

How do I get the best from a
Michael Heppell event?



We have created this document to help you get the most out of your booking Michael for your event.



Michael speaks to dozens of groups a year and, in his experience, there are lots of ways to get the most out of an event.

We'd like to share them with you.

You've already 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 five main sections:

An introduction to what you can expect when working with Michael

Michael's technical requirements **[There is some very important information here for your AV provider]**

Some hints and tips about getting the most from having Michael Heppell at your event

The best way to communicate with us here at the Michael Heppell office.

A diagram of Michael's Audio Visual Technical Rider

Michael and Christine (who's she?)

When Michael travels, he has his wife Christine with him.

It's important to explain that Christine is Michael's Events Producer, Director of Michael Heppell Ltd and writer of much of the material Michael presents.

Christine provides his technical support during presentations which means she will be controlling 2 laptops, his microphone level, an *Instant Replay* sound system, an iPod and 3 channels on the mixing desk.

Only a woman can multitask like that!



Keynotes. When should Michael Speak?

If you have seen Michael present you will know that his style is very lively, upbeat and 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 gets people going.

Other options are the end of a conference so that people leave 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.

We have organised a special programme called *90 Days Of Brilliance* which offers delegates reminders of the key messages as well as a host of development ideas.

Michael will let delegates know how to access this information.

Books

Frequently, organisers like to give delegates a copy of one of Michael’s books. Michael is happy to arrange for his ‘Author’s Discount’ to be passed on to event organisers. And, if timing allows, he’s always delighted to sign books before your event. Books need to be ordered well in advance, so it would be helpful if this could be given early consideration.



Please contact our office for more details and special rates we can obtain for you.

Your Live Issues

As part of his research, Michael likes to know about the current live issues faced by organisations before he presents.

Therefore, Michael or one of our team will need to have a 30-minute telephone conversation with a senior member of your organisation before your event.

This can be arranged with Michael's PA at our office.

Travel & Accommodation

If you are booking overnight accommodation for Michael and Christine, they require a non-smoking room, aren't they all non-smoking now?

Travel will be arranged from the Michael Heppell office and if needed will be recharged to your organisation at cost.

Please note that flights of over two hours in duration will be booked as Business Class and all train journeys will be booked as First Class.

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 'dressing room 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).



Introducing Michael

We're happy for your event host to introduce Michael in any way they see fit. The purpose of the introduction is to credibility.

If you would like some ideas, here's a suggested introduction:

Michael Heppell is the best-selling author of nine books, including the Sunday Times number-one best-seller Flip It. His books have been translated into 27 languages and are available in 80 countries.

He's worked with everyone from premiership footballers to category b prisoners. FTSE 100 companies to TV personalities.

Over the last 30 years, he presented to over half a million people around the world. They all have a goal to Be Brilliant. Now it's our turn. Please welcome, Michael Heppell.

IMPORTANT

PLEASE ENSURE THIS IS PASSED ON TO YOUR AUDIO-VISUAL PROVIDER

Michael's Technical Rider

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.

To do this, a certain technical setup is required.



The list which follows should be given to a person who has good audio-visual knowledge. Should any further clarification be required, then please contact the Michael Heppell Ltd office as soon as possible on 01434 688 555 or email hello@michaelheppell.com

At the front-of-house, Christine will be operating two Apple MacBook Pro laptops (we will provide these). Both have HDMI outputs.



One laptop should be connected to the main projector; the **other** (separate image) should be connected to a prompt (comfort) screen at the front of the stage or a large screen at the back of the room.

Please see the diagram in the **Michael Heppell Audio Visual Rider** at the end of this document.

Michael requires a good quality *Lapel (lavalier)* or *Headset* Microphone connected to the mixing desk. Christine will not control Michael's microphone.

Christine will be using the faders on the mixing desk to pad, fade in and out and create background sound while Michael is presenting. She must have the house mixing desk with channels one and two on her direct right, **or a smaller mixer WITH FADERS** that she can connect Instant Replay, one Mac and the iPod. See the last page of this document.



Music and sound effects are provided by three sources.

All three 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 effects used during Michael's presentations.

Again, this needs to be connected directly to the mixing desk and will be near the laptops. The Instant Replay system has two XLR stereo outputs which need to be plugged directly into the mixing desk. We can bounce these down to one XLR if required.

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

For some keynotes, we require one laptop to be connected via an eighth-inch jack 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 systems are often only good for reinforcing the human voice and are not very good for playing music, effects, etc.

As music and sound effects are an integral part of Michael's presentations, a good quality PA system must be 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 visual projection can ruin an event.

VERY IMPORTANT

Finally, if you are hiring equipment from an external supplier please make sure they have seen this document and in particular the Audio Visual Rider page at the end.

Please stress the importance of following the set-up. We know it seems like we are going on about it, but our 'voice of experience' has taught us that getting the technical set-up right pays back tenfold on the day.

At the end of this document, you will find a detailed picture of our technical rider for your Audio Visual 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 thousands of events over the years, at times some of the most obvious things are missed.

Rooms

For **training events**, 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.

For Keynotes

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.

