

AV Requirements and Room Set Up Requests for Jen McDonough (aka The Iron Jen)

Please know Jen is looking forward to serving your group. In order to create a memorable and impactful experience for your attendees, please find her AV requirements and room set up requests below. If there's a challenge with these requests—or if you have any questions—**please let us know as Jen prides herself as being the easiest speaker to work with.**

If you should need to get a hold of Jen before or on the day of the event, her cell phone number is 651-600-1214 (okay to text or call).

AV Needs:

Jen prefers to begin her set-up and sound check, if possible, at least one hour before your first guests start to enter the room.

If it is easier, please feel free to have your AV contact reach out to Jen directly.

1. **Microphones:** Wireless lapel microphone with a clip and a wireless handheld microphone. If it is available, Jen prefers a microphone with an on-off switch on the side (not the bottom).
2. **Laptop Computer:** Jen prefers to use your laptop, but she can use her Mac computer if yours is not available. If Jen is using her Mac, please have an HDMI cable that runs to projector along with a power cord to plug her Mac computer into.
3. **Remote Control to Advance Slides:** If one isn't available, she travels with a backup one.
4. **Videos and Sound:** Jen uses basic PowerPoint slides with embedded videos so please ensure sound is available.
5. **Seminar, Workshop Sessions, Interactive Keynote Sessions (not needed for traditional keynote session – feel free to reach out to check with Jen if not sure):** Please have 1 dark marker for every 10-15 people, 4 self-stick wall pads of unlined paper, and 4 easels. Please have the paper, markers, and easels set up in each of the four corners of the room.
6. **All Day Seminars / Workshops:** Please have 2 rectangle tables with table clothes set up in the back corner of the room.

Room Set Up for Keynote Sessions:

1. **Stage or Riser:** Ideally, the stage for keynote sessions should be at least 12' across and 6' deep (okay to have larger).

2. **Podium:** Have placed on either side of the stage (not in the center).

3. **Lighting:** Rule of thumb...the brighter lighting the better experience for your attendees as it is important that audience be able to see Jen during the session. Here are some tips for adequate lighting:

- **Small Venues:** If the venue is relatively small, sometimes this can be accomplished simply by turning the house lights up all the way.
- **Larger Venues:** If the venue is a little larger, sometimes there are track lights or spot lights in the ceiling that can be pointed towards the stage area.
- **Hotel Ballroom:** Often times there is a lot of lighting over the audience, but none along the walls...this makes for great lighting during dinner however makes it hard for Jen to be seen very well. To solve this, we have found that most often the hotel AV contact can help by bringing in one or two lights to shine directly on the stage so that it creates a 'stage wash'.
- **Large Convention:** Most likely your AV team has arranged a sufficient lighting package.

4. **Seating:** In order to create connection and a great experience for your audience, please arrange to have your audience seated as close to the stage as possible. Ideally classroom style / stadium seating works best for keynote sessions, however if not possible, here are a few suggestions:

- **Round Tables:** If roundtables are being used, please try to arrange seating as crescent rounds so that everyone is facing the stage with no one's back to the stage.
- **Dance Floor:** If you are doing an after-dinner event—and there is dancing following Jen's program—please try to put the dance floor off to the side of the room or in the back of the room to avoid creating a barrier.

NOTE: For seminar, workshop and interactive keynote sessions, classroom style with tables works great. Please reach out to Jen if you have questions.

Photography / Videography:

Remember you are ENCOURAGED to take pictures or videos and have the permission of Jen McDonough to do so as long as digital copies of pictures and/or recordings are shared with her for free.