

For Meeting Planners

Please give a copy of this to A/V, Banquets and Set-Up Crew

Diagram to be furnished.

Seating

Classroom seating (with desks and chairs) is preferred instead of theater seating since attendees will be taking notes. Round tables only if meals are being served.

Staging

For staging, the room's ceiling height needs to be a minimum of 13'.

Risers: 12" high, 18' deep, and 12' wide.

Runway: two risers 6'x8' in front of staging to serve as runway to walk out on.

Place projection screen at back of stage and centered.

Tables on Stage for Speaker

A 6' skirted, classroom table at edge of the main stage, but not on the runway.

Another 6' skirted table on stage left to hold supplies.

No lectern on the stage as one is not used.

Water service on table for speaker with two glasses.

Microphone

Wireless Lavalier with extra battery. Do not put microphone hardware (mixers, etc.) on the tables on the stage. Make sure all speakers in the room have been turned on if different sections of the ballroom are being used.

LCD Projector

Please arrange for an LCD projector and a laptop with CD drive and a remote control to change the PowerPoint slides. Set the projector on the table on the stage and not on a projector cart.

Screen

Cradle 10'x10' screen centered and set on top of 8' skirted table at the back of the risers. Do not put screen on the floor if risers used. If there are lights shining directly onto the screen (recessed lighting, spotlights, etc.), please have engineering unscrew those particular bulbs so they will not wash out the screen.

Lighting

Full house lights during entire presentation.

Breaks

For a presentation of 2 hours or less, no break is required. For 3 hour presentation, one 15-minute break is required half-way through the program.

Autograph Table

Please provide a 6' skirted table at the back of the room or outside the room for book and CD sales.

Suggested Introduction for Emcee

The *Los Angeles Times* calls Jerry Hocutt “The Zen Master of Cold Calls”.

The New Brunswick, New Jersey *Star-Ledger* compares Jerry to David Letterman. “Okay,” the paper says, “so he’s not David Letterman.”

I didn’t say it was a favorable comparison – just that he’s been compared to Letterman.

Since 1992, Jerry has trained over 150,000 salespeople, managers, business owners, and entrepreneurs in his nationally acclaimed Cold Calling for Cowards[®] seminars. While at the then Fortune 1000 McCaw Communications Telepage Northwest, Jerry was their #1 salesman in the nation and salesman of the year for three years.

In his 30 year career as a salesman, Jerry has made 879,235 cold calls.

He’s been rejected 765,837 times.

He’s living proof you can survive it and succeed.

And now...Jerry Hocutt.