

A large, stylized graphic for a "Live A Q Live Event". The word "Live" is in black, lowercase letters. The word "A" is a large, yellow, outlined letter. The word "Q" is a large, yellow, outlined letter. The word "Event" is in white, lowercase letters. The background is a high-angle photograph of an audience seated in red chairs in a lecture hall, with an orange overlay on the left side.

# Live A Q Live Event

**Q:** How do you organize short sessions?



**A:** A good sample schedule would be the following:

9:00 a.m. 1st Session (90 minutes)

Morning Tea

2nd Session (50 minutes)

3rd Session (50 minutes)

Lunch

4th Session (50 minutes)

5th Session (50 minutes)

Afternoon Tea

Last Session (somewhat shorter)

5:00 p.m. Finish

**Q:** How do you prevent speakers running over time?

**A:** Be clear from the start that their speaking time is limited, and keep them on track with reminders like a time countdown in front of them. Someone in the front row with an iPad, for example, or time cards with notices of 30 minutes, 15 minutes, 10 minutes, five minutes.

Get acknowledgement from the speakers at intervals that they know their time, and if they do happen to be running over, be strict and help them off the stage.

Conversely, if a speaker finishes early, use the extra time for Q&A or go to break early, giving people more time to socialize.



**Q:** How do you get people into the room on time?

**A:** Close the doors before you start and during break times. Keep people out until just before you start, then make an event of opening the doors - play some music and have someone walk around with a bell to let people know you're about to begin. Ask people over the microphone to take their seats.

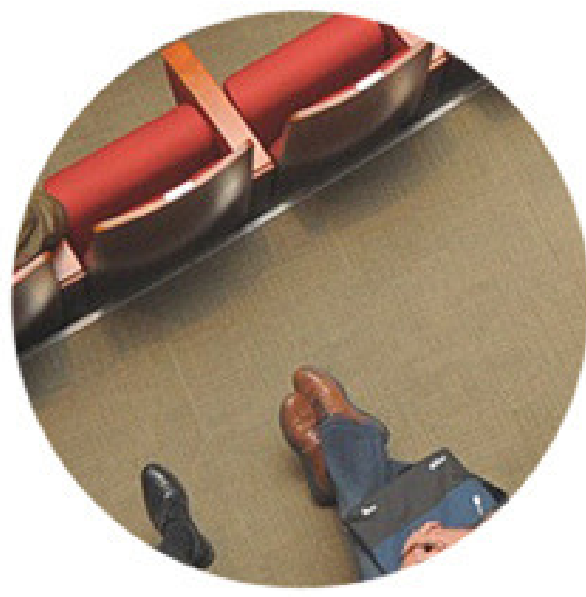


Start right on time, and when you finish announce what time the next session starts. Not how many minutes they have before the session, but what time it starts. Begin again on time, and when you do, shut the doors. Let staff assist latecomers to seats that won't inconvenience the camera crew or other members of the audience.

**Q:** Is it good to film live events for content?

**A:** You can't expect anyone to sit through several days' worth of training on video. But chapterized or segmented into modules, live presentations are great content. In audio form, they're conveniently consumed in the car or at the gym. And transcribed with the slide images in PDF form, they are enjoyable for many people to read and scan at leisure.





**Q:** How long is too long for a live event?

**A:** A five-day live event, as compared to one lasting two or three days, requires a commitment difficult to ask of most people. And trying to do too much can lessen the impact on your audience. Keeping it tight and respectful of people's time is a good idea. Be clear as well who your event is for and not for. That ensures you have only the right participants there and keeps things relevant.

**Q:** Should you have exercises or a done-with-you component?

**A:** Exercises are valuable because they let people come away from your event with a result. Do them later in the event to allow people to have context, and rehearse beforehand.

Have people to assist anyone who's stuck, and address any confusion early. Give examples or case studies to help the audience, and have people acknowledge when they're done so you can move forward.



**Q:** How many people should be in your crew?

**A:** For a small mastermind of five to 25 people, a crew of one or two people will do - someone to meet and greet, liaise with the event staff, and help with time-keeping. For a 200-person event, you'll need someone to do mic running, door registrations, giving out merchandise, checking lanyards, liaising with the event staff, making sure that people have things they need. A crew of five to six people will give you the help you need.





**Q:** Why is food so expensive?

**A:** The price of food will depend on where you hold your event. A resort location will charge differently from a convention center. The advantage of providing food is that it keeps your audience at the venue, here you can easily get them back in the room after breaks. Feeding them healthy fare also gives you a tuned-in audience, not one suffering from sugar or gluten overload.



Hope this Q&A helps make  
your next live event a success.

**Happy hosting!**

Grow your  
business faster

with a



membership.

***APPLY NOW***