

Ford Saeks, Prime Concepts Group, Inc.

Pre-Program Checklist

To help ensure that Ford's program meets your expectations and fulfills the ultimate benefit of your audience, please review the requests below and let us know if there are any challenges. Ford is flexible and will work with you to maximize the effectiveness of your event.

For your audience's ultimate experience, please have the following equipment available:

- **Wireless lavalier (tie clip) microphone**
- **A/V LCD Projector with cable to front of the room**
- **Audio/Power Strip/Video Out connections from Ford's laptop computer**

LCD PROJECTOR CABLE TO STAGE AREA

Ford "drives" his own program from a remote on his person and will bring his Windows PC laptop and any/all dongles and connectors needed in order that audio and video clips play from his presentation through the event location's sound system.

Because of copyright restrictions and requirements regarding aspects of the unique program Ford presents, he must always deliver his presentation to your event from his computer positioned as outlined below.

It does not work to have Ford's presentation loaded on to a 'show computer' or to have Ford's laptop computer run from the technician's booth or AV table from the side or the back of the room. Please provide a small cocktail table or lectern on the stage area for Ford's laptop and connection to the LCD projector(s). He will provide a backup copy of his slide deck to be used in an emergency situation, and will present this to the technician, if requested, 60 minutes before the session begins.

MICROPHONE REQUIRED

Ford prefers to use a wireless lavalier microphone for both keynote presentations and breakout sessions. He enjoys being able to move around freely so he can interact personally with your group. For audiences of less than 20 people, no microphone is required.

AUDIO/VISUAL AIDS

If possible, the screen should not be positioned in the center of the room directly behind Ford as this will force him to do his entire presentation on one side of the room or the other so as not to block the audience's view of the screen. It's far better to position the screen off to one side or another so it can be seen by the entire audience as Ford walks the front of the stage area or room.

SCREEN SIZE

It is imperative to the success of Ford's program that we know the screen aspect ratio within 21 days of the event. Ford prepares his slides well in advance of his presentation and needs to know whether to prepare them as 16:9 (wide screen) or 4:3 (standard).

PLATFORM/RISER/STAGE

Your audience will benefit from Ford being more visible on a raised platform (16 to 24 inches is fine). Being elevated makes it much easier for everyone to see and enjoy his presentation. Please have steps placed in the front, if possible.

Ford is engaging and does not speak from behind a lectern. If it is necessary for a lectern to be on the stage for other parts of the program, please have it set to the side of the stage during Ford's presentation if possible.

RECORDING OF PRESENTATION

The material to be presented is protected by copyright. Audio and/or video recording is permitted and encouraged, however a separate recording agreement must be signed prior to the event. If recorded, Ford requires that you provide him with a copy of his segment within 14 days of the program.

INTRODUCTION

Ford's introduction is an essential element of his presentation. To gain the audience's attention, Ford uses a short video introduction played from his Windows PC laptop connected to your sound system.

PRE-PROGRAM QUESTIONNAIRE/INFORMATION

Complete the **Pre-Program Questionnaire** at www.ProfitRichResults.com and return to us via email, fax or mail. Also, if available, please send us a copy of the event program guide that will be used for this event.

Once you've taken care of each of these items, you can be assured that everything will run smoothly... now you can relax and let Ford do the rest!