

# The Culture Equation

Keynote Speaker,  
Author & Consultant



JESSICA KRIEDEL

## Speaker Rider

### Audio-Visual

- PowerPoint slides will be provided at least 48 hours in advance of the event and should be loaded to the conference computer system and pre-checked prior to Jessica's arrival.
- Jessica normally arrives 30 - 45 minutes before her presentation for an A/V check, which must be done with attendees not in the room. However, if that cannot be accommodated, an alternative time can be arranged.
- Jessica requires a wireless lavalier microphone for any group more than 25 people. A confidence monitor and countdown clock are strongly preferred.
- It's critical to have a clear front-stage area, as Jessica will be moving around the stage for maximum audience engagement. A podium at the front of the stage (center or side) blocks your audience's view of their speakers. Tuck furniture at least 6 feet from the front of the stage if you absolutely can't remove it.

### Scheduling & Logistics

- To create some anticipation for the session and to allow for AV setup and testing (discussed above) it's best to schedule a break before Jessica takes stage.
- Also consider scheduling a break right after Cassandra's presentation. It helps facilitate that high-energy scrum at the front of the room for people who want to say "hey," ask questions, and share their epiphanies. Plus, you get break-time conversation for people to discuss what they just learned.



# Speaker Rider (continued)

## Slides & Handouts

- Please note Jessica doesn't convert her slides to anyone's templates. Templates aren't enthusiastic and Cassandra's presentation slides are designed to graphically supplement her verbal content and don't mirror the words in her speech.
- Jessica's handouts and take-aways will be available for download on the day of the event through a digital link given directly to participants. If you need an outline of the presentation for educational certification requirements, one can be provided on the day of the session.
- Jessica owns and retains all rights to her materials and content. They cannot be reproduced or distributed.

## Recordings & Photos

- Feel free to take as many flash photos as you'd like before the talk, but please no flash during the presentation.
- You agree that Jessica and her team have the right to photograph the session, as well, and use the photos online or in print.
- If we've agreed to permit recording of the session, plan ample time to test sound pick up and to verify that the sound patch doesn't interfere with the projection-output quality (sometimes an issue).
- Unless you specifically agreed to work it out, you don't have the ability or right to record and then resell or distribute Jessica's talk.

