

Speaker Logistical Requirements

Barbara Sanfilippo, CSP, CPAE

Pre-Program Preparation – To ensure this program is tailored to meet your needs, please complete and submit the Pre-Program Questionnaire available on Barb’s website under Event Planners.

Interview Call – Depending on the topic chosen, Barbara may request a group conference call with 5-7 attendees that represent the diversity of your audience. We can arrange this call 5-8 weeks prior to the event.

Program Title and Description – Select from sample programs listed on Barbara’s website or indicate if you would prefer to collaborate with her on a tailored program and title.

Promotional Mailings/Invitations – Please add Barbara to your email list so she receives a copy of all emails, correspondence, promotional mailings, invitations, agendas and programs associated with this meeting. Her email is Barb@HighDefPeople.com, you may refer to her as: Barbara Sanfilippo, CSP, CPAE, High Definition People®, San Diego, CA, in any promotional literature or conference material.

Registration List – To get a flavor for the audience makeup, Barbara appreciates receiving the conference registration list with names, titles or any other helpful info 10-14 days prior to the presentation.

Ground Transportation – Please advise whether Barbara should take a taxi/shuttle from the airport to the hotel/meeting site.

Airfare – Travel costs are additional expenses. We do seek to book discount flights whenever possible.

Badge Info – Please list as: Barbara Sanfilippo, Co-Founder, High Definition People®, Speaker

Photos – You may download photos from Barbara’s website, available under Event Planners.

Introduction – Please download the sample available under Event Planners on Barbara’s website. A tailored introduction can be provided on request.

Handouts – Depending on the program, a handout is often provided for take-home value. Master sheets will be emailed to you for duplication for all participants. It is appreciated if handouts are distributed at each attendee’s place. The handout is an integral part of Barbara’s program and an interactive tool she uses to engage the audience. If handouts are included in binders, registrants’ packet or made available for download on your website, please have an extra supply available for participants who do not have their binders on hand or forget to print in advance.

Lighting – To encourage energy, please arrange for all available stage and audience lights to be up bright for the program. To avoid shadows, please ask hotel staff to turn on any available spotlights or track lighting.

Music – As music is a nice touch at many professional meetings, we encourage you to play upbeat, contemporary or jazz selections while people are arriving for the session (optional).

- Tel. 858-674-5500
- www.HighDefPeople.com



Video/Audio Taping/Photos – Feel free to record Barbara’s program. If video is used, we do request a complimentary copy of the master in the original format suitable for editing and a DVD copy. This video is for your internal use only, not for sale and not to be placed on the internet. We also appreciate a complimentary copy of any good candid photos taken. Please ask any photographer not to shoot any pictures during the first 15 minutes of the program to allow Barbara time to establish rapport with the audience.

_____ Yes, we will video your program. _____ No video planned.)

Microphone – Barbara prefers a wireless lavalier. In addition, please request one or two wireless, handheld audience microphones to pass for participation. We appreciate assistance in passing the audience microphones.

Projector/Screen – Not needed as Barbara will not use PowerPoint.

Riser/Stage – As Barbara is petite, for groups over 75 seated at tables or 100 theatre style, she appreciates a riser with center steps for easy audience access. For audiences larger than 150, a riser at least 20-24 plus feet wide is preferred.

Center Stairs – A small set of stairs centered at the front of the riser is requested for quick audience access.

Podium – Barbara does not use a podium. If a podium is used for her introducer or other speakers, please place it 5 feet back and off to the side to allow Barbara free horizontal movement across the entire front of the riser/stage.

Small Round Table – With water to be placed on stage for Barbara’s materials.

Preferred Room Set Up – To create an intimate setting, encourage eye-contact and avoid a “bowling alley” effect, Barbara prefers to speak from the middle of the long wall. If possible, please set up the room horizontally (or wide) with a center aisle so the distance from the stage to the back row is at its shortest. Theater style without tables or schoolroom style with long tables set up in a chevron is recommended. (We may discuss other possibilities as we are flexible and realize you may have room limitations or other seating configurations.)

Block Off Back Rows/Tables – As you know, empty seats and spotty seating make it very difficult to create energy and participation. This can be minimized by blocking off the back 4-5 rows to encourage seating up front. Plus any latecomers can then slip in the back easily. Thank you for helping to facilitate.

Hotel Accommodation – We appreciate you reserving a room under the name Barbara Sanfilippo for the night prior to the program with confirmation sent to Barb@HighDefPeople.com. Please request a non-smoking, quiet room away from ice maker and elevators. Arrange for direct billing to your organization/company for room, meals, and taxes. If you prefer to be billed by Barbara for accommodation expenses along with the program fee, please discuss with us prior to booking.

Final Payment – Due on site immediately following the program.

Please download additional speaker information including speaker profile and sample introduction at www.highdefpeople.com/event-planners/

- Tel. 858-674-5500
- www.HighDefPeople.com

