



**The Basics:  
A Meeting Planner's  
21-Step Guide to**

# **AUDIOVISUAL \*AWESOMENESS\***



**Whether you're working on a small business meeting or an elaborate big-stage production, technology is an essential component in every event. You can use technology to set the mood, deliver the message and facilitate personal interaction.**

As a meeting planner, you want to utilize technology as effectively and efficiently as possible. This means selecting the right technology, and an event technology partner that will share your vision, and be a partner for success. The conversation should begin at the earliest planning stages and center on asking the right questions. This document is intended to provide some insight into important questions and other factors that you should consider.

# 1. SHARE YOUR MEETING GOALS

**S**haring your goals, concerns and technology budget will help your technology partner prioritize and focus appropriate resources on the most critical elements of your event.

It is important to start with a clear vision of what you want your event to be and what role technology will play in realizing it. Remember to be realistic about your budget. Technology can be expensive. Once you know your priorities, you will be able to share your vision and your budget

with your technology partner, who will then be in a good position to help you realize your goals. Be candid about your technology comfort level and any specific concerns. This collaboration will enable your technology partner to focus the appropriate resources on the most critical elements of your event.

## 2. PUT NEW TECHNOLOGIES TO WORK FOR YOU

**E**xciting new technologies can be surprisingly affordable and can add a dimension of unique style to your event, keeping your attendees engaged and making your event more successful.

Technology is more effective, more versatile and more accessible than ever before. It is important to determine the right technology to deliver the message and set the mood. Think beyond basic audio and video and also consider lighting, staging, video walls, high definition, conference systems (push-to-talk mics), audience response systems

(ARS)\*, presentation collaboration devices and webinars, among other elements. Technology can improve efficiency and collect valuable data. RFID (Radio-frequency identification) attendee tracking can show how attendees move from room to room and from one event to another. Custom meeting apps can be developed to provide useful tools and information for your attendees and feedback for you. Keep in mind, however, that it is possible to distract your attendees from the message with too much technology. Clearly identify the benefit of any technology that you consider.

*\*Glossary on page 15.*



### 3. LOOK BEYOND THE BOTTOM LINE WHEN EVALUATING TECHNOLOGY PROPOSALS

**C**hoosing the right technology partner for you and your event starts with the proposal. A carefully prepared Request for Proposal (RFP) should be answered with a thoughtfully crafted RFP. Your goal should be to find not just a technology provider, but a technology partner. The proposal process can be a window into this relationship.

If you don't have a technology partner, you'll likely be distributing RFPs to a number of companies. Take time to craft a document that clearly represents your event and

details your technology needs. When reviewing responses, consider that the cost may not tell the whole story. You're not simply looking for a technology provider; you're looking for a technology partner. The technology partner you select should demonstrate an understanding of your vision and a willingness to help you realize it. Take note of the questions that are asked, suggestions that are made and the attentiveness with which the proposal is created. The bottom line is important, but it won't mean much if the event doesn't go well.

### 4. SELECT A VENUE THAT REFLECTS YOUR EVENT GOALS

**S**elect a venue with physical characteristics that are consistent with your event's needs and goals. Working around the physical layout and features of the venue will be costly and may not be possible. Selecting the appropriate venue is the first step to a flawless event.

During the site selection process, consider how the physical characteristics of the venue may affect your event. Ceiling height may limit staging options including screen size and lighting. Obstacles in the space such as columns may present sight line obstructions. Ambient light from doors, windows

and skylights may make projection difficult. If your schedule includes daytime events, be sure there is a way to control this ambient light such as with blackout drapes. Remember that blocking an exit door with anything including drape may violate local fire ordinances. Consider access for deliveries including dock space, service corridors, and the availability and size of freight elevators. If your plans include large items such as set elements, measure the interior dimensions of freight elevators and the doors. It is a good idea to walk the entire route from the loading dock to your event space. Unanticipated stairs and narrow service corridors can turn

into unexpected problems. Ask if the venue can supply lifts and ladders. Is access to the building and/or the event restricted to certain hours of the day? Ask about rigging options. Consider the HVAC system. Is it sufficient? How much noise does it make? If the answers to these questions reveal too many challenges, perhaps researching another venue might be in order.

