



**Room Set-up & Equipment Needs  
for Dr. Patt Schwab, CSP**

\_\_\_\_\_ **Date** \_\_\_\_\_ **Conference**

**Equipment Needed:**

- \_\_\_ Lectern \_\_\_ Microphone (cordless lavalier)
- \_\_\_ LCD Projector capable of handling a powerpoint program from a Macintosh G3 Powerbook
- \_\_\_ Screen to the right side of the speaker  
(This puts the speaker at the center of your program, not the graphics!)
- \_\_\_ Overhead Projector (as back-up)
- \_\_\_ VCR and \_\_\_ Monitor (s)
- \_\_\_ Flip Chart(s) and \_\_\_ Pad (s)

**Room Set Up:**

**For maximum audience comfort:**

Please set up the room with all chairs angled toward the lectern.

**Please DO NOT set-up the room with a center aisle.** A presentation loses much of its power when the main part of the message is delivered to an empty aisle and I feel like I'm talking at a tennis match if I have to constantly swing my head side to side to make eye contact. (Besides, it looks unprofessional!)

See attached sheet for samples.

*Patt*

If appropriate, please send the other half of this form to the hotel facilities staff person in charge of room set-up. Thank you.

Questions? Contact Patt at: Voice: (206) 525-1031  
Fax: (206) 525-8960 e-mail: pattschwab@aol.com

**Conference Center Staff Information Regarding  
Room Set-up & Equipment Needs  
for Dr. Patt Schwab, CSP**

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\_\_\_\_\_ **Date** \_\_\_\_\_ **Conference** \_\_\_\_\_ **Room:**

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- \_\_\_ Flip Chart(s) and \_\_\_ Pad (s)

**Room Set Up:**

- ✂ \_\_\_ Semicircular Lecture Seating \_\_\_\_\_ Rounds for 8-10
- \_\_\_ Chevrons (rectangles on an angle)
- \_\_\_ (Theater Style) \_\_\_\_\_ (Classroom Style)

For maximum audience comfort:

✂

**Please set up the room with all chairs angled toward the lectern.**

**Please DO NOT set-up the room with a center aisle.**

A presentation loses much of its power when the main part of the message is delivered to an empty aisle, and, as the presenter, I feel like I'm talking at a tennis match—constantly swinging my head from side to side to make eye contact. (Besides, it looks unprofessional!)

✂

**Thank you for your consideration!**

*Patt*

✂

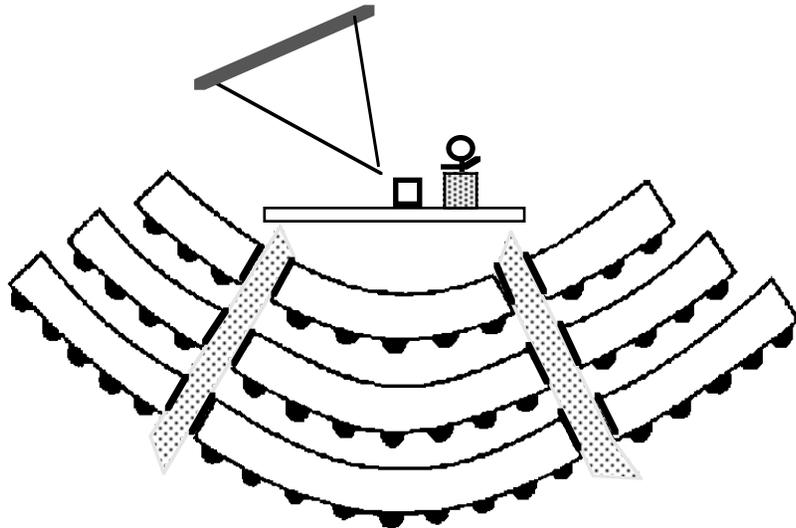
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# Dr. Patt Schwab, CSP

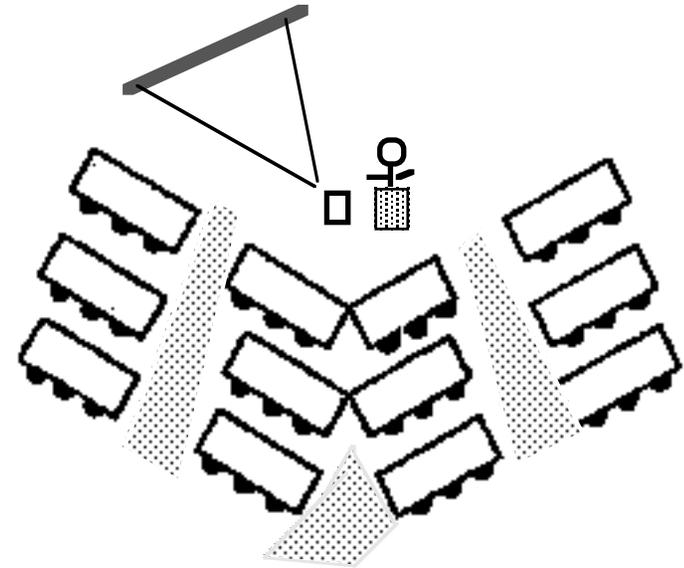
## Room Setup Requirements

Questions? Contact Patt at:  
(206) 525-1031(voice)  
(206) 525-8960 (fax)  
e-mail: [pattschwab@aol.com](mailto:pattschwab@aol.com)

