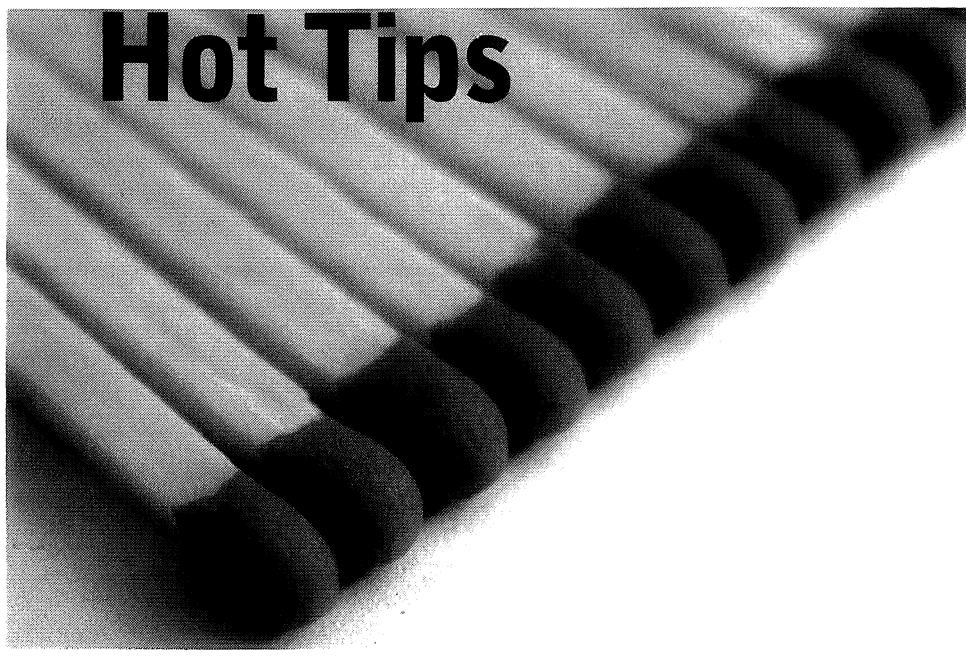# Hot Tips

Strange airports can be confusing, and confusion is time-consuming. Help your people through by offering plenty of diagrams and as much information as possible in your welcome kits. "You need to tell people to go down to the baggage claim area and look for a person in a pink shirt who will escort you to awaiting transportation," says Nancy Teper of Caribiner International, a New York Communications firm. Then, at the convention center, post more diagrams so your attendees don't waste any time getting lost.

KEEP DELEGATES IN THE LOOP
The more you can tell attendees the better. "People just want to know what's expected," says Teper. If there are out-of-town guests coming, warn them about the weather. If there are outdoor events planned, tell them to bring warm clothes and comfortable shoes.

A PRESENTER'S CHECKLIST
Professional or experienced speakers, of course, don't need checklists of how to do their job. All they need are some answers to a few basic questions, and to provide you with some basic information. Here are some things you should clarify:

Confirm flight arrangements _____Done

Confirm transportation needs _____Done

Confirm AV requirements (see AV Checklist, page 85) _____Done

Review schedule you have set, and Q&A policies. _____Done

Inform speaker of rehearsal schedule _____Done

Is there a "speaker room" (a green room) where speakers can
    wait prior to their appearance? _____Done

On the other hand, amateurs and first-timers, who can often be nervous and forgetful, need more help. Here's a list of pretty basic questions beginner speakers should ask themselves before presenting a paper, making a speech or leading a seminar. Even some amateurs will be insulted by this, but don't be troubled by that. It's worth it:

In a single sentence, what's the point of my presentation? What do I want to accomplish? How much do they already know? What do I want them to know?_____

_____

How long have I got? _____

Will there be Q&As afterwards, and how much time should I allot?
        yes   no   Minutes: _____

Will someone alert me if I'm running over? If so, who?

_____

What do I do if I finish early? _____

Am I going to ad-lib, or do I need a script?
    If script, is it ready?.................................yes   no

If ad-libbing, do I have rough notes on notecards
    in case my mind blanks? ....yes   no

Do I have handouts? ....yes   no

If yes, are they ready? ....yes   no

Who will distribute them? ....yes   no

Are technical people available to
    help me out? ....yes   no

If yes, how do I reach them?   _____

Will I use overheads? ....yes   no

Are my overhead transparencies ready?.........yes   no

Are they in order? ....yes   no

Will I use a slide projector?..........................yes   no

Are the slides in order? ....yes   no

Do I know where the first slide is? ....yes   no

Do I know how to use a slide projector? ....yes   no

Do I have something I can use as
    a pointer?...yes   no

Do I know where the light switches are, how they work,
    and who will dim lights on cue?...............yes   no

Can I test the sound level ahead of time? ......yes   no

Will I need a mike? ....yes   no

If I'm using my computer, have I done run-
    throughs of the presentation?...................yes   no

Are the venue's electronic devices and connectors
    compatible with mine? ....yes   no

Can I field test the equipment
    ahead of time? ....yes   no

If all this fails, can I do the
    presentation verbally? ....yes   no

Is there water handy?..................................yes   no