## 5. IMAGINE YOUR EVENT IN THE SPACE

**E**ven the most impressive venues may not be the right fit for your event and your attendees. Floor plans, traffic flow and how the technology fits into the space are critical considerations for a successful event.

Look carefully at the event space. Imagine your event in the space, and yourself as an attendee at the event. Consider the distance and time to get to restrooms, food venues, sleeping rooms, parking garages and other facilities/services. Does the space support Americans with Disabilities Act (ADA) access? Ask about other events that may be going on in the vicinity during the same time as your event. Is the pre-function space adequate to accommodate all groups? If you anticipate the need for some level of privacy for your event and your guests, consider if the space allows for this. Inside the room, be sure that you have accounted for the additional space that will be necessary if you choose rear screen projection versus front screen

projection. Remember that rear screen projection creates 'dead space' behind the screen that cannot be used for attendees, though it could be used for tech areas, green rooms, dressing rooms, equipment storage, etc. Be sure there is sufficient space for uninhibited traffic flow into and out of the room. Staging, tech risers, lighting stands and camera platforms are but a few of the technical elements that may affect traffic flow in a room not of sufficient size. Spaces that are divisible by movable partitions or air walls offer flexibility, but could also be a source of noise contamination. If the space has air walls, listen to the activity on the other side or ask to play music so you can evaluate the level of noise incursion.



## 6. KNOW HOW YOUR CONTRACT MAY AFFECT YOUR TECHNICAL PLANS

**M**any conditions that can affect the technology elements of your program are best addressed at the earliest stages of planning. Fundamental aspects of the event such as meeting room location and size, 24-hour room blocks and access, and even other groups in nearby spaces may need to be addressed in the venue contract.

Review your venue contract for factors that may affect your event's

technology needs such as access to the meeting spaces for set-ups, tear-downs and rehearsal times. The 24-hour room blocks will save you money in labor costs, but the venue may be reluctant to provide this because it restricts them from selling the room in day-parts. Ask if there will be other events taking place near your space that may cause excessive noise, crowding of public spaces and access to back-of-house areas such

as service corridors, freight elevators and loading docks. If this is particularly concerning, consider addressing this in your contract. If you have specific billing needs such as daily bills or a single consolidated bill that includes technology, be certain this is possible. Ensure that the venue has a list of individuals who will be authorized to approve changes and additional charges to your account.

## 7. KNOW WHICH SERVICES ARE EXCLUSIVE

**M**any venues mandate exclusive providers for specific services. Ask about exclusive providers and consider if these may affect your event.

Many venues have technology service providers they consider to be exclusive. Before you sign a contract, ask if you may be required to use any service providers. Safety, vendor contracts and union restrictions may be offered as reasons for exclusive services such as rigging, internet service, power, drayage and security.

If you will be using these services, inquire about capability, availability and cost. If you anticipate or plan to have any of these services provided by an alternate vendor, these terms must be agreed upon and documented in your contract.

## 8. KNOW YOUR AUDIO OPTIONS

**T**hough your venue may feature installed house sound systems, consider that these systems, designed to amplify the spoken word, may not be the best choice for your audio needs. High fidelity requires portable sound systems. Audio recordings require planning, often including additional microphones. Consider how the recordings will be used to help determine the quality required.

If your audience is unable to clearly hear the message, your event may not meet its objectives. Determine if there is a house sound system available and if it is adequate for your event. Most house sound systems are designed to amplify the spoken word and are not ideal for music playback or when high fidelity audio is required. Portable sound systems can be tailored to meet the needs of the event including the content as well as room and audience size. In spaces where there is no in-

house system, portable sound systems are always an option. In some cases, the best results may be achieved with a combination of both.

When making audio recordings of an event, the desired end-result will determine the equipment necessary and the most appropriate recording method. Keep in mind that any sound that needs to be recorded must have a microphone, even if the microphone is not necessary for sound reinforcement in the event room. This may complicate the technology needs and add to the cost of the event.

