

**Corporate Events 101:**

# **Essential Questions for You and Your Audiovisual Partner**

Your Essential Resource for Seamless Audio-Visual Production

# Key Questions to Ask Your AV Provider

Before diving into AV decisions, it's crucial to have a clear understanding of what your AV company offers and what your event needs.

Here are the most important questions you should ask your AV provider:



## General AV Company Capabilities

- **What is your experience with similar corporate events?**  
This ensures they understand your specific needs.
- **Do you offer a package deal, or are services priced individually?**  
It's important to understand how services are bundled and whether any hidden fees could arise.
- **Can you provide references from past events?**  
Hearing feedback from past clients can help gauge their reliability and quality.
- **Will there be an on-site technician throughout the event?**  
You'll need someone present to handle technical issues as they arise.



## Equipment and Setup

- **What types of equipment do you provide, and is there a backup system?**  
Ensure they have redundancy plans, such as backup microphones, projectors, or sound systems.
- **How much time do you need for setup and testing?**  
You'll need to align this with your event schedule and venue access times.
- **What are your troubleshooting protocols for live events?**  
Ensure they have a clear plan for resolving issues quickly during the event.



## Hybrid and Virtual Event Options

- **Can you handle live streaming and virtual integrations for remote attendees?**  
If your event has a virtual component, the AV team must be capable of delivering that smoothly.
- **What platform do you use for virtual events, and is it compatible with our system?**  
Ensure the platform works well with your company's setup or preferred software (Zoom, Teams, etc.).



# Budget Planning for AV Services

Knowing your budget is key to determining which AV services are essential and which are optional.

## Typical AV Costs

- **Equipment Rental**  
Costs will vary depending on the size of your event and the type of equipment required. Common items include microphones, projectors, screens, and sound systems.
- **Technician Fees**  
Technicians are often charged by the hour or day, depending on how long you need them on-site.
- **Setup and Teardown Costs**  
Some companies charge separately for labor related to setup and teardown, so be sure to clarify this upfront.

## Factors Affecting Your AV Budget

- **Event Size**  
Larger venues or events with more attendees require more complex and larger AV setups.
- **Number of Presentations or Speakers**  
Multiple presentations may require switching equipment or configuring different AV settings, which increases technician time and equipment needs.
- **Hybrid Event Requirements**  
Hosting a hybrid event (both in-person and virtual) will require additional costs for live streaming, video recording, and possibly dedicated internet bandwidth.

# Event Considerations

Planning the right AV setup depends on the type of event you're hosting and the experience you want to deliver. These considerations will help you determine the right equipment and setup.

## What Type of Event Are You Hosting?

Different events require different AV setups. Here's a quick breakdown of typical events and what AV setup might be required for each:

### ◆ Conferences and Seminars

- **Needs:** Multiple microphones, a sound system, projectors, and screens for presentations.
- **Considerations:** Ensure every attendee has a clear view and can hear the speaker clearly.

### ◆ Product Launches

- **Needs:** High-quality sound, dynamic lighting, large LED screens, and possibly special effects like spotlights.
- **Considerations:** Dramatic lighting and visuals will make a significant impact.

### ◆ Networking Events or Galas

- **Needs:** Background music, ambient lighting, microphones for speeches or announcements.
- **Considerations:** The setup should allow for easy conversation, so loudspeakers may be unnecessary.

### ◆ Workshops and Training

- **Needs:** Interactive displays, microphones, projectors, and screens.
- **Considerations:** Ensure the equipment facilitates a collaborative learning environment.

## What Type of Equipment Do You Need?

Once you know your event type, it's time to figure out the specific equipment required.

### ◆ Audio Equipment

#### Microphones

- Handheld: Best for single speakers or panel discussions.
- Lavalier: Ideal for presenters who need freedom of movement.
- Podium Microphones: Great for keynote speeches or formal presentations.

#### Speakers and Amplifiers

- Ensure the system can cover the entire venue without being overpowering in the front rows and too quiet in the back.

#### Mixers

- Allows for seamless transitions between multiple audio sources, such as microphones, laptops, or music.

### ◆ Visual Equipment

#### Projectors and Screens

- Ensure your projector's brightness matches the room's lighting conditions. A dim room allows for a lower-lumen projector, while a bright room may need a more powerful one.

#### LED Screens/Monitors

- Larger LED screens provide clear, crisp visuals and are ideal for large events or venues.

#### Confidence Monitors

- These are screens that only the presenter can see, showing their current slide and any notes they may need.

### ◆ Lighting

#### Stage Lighting

- Proper stage lighting ensures the audience can see the speaker or presenter clearly, without shadows or glare.

#### Ambient Lighting

- Adjust lighting to set the mood for the event, such as soft uplighting for galas or bright, professional lighting for seminars.

#### Spotlights and Special Effects

- For events like product launches or award ceremonies, spotlights can add drama and emphasis to key moments.



# AV Setup and Event Space Considerations



## Optimizing Your AV for the Venue

### ◆ Seating Arrangements

- **Theater Style:** Ideal for presentations or keynote speeches.
- **Classroom Style:** Best for workshops where attendees may need space to take notes.
- **Round Tables:** Great for galas or networking events where conversation is key.

### ◆ Sound Distribution

- Test sound throughout the venue to ensure consistent audio levels. Adjust speakers to avoid too much echo or overly loud sections.



## Power and Cabling

### ◆ Dedicated Circuits

- Confirm that the venue has enough electrical capacity for all your AV equipment. Use separate circuits for lighting and audio equipment to prevent overload.

### ◆ Cable Management

- Keep cables taped down or tucked away to prevent trip hazards. Ensure cables are long enough to reach between equipment without tension.

### ◆ Backup Power Solutions

- Consider uninterruptible power supplies (UPS) or generators for critical AV components like microphones and projectors.





# Final Tips for a Successful AV Experience

## ◆ Schedule a Walkthrough

- Conduct a final AV check with your provider before the event. This ensures everything is working properly and that no surprises occur on the day of.

## ◆ Have a Rehearsal

- For large or complex events, a rehearsal is critical to ensure all systems work together. Practice presentations, transitions, and AV cues.

## ◆ Keep Backup Plans in Place

- Always have backup microphones, cables, and even a secondary sound system on hand in case of unexpected failures.



## Ready to elevate your next corporate event?

Our team of AV experts is ready to help you create an exceptional event experience. Contact us at 1-866-626-0423 or request a quote [here](#) for custom AV packages designed to fit your event's specific needs!

