

INGREDIENTS FOR A SUCCESSFUL EVENT....

Many factors go into making a successful event for the audience members. Sound, lighting, room arrangement, and location of the speaker are among the most important details to have just right.

HEAD TABLES....are always bad for a speaker. The audience focuses on the reaction of the head table and most always there is a podium, which is certainly bad for an animated entertainer like Bob.

SOUND.....make sure your audience can hear!...without feedback or distorted sound. Bob prefers a wireless mike (with fresh batteries) so he can move around some (Lavalier Mics are not preferred.)

LIGHTING..... make sure your audience can see the speakers face. If lighting is dimmed during dinner, turn it up when the program starts.

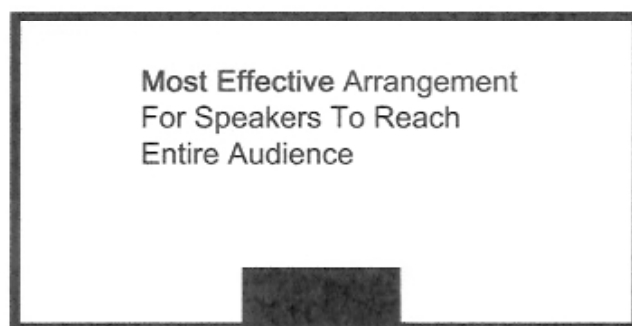
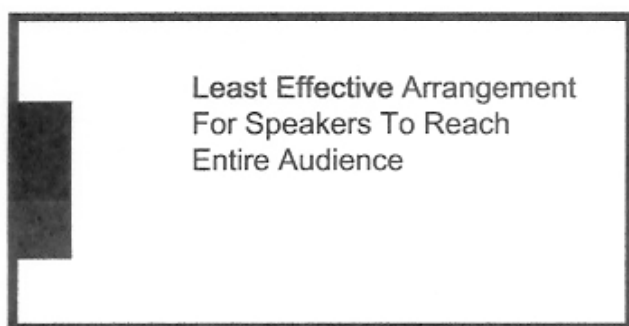
PROMOTION....make sure your audience looks forward to the event by lots of pre-publicity. We have found that audience reception is in many cases in direct proportion to the amount of pre-publicity that the meeting planner does. See the "media kit" page on bobfarmer.com for promotional tools.

INTRODUCTION....should be short and sweet. With proper pre-publicity, the audience should already know Bob and be looking forward to the event.

ROOM ARRANGEMENT.....is most important!! Many rooms are rectangular shaped and in this case ALWAYS put the speaker in the middle of the longest wall. The Grand Ole Opry Ryman Auditorium is rectangular and the stage is located center of the longest side with seating "up close and personal" Likewise, Bob likes to get as close to the audience as possible for maximum effect.

PAGERS & CELL PHONES.....What a distraction!! Please ask that they be turned off before the meeting.

DOOR PRIZES, AWARDS & AUCTION ITEMS.....Should always go after the speaker.



**BOB
FARMER**
and the
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