

Details for getting the most out of a speech featuring Bruno Marion

Over the last thirty years, I've given more than 1000 presentations to groups as small as six and as large as several thousands. During that time, I've figured out what works and what doesn't. I've also discovered that more than half the time, the technical team on site had no idea whatsoever what was needed. Hence this handy note.

To get the most out of your event and to keep me from living on the seventh level of Dante's Inferno as I experience the same pitfalls over and over, I've put together this list of requirements and suggestions.

I ask that the person responsible for the event actively confirm that you'll make these things happen.

Thank you!

Here it is, in the third person, for your team:

1. **Bruno is not using standard *slides*. He does use visuals with a lot of pictures and very short video clips. That's why he needs to connect (HDMI or VGA) with his own laptop from where he speaks (he needs access to the laptop).
The alternative is no visual. No visual is fine with Bruno**
2. Bruno uses a MacBook Pro laptop. He has his own computer and his own HDMI and VGA adapters. He just needs a cable on stage or from where he speaks
3. His presentation does not run on any other computer but his
4. By default, Bruno will use visuals in the format 16/9
5. No sound out required. AC power should be 2 m of the computer.
6. Bruno needs a wireless headset or lavalier microphone. He's not able to do a good job with a wired microphone, a handheld microphone or a podium microphone.
7. Bruno will speak standing (not sitting)
8. There should be no obstacle between Bruno and the audience (no table, stand or lectern)
9. There should be light in the room (he needs to see the audience and they need to see each other)
10. Some large audiences are best served projecting an image of the speaker on several large screens. This works well, however, you **MUST** have your system set up so at least one screen the audience sees carries nothing but Bruno's visuals, while one or more carry the image of Bruno speaking. To be specific, this means that if you have a large group, you

should have at least two screens, and at least one of the screens should have just the visuals from Bruno's computer and at least one of the screens should have Bruno's image. It is NOT acceptable to switch back and forth on one screen. You're just going to have to trust us on this—Bruno has literally hundreds of visuals that he clicks through (pictures, not words) and despite the assertions and promises of those that have meant well, you just don't have enough time to practice this and get it right. So please guarantee that the screens will be set up as described. Again, the alternative is no visual. No visual is fine with Bruno, but switching is not.

11. Bruno's laptop is controlled by a remote control that he brings with him.
12. Alas, Bruno can't present his laptop to you the night before for setup and safekeeping, nor can he surrender it you the day of the event. It stays in his possession—all his work is there... However, Bruno is more than willing to work with your team on a tech check, preferably thirty-60 minutes before he goes on stage, or earlier
13. TIP: Groups that schedule a break right after Bruno's presentation are usually glad they did. You get that high-energy scrum at the front of the room for people who want to say "hi" and you get conversation time as people consider what they just learned
14. Bruno's visuals are not available for download, or for publishing as notes or a handout.