

A Guide for Getting the Most Out of a Speech Delivered by Terré Holmes

Over two decades, I've delivered countless speeches to groups as small as 4 and as large as 6,000. During that time, I've worked out a few of the details to assist meeting planners in getting the most out of working with me as a speaker, which includes, what works and what does not.

While tech teams have their own ideas of what's needed, we all know that everyone's needs are different, below are mine, to assure you have a successful event.

To get the most out of your event and to keep me from not completely falling apart on stage (which would never actually happen 😊) I've put together this list of requirements and suggestions.

I ask that the person responsible for your event confirm that they've received this list and will make these things happen by sending my team an email at admin@terreholmes.com.

Here's the list, written in third person for your team:

1. Terré uses a MacBook Pro laptop running Keynote software. She has her own computer and her own VGA adapter, so a standard VGA cable works just fine. She also has a standard Apple DVI adapter and HDMI output on her Mac. HDMI seems to be the standard now, let's go with that. Her presentation does not run on any other computer, but hers.
2. No sound out required. AC power should be within six feet of the computer.
3. Terré needs a wireless lavalier microphone. To be specific, a clip-on tie microphone, not an earpiece, with a belt pack. She's not able to do a good job with a wired microphone, a handheld microphone or a podium microphone.
4. For any group, more than 25 people, she needs a microphone. Please be sure that you've tested it on all areas of the stage for volume and feedback.
5. Some large audiences are best served using iMag, which projects an image of the speaker on several large screens. This works well, however, you **MUST** have your iMag set up so that at least one screen the audience sees carries nothing but Terré's slides, while one or more

carry the image of Terré 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 slides from Terré's computer and at least one of the screens should have Terré'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—Terré has lots of slides that she clicks through (pictures and 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. The alternative is no slides. No slides is fine with Terré, but switching is not.

6. Terré's laptop is controlled by a remote control that she brings with her. The laptop must be set up within sight and no more than 20 feet of the most distant point where Terré will be standing. It usually works best to have it on a cocktail table so it can also work as a confidence monitor.
7. Lastly, Terré can't present her laptop to you the night before for setup and safekeeping, nor can she surrender it to you the day of the event. It stays in her possession—all her work is there... However, Terré is more than willing to work with your team on a tech check, preferably one hour to forty-five minutes before she goes on stage.
8. TIP: In groups of more than fifty, Q&A is tempting but not usually an effective way to end the presentation. Instead, Terré recommends asking selected audience members to submit questions to a moderator in advance. Then, when the talk is over, you can have one person firing questions— ending the meeting on an up, not with, "okay, so there's no more questions, time to go." The other alternative is a great deal of Q&A, at least fifteen minutes.
9. TIP: Groups that schedule a break right after Terré's presentation are usually glad they did. You get that high-energy 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.
10. If your booking involves an overnight stay, please be sure to find a hotel that's either at the venue or closer to the airport than the venue itself, and book a non-smoking room preferably with a good view and on a floor that is high up. Also, please make sure the room is stocked with fresh fruit (no oranges) Granny Smith apples, seedless grapes, etc and water.
11. TIP: Whenever possible, make the room at the event too small, not too big. This is often overlooked and it makes a huge difference. It's also a good idea to dispense with round tables and pack people in together—at least for the speech itself.
12. Feel free to take as many flash photos as you'd like before Terré's talk, but please, no flash during the presentation.
13. Terré's slides are not available for download, or for publishing as notes or a handout. In

addition, unless you specifically work it out, **you don't have the ability to record and then resell or distribute Terré's talk.**

14. If you'd like to interact with Terré before the event, email is actually quicker and more effective than a conference call. Terré can be reached at admin@terreholmes.com.

15. Suggested intro, logos, photos: Here's a [link](#).

16. Four important suggestions for making your conference truly great (please take a read, I think it's worth it):

[The Secret of the Five Top](#)

and

[How to Organize a Retreat](#)

and

[How to Organize the Room](#)

and

[How to Run a Useless Conference](#)