If your event plans include live music, the sound reinforcement requirements can be much more complex. Consult a representative of the artist to coordinate their requirements (technical rider) and share those with your technology partner.

## 9. IN-HOUSE PROVIDERS VS. OUTSIDE PROVIDERS

**O**ne of your fundamental choices is selecting between the venue's in-house technology provider and an outside provider of your choosing. There are advantages to both. Consider that the best solution may be a division of responsibilities that allows both providers to serve your event in ways that make the most sense.

Though they may not be exclusive, most venues have a resident or in-house technology partner. You should consider both the in-house provider as well as outside providers as each option offers advantages. Your provider may already be familiar with your event and your team, making planning and execution of your event easier. An in-house provider will be most familiar with the venue and will likely have most of the needed equipment on-site, saving time and transportation costs. Consider a synergistic relationship where both providers work together, combining their resources and expertise. A division of responsibilities based on technology discipline and/or specific functions may ultimately result in a smoother event at a lower cost.

## Wallace Johnson, CTS, Vice-President of Business Development, MertzCrew

In addition to his day job at MertzCrew, which supports live events companies in crew management software, Wallace Johnson, CTS, is the current Chair of InfoComm's Live Events Council.

### **What makes a good collaboration between a live events AV professional and a meeting planner?**

A good collaboration is when a client can share their goals and expected outcomes openly with the provider. When they can let their guard down and have an open and honest conversation, and the provider can look at things not just from a technical aspect but to really understand the project and the goals the client is trying to achieve.

I was working with a client on their annual conference and there were multiple demographics of their audience base from all parts of the country and around the world, with various age groups, and they were able to share with us what their goals were and how the technology could help them reach their goals. We were able to come back with multiple

ideas, rendering concepts, and budgets to collaborate on taking out or adding various parts and discussing what the impact would be to their goals. Through this, we were able to determine digital signage as the best solution and ways we could help them measure the success of implementing this solution.

With digital signage they supported various sponsors to get the message out to customers as well as conference branding and content that relayed the theme and messaging of the conference. With the signage we could talk about how long and what type of content played, whether it was static or video, and what the impact was for their messaging. Based on survey responses they received from attendees, they were able to

learn how engaged they were with the content and get feedback on what content they like best. That was one of the many measurable components they captured based on our feedback. The next year they knew the solution was going to be beneficial and they used the survey to see which direction was going to be more impactful so they could expand and implement more signage at future conferences.



## 10. VIDEO PROJECTION IN THE DIGITAL AGE

**H**igh definition and digital formats make video for live events more impactful, but also more complicated. Establishing presentation standards and selecting the right equipment are essential to a flawless event.

Projection screen size and projector brightness are the two most impactful factors on the effectiveness of your visual presentations. Allow your technology partner to guide you on

these choices.

High definition video requires specialized equipment from cameras to projectors and even projection screens. Digital video demands strict adherence to transmission standards such as HDMI\*, communication standards such as EDID\*, and content protection standards such as HDCP\*. Failure to take all of them into consideration could potentially bring your video presentation

to a rude and untimely stop.

Consider establishing standards for all visual presentations early in the planning process. These standards such as aspect ratio, video file formats and native resolution should be provided to all presenters well before the event.

*\*Glossary on page 15.*





## 11. ALL THE WORLD'S A STAGE

**S**taging and risers are typically considered furnishings and can be overlooked in the event planning process. Discuss availability and cost with the venue. If additional or specialty staging is needed, costs can add up quickly.

Most hotels and convention centers own portable risers in a variety of heights and sizes. Ask if stage risers are included in your room rental. Ask if the venue owns enough risers or if there will be an outside rental charge to supplement their inventory. If specialty staging will be needed, such as wheel chair ramps or risers for large numbers of people on stage, be sure

to include your technology partner in that discussion for estimates and ideas for custom sets or stairs.

Stage backdrops can be as simple as black drape or elaborate hard sets. Many companies provide modular sets that can be easily constructed in various configurations to add an element of depth and style to your stage. Engage your technology partner early in the planning process to ensure sufficient space, time and budget are allocated for backdrops. Style, design and installation methods are some of the factors that will determine the most appropriate supplier, cost, and time needed to install and dismantle.

