



DR. NZINGA A. HARRISON, MD

Tips for a Successful Event

Marketing

Please forward your promotional pieces, electronic advertising, marketing collateral, and radio ads to our team so that we can assist in the promotion of the event as well.

Audio Visual Requirements & Successful Meeting Tips

For questions or concerns, please contact our office. We take our commitment to your event quite seriously. We understand that you have invested a great deal of time and money into your event, and would like to offer you some suggestions to make sure you receive the maximum return possible on your investment. Often times the slightest changes in ambiance and staging will greatly affect the outcome of a speaker's presentation. The following suggestions are what we believe will create the best experience.

AV Requirements

Dr. Harrison typically uses a **LAVALIERE MICROPHONE**. Wireless is preferable, but not mandatory. Please make sure that the AV department has a back-up microphone available at all times. As well as a mic runner on hand. Our suggestion would be to have someone from your group assigned to the microphone system should any adjustments be needed for volume, bass, feedback, etc.

At your request, our team can provide you with an FAQ, bio and additional subject-matter information to use to introduce Dr. Harrison. Please also provide a 6' draped table for us to place and organize any materials on product she may reference from the stage.

On stage, where she is placing her materials, please have a bottle of purified water and a box of Kleenex and a stool for Dr. Harrison.

Recording Devices

Audio and/or video taping is available with **PRIOR WRITTEN AUTHORIZATION**. If you're interested in taping Dr. Harrison's presentation, please review our recording agreement. If you do not have a copy please contact our office to request one. (media@nzingaharrisonmd.com)

Tips & Suggestions

Theater or classroom seating is preferable, in chevron style seating. We understand that when planned on or around a meal, this is not possible.

When the room is rectangular, please have your stage positioned in the center of the long wall. This assists greatly in creating intimacy between your audience and anyone who is on stage.

For the benefit of your audience, and Dr. Harrison, please request from the hotel or auditorium management that the meeting room have no distracting noise from an adjoining room, such as a singing group, rock band, etc. during the time Dr. Harrison is presenting.

It is difficult to build intimacy and rapport if your audience is still eating. Please instruct the banquet staff to clear up **AFTER** the speaker's presentation.



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When a photographer is present, please ask them to refrain from taking photos the first 15 minutes of the program. This can be distracting to the speaker and audience.

Please make sure the room is well lit especially the staging area. People remember more in bright rooms. Dr. Harrison prefers to see the faces of the audience. This allows her to see how they are responding to her presentation and connect more with her audience which is very important to her.

Scheduling Concerns

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

Consider having any announcements first, or taking a break following Dr. Harrison's presentation, especially if you have had her speaking for more than one hour. This break will also give her the opportunity to meet and shake hands with your attendees during the break following her presentation.