 – 8 feet giving lots of space

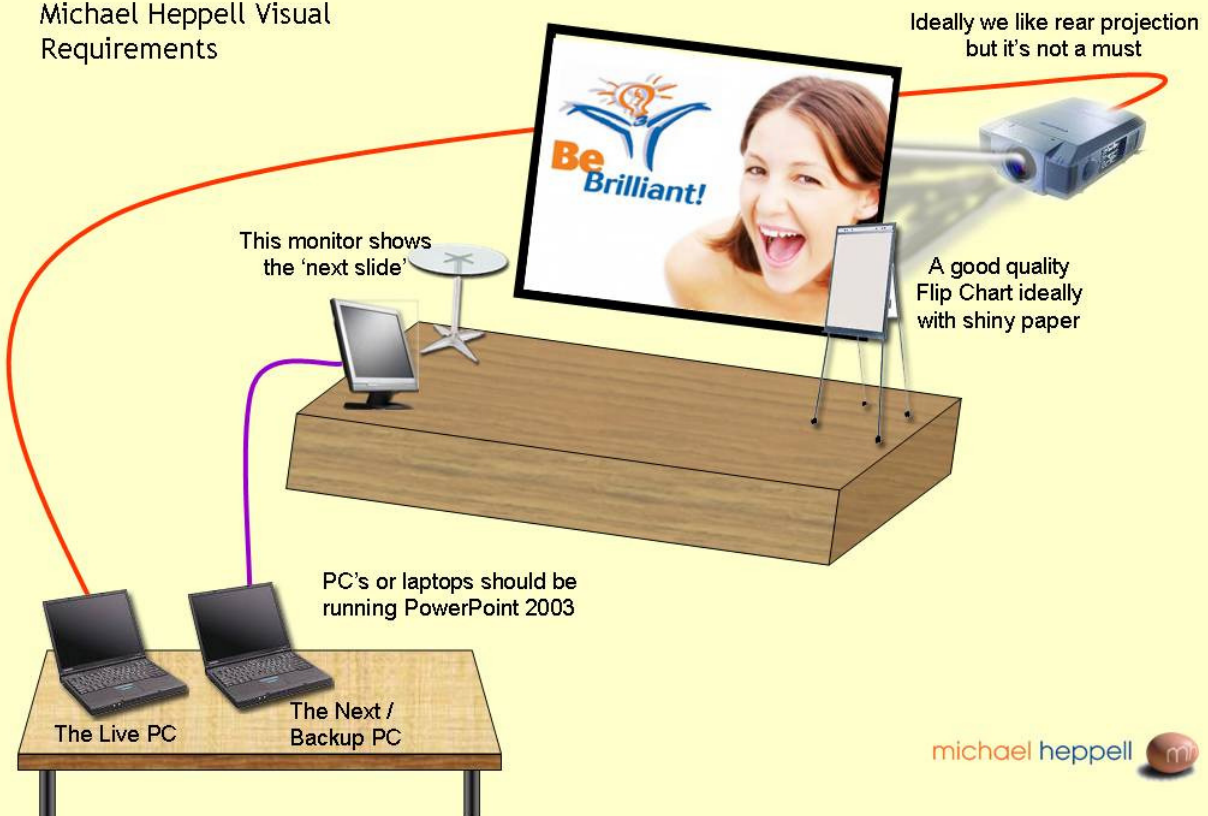
Michael Heppell Sound Requirements




**Please note we bring our own Instant Replay & an iPod*

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Michael Heppell Visual Requirements



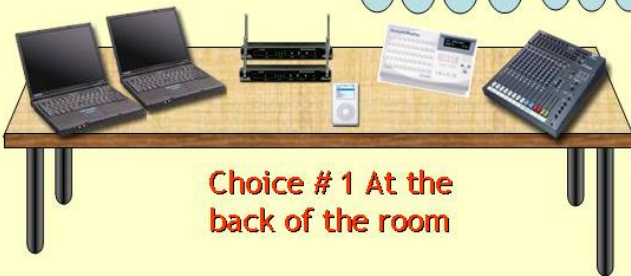
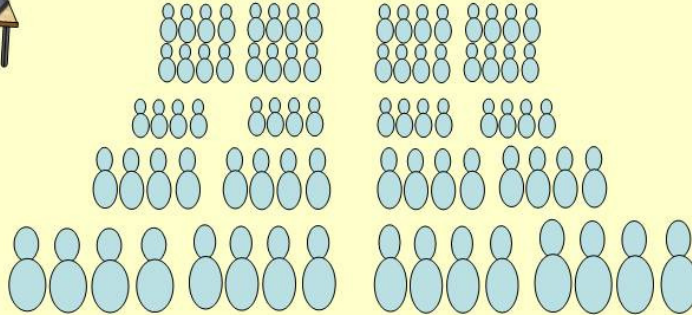
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Where in the room for the technical desk?

Choice # 3 at the side of the stage



Choice # 2 Side view at the edge of the room



Choice # 1 At the back of the room

Note for this choice long cables will be required