## 12. PLUG IN, TURN ON

**M**any events require electrical power beyond the typical wall receptacle. Availability and costs vary widely so make this a topic of discussion and even negotiation early in the venue selection and planning process. Your technology partner can guide you on the amount of power needed.

If your event includes technology beyond a flip chart, electrical power will be required. Many smaller events can be supported by standard 15-20 amp. wall receptacles for which most venues do not levy an additional charge. (Convention centers can be the exception to this.) Larger events will require electrical power that exceeds what is available from standard wall receptacles. In such cases, your technology partner can assist you

in calculating total current, number of circuits and critical locations for power drops.

Larger venues have high-voltage power supplies available for large events. Fees will reflect the total amount of power needed (measured in current), specific equipment needed (such as transformers, power distribution panels and feeder cables) and the electrical power provider. Venues such as hotels typically control their own electrical power services with licensed electricians on staff. Other venues such as convention centers frequently subcontract this service to an electrical power provider.

If your event requires exceptional electrical power, the cost for this service should be part of your

negotiations. Your budget should reflect an allocation for electrical power. For outdoor events and exceptionally large stage programs, your venue may not be able to provide adequate electrical power. In such cases, a portable electric generator may be required. This can be extremely costly including a full-time operator, fuel and distribution equipment. Special permits may also be required.



## 13. RIGGING CAN BE KEY TO A SUCCESSFUL EVENT DESIGN

Overhead rigging can elevate your event. By hanging or 'flying' audio, lighting and video elements, you gain space and improve appearance of the event room by reducing the amount of equipment at ground level. This work must be performed by qualified individuals under strict guidelines established by the venue. This often requires flexibility regarding scheduling and even the layout of the stage and room.

Overhead rigging is not only a cost consideration, but a life-safety consideration. If your event will require overhead rigging (anything hanging over the heads of people), this must be considered as part of the venue selection process.

Consult with the facility's engineering team to determine if and where rigging is possible. Rigging points are locations where equipment can be

attached to the overhead structure, typically the steel infrastructure of the building. Ask about the quantity and locations of rigging points as well as the weight limits. Weight limits will be established for individual points as well the overall weight that can be supported from the structure. Most venues will charge 'per-point'. This fee may or may not include hardware.

Inquire about the facility's in-house rigging provider or preferred rigging vendor. You may or may not be permitted to bring your own rigging provider, but in either case, most venues will require that you hire a rigging supervisor of their choosing.

If the venue has a preferred rigging provider, consider utilizing those services. The preferred provider will be familiar with the facility and may even have much of the necessary equipment pre-staged, allowing them to work faster and safer. Sufficient liability insurance will be required for any rigging vendor. Utilizing the venue's preferred provider may make sense from this perspective as well.

Rigging is costly, but strictly adhering to the venues rules and guidelines is critical to the safety and well-being of occupants.

## 14. DON'T TAKE INTERNET CONNECTIVITY FOR GRANTED

Costs for basic internet services are minimal, even free in some venues. But the limits of this basic service can be quickly exceeded. Internet bandwidth needs for your event will depend primarily on the type of activity and the number of connected devices. Remember most attendees will have multiple devices and that streaming audio or video requires much more bandwidth than checking email.

Internet connectivity options, capacity and costs can vary widely from one venue to another. Consider your needs carefully with the assistance of experts if necessary. Insufficient capacity can affect the success of your event, while excess capacity can lead to unnecessary costs.

Internet capacity is generally measured in bandwidth. Bandwidth needs are determined by the number of devices as well as the activity. Receiving and

sending email requires very little bandwidth\*, while streaming\* audio or video requires much more. Keep in mind that simply counting attendees to determine bandwidth needs may not be accurate since most people have more than one device. Laptop computers, tablets and cellphones each must be counted.

Wireless is the most common internet access method. Consider wireless internet coverage areas. Walk the space to determine if there is sufficient signal strength in the areas where your attendees will be. Inquire about supplemental coverage if needed. If security or confidentiality is a concern, discuss these needs with the service provider. Be sure everyone is clear on the needs and the cost.

