PEPPERDINE UNIVERSITY
Information Technology
OFFICE OF THE CHIEF INFORMATION OFFICER

Audio Visual Technologies - Best Practices and Protocols
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In recent weeks, Pepperdine has had several high profile events during which certain audio-visual (A/V) technologies malfunctioned. Specifically, wireless microphones and slide presentations failed to operate as planned. These recent technology malfunctions were attributed to unforeseen circumstances, user error and lack of planning.

Pepperdine's high profile events are often attended by University executives and special guests (e.g. ambassadors, dignitaries, donors, etc.); therefore, it is important that these events go smoothly. The purpose of this document is to share Information Technology's (IT) best practices and protocols in supporting A/V events.

When events such as the monthly President's Briefings are carefully planned, resourced and coordinated in advance, they go extremely smoothly and result in great user experience. Without exceptions, IT needs to apply these best practices and protocols for all events, especially high profile ones. Our best practices and protocols are summarized in the following four steps.

Pre-Planning
At least two months in advance (the earlier the better), the event organizer should submit a request for A/V assistance. Pre-planning will enable IT to enter the event in its A/V calendar, consult with the organizer and presenters on best practices, and understand the full requirements of the event. This allows IT at least one month to communicate with stakeholders, develop a plan of action, and schedule all resources in advance.

For many venues at the Malibu campus and/or to check out equipment, requests for A/V assistance may be submitted through this electronic form: http://community.pepperdine.edu/it/forms.

For Smothers Theatre, Lindhurst Theatre and the Raitt Recital Hall, requests for A/V assistance may be submitted by contacting the Center for the Arts or through its website: http://arts.pepperdine.edu/facilities.

To ensure this best practice is followed, IT will take the following steps:
1. Proactively reach out to event organizers in advance for recurring events such as the President's Briefing, Faculty Conference, Bible Lectures, and Ascending Voice.
2. Maintain communication with key VIP offices such as the offices of the President and Provost to learn about special events that may require A/V setups.

Conduct A/V Dry Run
About one week before the event, both IT and the event organizer shall conduct a dry run to ensure proper setup and preparations. The dry run will enable IT to test the A/V systems and

ensure optimal performance; it will also allow the event organizer to address and make program adjustments.

To ensure this best practice is followed, IT will take the following steps:
1. Consolidate all electronic presentations (e.g. PowerPoint, Keynote, Video) onto "one" presentation laptop in advance of the event.
2. Receive digital presentations from presenters as opposed to online presentations.
3. Prepare the presentation computer by updating software ahead of time, turning off any notifications, adjusting power and display settings and disabling network access. IT will not allow any switching of laptops between presenters and will work with the event organizer to queue each presentation in the proper order.

Schedule Support Personnel
As soon as pre-planning commences, IT will schedule and line up personnel resources to provide just-in-time support during the event. With limited resources in the Audio-Visual Technologies team, IT will be redeploying personnel (i.e. Anytime Support and Seaver Tech Liaisons) to provide support in high profile events as necessary.

To ensure this best practice is followed, IT will take the following steps:
1. Initiate early communication with the event organizer and understand the resource requirements.
2. Schedule and coordinate internal human resources to provide prompt on-site support during high profile events.

Have a Plan B
Even the best-coordinated events can experience technical difficulties. For example, the presentation laptop or the wireless microphone may not work just minutes before the start of the event. It is essential that IT have a backup plan (a Plan B) whenever equipment malfunctions. The presenter should also be prepared in the event the primary presentation format fails to execute by bringing additional copies and/or formats of the presentation.

To ensure this best practice is followed, IT will take the following steps:
1. Regularly diagnose and test all A/V equipment and replace any old or aging equipment as necessary.
2. Have backup equipment in place and ready for deployment if and when the primary equipment fails to function.
3. Work with and remind the presenter to have a Plan C to include having a printed handout of the electronic presentation.