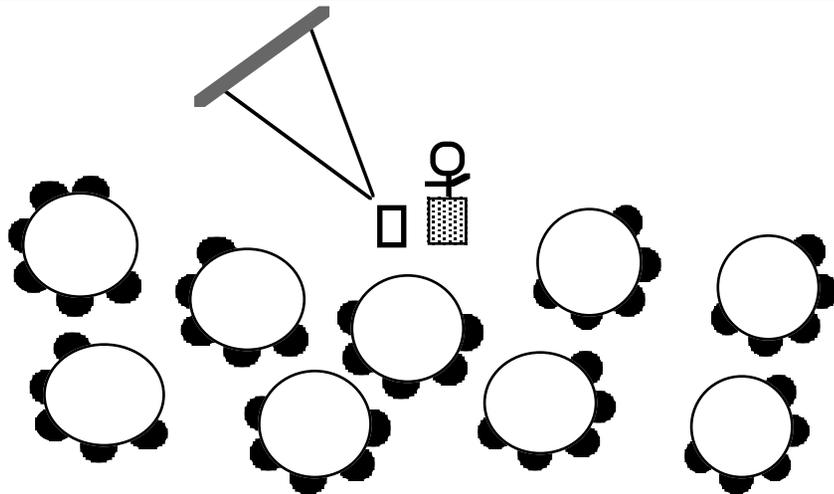


**Theater Style**

(A riser is usually needed if the group is over 100 people)

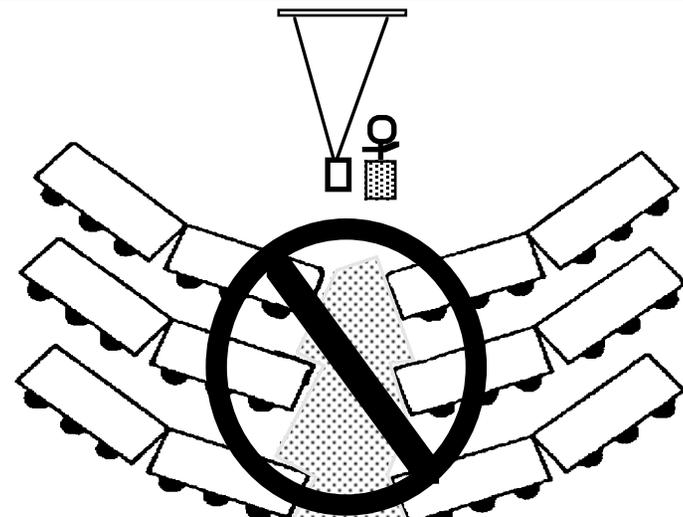


**Classroom Style / Chevrons**



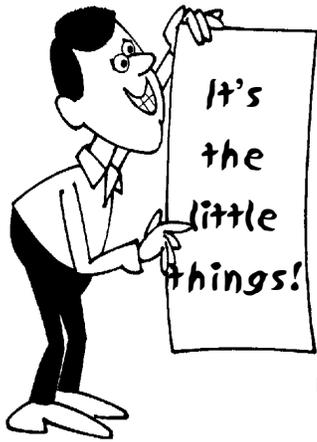
**Round Table Style**

(Chairs are set so all participants face the speaker)



**No No Style**

## Additional Meeting Planner Notes for the Most Effective Room Setup:



- ✓ Keep room lights at maximum intensity unless slides and/or video projection are being used.
- ✓ If room lights are down, put a soft light on the presenter.
- ✓ Without a projection screen, set to the long side of the room.
- ✓ With a projection screen, set to the short side of the room.
- ✓ Never set the room with windows behind the speaker. The light erases all expression from the speaker's face and diminishes and detracts from the audience's experience of the event.
- ✓ The ideal room setup allows members to see each other and the speaker.  
This is why the examples on the other side curve the audience around the speaker as much as possible
- ✓ Avoid placing chairs next to walls.
- ✓ Cut aisles behind any posts or poles in the room.
- ✓ Set aisles bigger as they get nearer exits.□
- ✓ Seat for least distraction — audience members should not have to cross more than six others to get to a seat.
- ✓ Do not place your presenter or head table in front of an exit or entrance for the wait staff.
- ✓ Tricks to encourage your audience to sit in the front:
  1. Place reserved signs or tape across back rows, until they are needed.
  2. Tape off the rows near the room entry, essentially reserving them for late comers and cutting down on the distraction such individuals often create.
  3. Put out less chairs than the expected attendance.  
Stack additional chairs in back corner of room so they are handy if needed.
  4. Put the best chairs in the front.
  5. Provide rewards - candy or small prizes - on the first two rows of seats.

Well  
done!



Questions?  
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