*\*Glossary on page 15.*

## 15. THE RIGHT AMOUNT OF LABOR

**Y**our technology partner can help guide you on technology labor needs. It is wise to seek their input at the earliest stages of planning, even if the conversation is in the abstract. The inverse relationship between labor and time will affect your budget and possibly your space needs.

Labor is expensive so it makes sense to manage the amount of labor involved in your event. Cutting in the wrong places can cause service failures that may affect the success of your event. Discuss labor needs with your technology partner early in the planning process and consider the partner's advice regarding the number of technicians and their

areas of expertise. If the partner recommends five technicians for an event, staffing it with only four could be risky. If the partner recommends bringing the set-up crew in at 5:00 a.m., waiting until 6:00 a.m. could put them behind schedule and lead to problems later in the day. The cost will vary based on the time of the day, day of the week and expertise of the technician. When possible, avoid labor needs during 'third shift' hours and

major holidays, keeping in mind that these considerations may affect your contracted space needs. Ask if there are any union guidelines that may need to be factored into the labor schedules and costs.

## 16. PREPARE YOUR PRESENTERS

**A**dvance preparation for presenters who will be using technology is one of the single most important factors to a smooth and trouble-free event. Avoid unanticipated technology needs by clearly communicating well in advance. For larger events, it is wise to require presenters to submit their presentations in advance.

Presenters may be people who work for your company or your client's company, guest speakers, speakers for hire, experienced or inexperienced. Take the time to communicate your expectations to them regarding their presentation and the technology that they will need or that will be available. When hosting multiple presenters, determine if they will use their own computers or if they will submit

their presentations in advance, to be incorporated into the presentation. Establish technical standards for video presentations. Playing videos from a computer can be tricky. Technical considerations such as video formats, aspect ratios, and digital content protection should be established and communicated. This will not only minimize technical issues, it will promote continuity and uniformity in the presentations. Establish a deadline for presentations to be submitted with enough time to review and adjust if necessary. Consider putting your technology partner directly in touch with presenters to work through any technical questions. It is much better to resolve them before the event when there is time to make adjustments.



## 17. THERE IS NO SUBSTITUTE FOR ADEQUATE REHEARSAL TIME

**R**ehearsal not only provides the opportunity to test individual elements of an event, but perhaps more importantly, brings all the elements together, including the talent and the technicians. There is no substitute for adequate rehearsal.

Adequate rehearsal time is critical not only for the 'on-stage' talent, but for the 'backstage' talent as well. Your technical team will need time to test and rehearse equipment on their own, and they will need time to rehearse with the presenters and other talent. It is important that you impress upon anyone who will be on stage that rehearsal is not optional. It may make the difference between a flawless

performance and a disastrous one. Naturally the amount of rehearsal time needed will be directly related to the complexity of the event, and adequate advance preparation can help minimize the amount of rehearsal that is necessary. But since this may affect your space needs and schedule, it should be considered at the earliest stages of the planning process.

## 18. KNOW WHEN ADDITIONAL SECURITY IS NEEDED

**T**echnology is a high theft risk. Discuss what security measures are in place and what additional measures may be necessary to protect your event. If your meeting rooms will remain set overnight, consider hiring security guards.

The value of technology makes it an exceptionally attractive theft risk. Address secure storage areas as well as security for equipment that has been set up in rooms. Do not assume that a locked door provides sufficient security.

Alternate entrances such as service doors, and the numerous individuals who typically have access to locked rooms leaves ample opportunity for theft. Have locks re-keyed so access is limited to you and your team during the period you occupy the room. Consider hiring a security guard to monitor rooms overnight and discuss who will incur this cost. Know what your liability is should equipment be stolen or damaged while on site for your event.



**John Leposa,**  
**Senior Director of**  
**Operations, PSAV**

A long-term member of InfoComm's Live Events Council, John Leposa was one of the two authors of this guide. At PSAV, he oversees AV support, services, and resources for hotels and event venues that host a wide variety of live events — sometimes working with meeting planners with limited knowledge or experience of the available technology.

