

# Helpful Planning Tips for Effective Audio Visual Technology

*The Key to a Seamless Audio Visual Technology Experience for any Event is Great Planning!*

The team of Pepperdine's Audio Visual Technologies is sharing their tips on how to make every event - big or small - a seamless experience for your guests. Use this document to help plan your next event. The Audio Visual Technologies team has experience supporting a wide variety of events and is happy to meet with you about your program. Bring this document with you to help the planning process.

## 1. BEGINNING WITH THE BASICS

By outlining the basics of your event will help narrow down the audio visual technologies needed for your event.

### What type of program is this?

*Whether you are hosting an ice cream social or an academic panel, each event will require different type of audio visual technology needs.*

### What is being communicated to the participants?

*Every program really has one reason to exist and that is communication. Thinking about what is being communicated will help determine what technology is needed.*

### What should your guest/participants walk away with?

*Flesh out your main goals for this event. What do you want guests to remember about the program you will be hosting?*

## 2. PLANNING THE LOGISTICS OF YOUR EVENT

Planning the logistics of your event ahead of time will help your event play like a well tuned symphony orchestra for your guests.

### What roles will people play?

*Determine the roles of your team. Assign roles: who will meet vendors, who will bring the laptop or thumb drive that will contain the presentation materials and etc.*

### Is everything scheduled?

*Having a timed agenda/ outline of how the event will unfold hour by hour will help keep the show running on time and according to plan. Be sure to include details such as what time certain equipment or staging is being delivered or needs to be picked up and returned and who is responsible for meeting vendors. Schedule rehearsal/run-throughs and equipment and technology training beforehand.*

### What is 'Plan B'?

*Always have a backup plan. A well thought out backup plan will give everyone a peace of mind and will help contribute to a program's success in the event something goes wrong.*

## 3. ASSESSING HOW THINGS WENT

Reflecting on how the event went is a vital step in event planning. By pinpointing what worked well and didn't helps improve the guest experience in future events you may hold. Answer these questions with the technology that you used in mind to debrief your team on what made your event successful.

### What went right with the event's technology?

*By determining what technology added to your success, you can celebrate your accomplishments as well determine what you would like to repeat for future projects.*

### What can be improved?

*No matter how successful a program was there is always room for improvement. Use this time to analyze the details of your program and how you can be more successful in the future.*