

AV Confidence Checklist: Key Actions for Seamless Events

PRE-EVENT PLANNING

- Communicate with Presenters:** Let presenters know what standard presentation technologies will be supported and ask them for any special requirements well in advance to include in your RFP.
- Centralize Presentations:** Set a firm deadline for presenters to submit their presentations so they can be loaded onto the show machines and tested in advance to avoid the "laptop-swap" shuffle.
- Design for Flexibility:** Ensure AV systems have the capacity to handle last-minute requirements or virtual presenters without needing to replace core components.

DURING THE EVENT

- Schedule a Tech Run-through:** Reserve the room with enough time to test actual content and media formats on the system before presenters arrive.
- Have a Back-up Plan:** Even the best planned events can experience a failure. Make sure the crew knows the plan in case of a microphone failure or projector image issue.
- Make sure every seat is a good seat:** Check sightlines from all audience areas and ensure that the audio is even and intelligible in the back of the room without blasting the front rows.
- Don't Forget About the Crew:** Technical labor is one of the largest portions of the AV bill. Allow for breaks when scheduling sessions and rehearsals to minimize overtime charges.

POST-EVENT FOLLOW-UP

- Conduct a Tech Debrief:** Survey the crew to look for suggestions on more efficient ways to achieve the desired results for future events.
- Event Technology Evaluation:** Review any technical challenges or issues to understand why they occurred and identify if a better technology or piece of equipment would have produced better results.

Pro-Tip: The best planners don't just assume the AV is "taken care of"—they collaborate, test, and keep their eyes on the audience's experience.