### **What makes a good collaboration between a live events AV professional and a meeting planner?**

Generally speaking, the collaboration should start early. If you're a meeting planner and you're planning a meeting, you should have a good idea of the role technology plays in the meeting. In almost all cases, it's beneficial to know what's going to provide that technology and to be involved in the process even before the venue is chosen.

We need to understand what the purpose of the meeting is and what the goals are. Is it 1,000 salespeople from all over the world or two dozen high-ranking executives from the organization? Considering what kind of meeting it is relates directly to what type of technology is useful and whether and how you will use some new technologies.



## 19. AFFORDABLE VIDEO ENHANCEMENTS

New technologies such as miniature high-definition cameras, LED (Light Emitting Diode) video walls, and even wireless video make it easy and inexpensive to utilize video in useful and creative ways to make your event more impactful and effective.

For large rooms, image magnification\* can provide a clear view of the stage to everyone in the room. With the newest generation of cameras, it is not always necessary to use studio cameras on risers with operators. Small, remote operated cameras can be mounted almost anywhere and will provide excellent high-definition images. This makes it possible to consider using more cameras as well as unique camera angles. These same cameras can also be used to record, and even live-stream your event.

Adding cameras to your event also provides the opportunity to send video images to remote locations such as dressing rooms and green rooms, as well as to audience overflow areas. Remember to plan for video monitors and/or projection in these areas. Some facilities can provide video tie-line infrastructure, making it possible to deliver video signals to other areas of the facility without the need to run additional signal cable. Wireless video transmit/receive devices can also be used to deliver high definition video with no cables. A video wall\* can be a unique alternative to video projection. A wide variety of options are available. Prices are primarily determined by size and resolution. Unconventional shapes can be created by combining modular panels, but custom video content will be needed to complete the effect.

*\*Glossary on page 15.*

## 20. LIGHTING ADDS VALUE AND IMPACT

With LED lighting, adding a variety of lighting, both functional and decorative, to your event is easy, fast and inexpensive. Dollar for dollar, no other technology can be so impactful in so many different ways.

Lighting is both functional and expressive. Start by understanding the facility's capabilities. House lights are generally functional, meaning they should be substantial enough to provide adequate working light and flexible enough to adjust to a variety of events from breakout rooms to evening receptions.

LED lighting continues to grow in popularity. LED lights address all the drawbacks of conventional decorative lighting. They require no specialized power, they are safer due to the cooler operating temperature, they require much less time and labor to set up, and offer a full range of colors on-demand. The reduced cost makes it possible for even the most modest budget to include lighting. Ask your technology partner for suggestions on where and how decorative LED lighting can be used to add a layer of color and excitement to most any event.

The need for, and the type of, stage lighting depends on the activity on stage. It could be as simple as lighting a lectern or as complex as a Broadway show. Simple lighting can be flown overhead or ground supported. Overhead rigging will be costly, while ground supported lighting will consume space in the room.

## 21. FOLLOW THROUGH

**R**eviewing your event with key individuals from the venue and major contractors is not only the best way to drive continuous improvement, it can also be educational. Listening to your technology partner review what worked from its perspective and what did not work will help you understand what factors can affect your event's technology.

Post-convention meetings are important. They provide an opportunity to review and critique what went right and what went wrong. Have this discussion with your venue representative as well as with all your

key vendors including your technology partner. Did you have enough technical labor? Were your presenters prepared? Was there enough setup and rehearsal time in the schedule? This is also the time to do a final review of your technology bill to ensure that it accurately reflects all the changes and modifications that happened during the event.



### **Matt Emerson, President, CEAVCO Audio Visual Co., Inc.**

A former chair of the Live Events Council and a former director on InfoComm International's Board of Directors, Matt Emerson was closely involved in reviewing the content of this guide. His company, CEAVCO Audio Visual Co., works with associations, corporations, and non-profits providing audiovisual technology and services across a wide range of events.

Most often, he observes, association clients have their own meeting planner professionals, but corporate and non-profit clients' point of contact may be an agency, marketing professional, or administrative or executive assistant — usually not someone clued up on the latest AV technology.