A note about round tables (cabaret style)

For some reason, there has been a surge in the number of events where organisers think it would be a good idea to seat people cabaret style.

Our advice is if possible please don't do this. *Cabaret Style* creates lots of dead space, it's uncomfortable for the two-thirds of the table who aren't looking directly at the stage and it can often make it difficult for speakers to capture a whole audience.

Look after your speaker

It sounds obvious but so often, by the time a speaker arrives at an event, they are exhausted with the journey.

There is often nowhere for them to compose themselves before their presentation. 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 love:

1. 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.
2. Ask the speaker how they want to be introduced. We have a current suggested introduction for Michael outlined on page 4 of this document.
3. Make sure there is a break directly after Michael has presented. Michael has everybody on a real high and it's usually a good idea to take a little break.

Communications

The Michael Heppell Ltd office can be contacted:

By calling +44 1434 688 555

Michael's PA is called Vanessa Thompson. 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 434 987

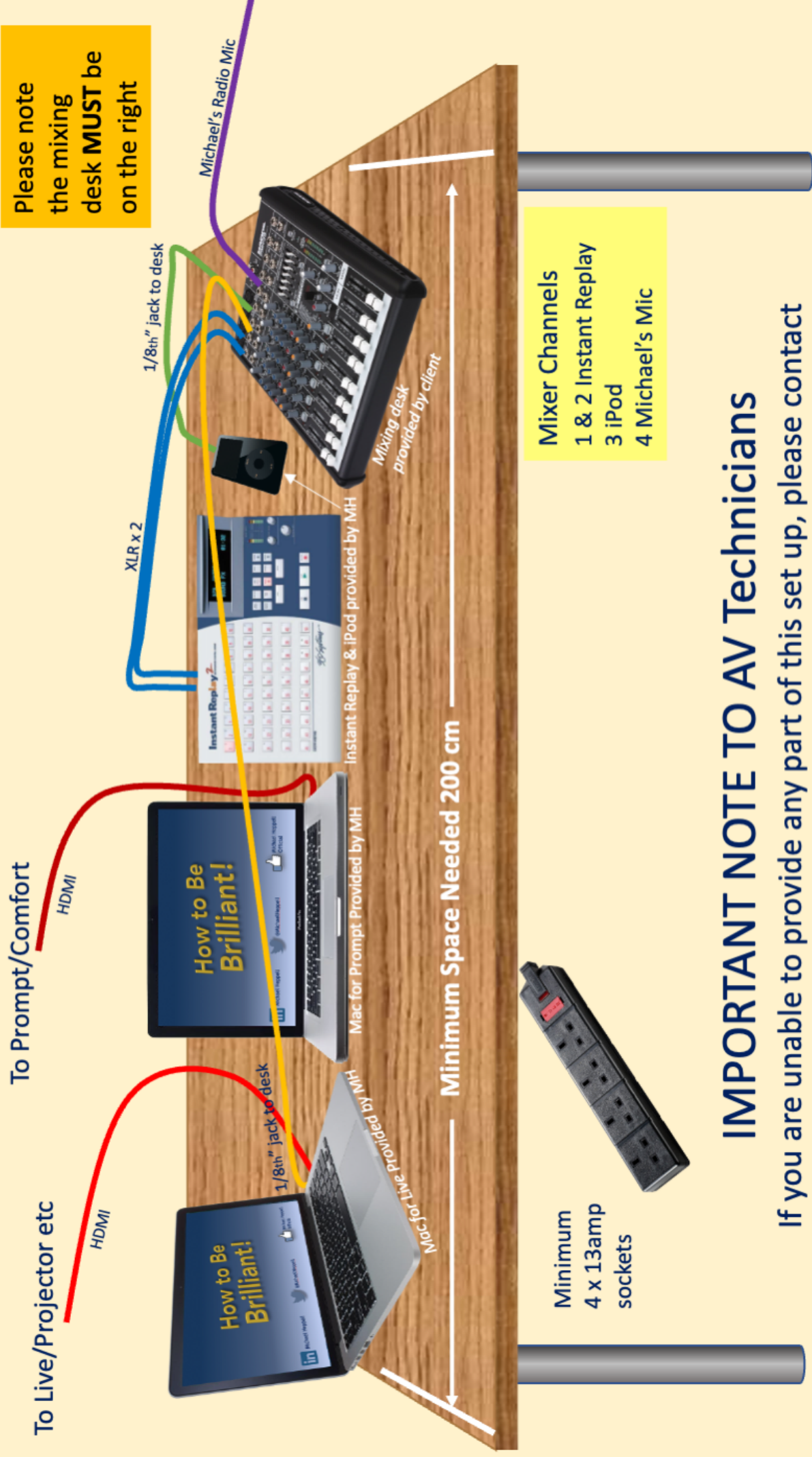
We are passionately committed to ensuring you get the most out of working with Michael.

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

Be Brilliant!

The Michael Heppell Events Team

Michael Heppell Audio Visual Rider Front of House



IMPORTANT NOTE TO AV Technicians

If you are unable to provide any part of this set up, please contact
Michael Heppell Ltd immediately on +44 (01434 688 555) Thank You