#### **What makes a good collaboration between a live events AV professional and a meeting planner?**

Trust is huge; open conversations; or when a meeting planner shares his or her objectives. One of the things I work on with my team is asking better questions. Seeking understanding and sharing goals — that makes for a good collaboration.

Another thing I try to do at my company is to think outside the box. How else could we be of service, even if it's not the AV part of it? Not all clients know about everything. Personally, I feel an obligation to make events better.

On a recent project, the meeting planner commented that one of my guys gave advice in a panel discussion about the furniture setup. He suggested that they add small tables for the speakers to put their water

bottles on that were more behind them and to the side, and not in front of them on the tables, so it would make the camera shot better. It was a small thing, not necessarily AV, but it was a nice detail that made the end result better.

For another project we did for a corporation, our product manager talked to the client about reformatting a graph to present the data better. We did a variety of things throughout the project, we designed the set, created an opening video, and so on. That open dialogue of understanding the client and the attendees and what the event was about really impacted the end result.

Essentially, we're doing corporate theater, and these kinds of approaches go well beyond what kind of stage wash for the cameras or which lights to use to add some color. So, that stands out to me as a success.



## CONCLUSION

Regardless of the size of your event, planning for the most effective technology, means incorporating the technology discussion into your plan from the earliest stages. Technology will affect your venue selection, your space needs, your schedule, your budget and most importantly, your attendee's experience. Technology is, in many cases, the most important element of your event. If you have a trusted technology partner, tap into partner knowledge and experience as early as possible. Share your vision with them and engage them as a partner in realizing it. Ask them questions and encourage them to ask questions as well. If you know you will be looking for a technology partner, consider all your options and establish this relationship as early as possible.



# GLOSSARY

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## **AUDIENCE RESPONSE SYSTEMS (ARS):**

Devices that tabulate results when presenters ask questions & audience members to respond or vote by pushing buttons.

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## **HIGH DEFINITION MULTIMEDIA INTERFACE (HDMI):**

A point-to-point connection between video devices, and it is the standard for high quality all-digital video and audio.

## **EXTENDED DISPLAY IDENTIFICATION DATA (EDID):**

A data structure within a sink that is used to describe the sink's capabilities to a source. These capabilities include native resolution, color space information, and audio type (mono or stereo).

## **HIGH-BANDWIDTH DIGITAL CONTENT PROTECTION (HDCP):**

A form of digital rights management developed by Intel to control digital audio and video content as it travels across DVI or HDMI connections.

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## **BANDWIDTH:**

A measure of the amount of data or signal that can pass through a system during a given time interval.

## **STREAMING:**

Streaming media is traditionally the transfer of audio & video files which are played at the same time they are temporarily downloaded to a user's computer.

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## **IMAGE MAGNIFICATION (IMAG):**

A technique used in live-events to bring the presenter closer to the audience. A camera captures the presenter and routes the image to a large screen.

IMAG is usually associated with large-screen projection.

## **VIDEO WALL:**

A video wall features several monitors, video screens, display cubes, video projectors or TV sets that are set up on top of each other or side by side to form a single, large contiguous display.

## MORE TOOLS FOR MEETING PLANNERS

Want to talk about how to make the most of this experience or get more resources? We'd love to hear from you. Give us a call, +1.703.273.7200.

## ABOUT INFOCOMM INTERNATIONAL

InfoComm International® is the global trade association representing the commercial audiovisual and information communications industries. Established in 1939, InfoComm has more than 5,400 members, representing over 70,000 AV professionals worldwide, including manufacturers, systems integrators, dealers and distributors, independent consultants, programmers, rental and staging companies, end users and multimedia professionals from more than 80 countries. InfoComm International is the leading resource for AV standards, market research and news. Its training, certification and education programs set a standard of excellence for AV professionals. InfoComm International is the founder of InfoComm, the largest annual conference and exhibition for AV buyers and sellers in the Western Hemisphere. InfoComm also produces trade shows in China, Europe, India, Latin America and the Middle East. Additional information is available at [infocomm.org](http://infocomm.org).

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