MATT BRAUNING

AV & Room Layout

MATT BRAUNING, CSP · EVENT PLANNER GUIDE

Thank you for bringing Matt in. After 20 years on stages around the world, he's learned that small details in the room make a big difference for your audience. Below is what he needs to deliver his best, plus a few recommendations that make any event better. If something isn't possible at your venue, just let us know and we'll find a solution together.

What Matt Needs

Microphone

- Wireless lavalier or over-the-ear headset (Matt moves around the stage)
- One wireless handheld mic on stage at all times as a backup
- If available, 1–2 additional handheld mics for audience questions (very helpful in larger rooms)

Screen & Laptop

- Projector and screen, 16:9 at 1920×1080
- **First choice: plug and play.** Matt runs PowerPoint from his own MacBook Pro and brings his own HDMI adapter and clicker. Plugging in at the stage is the most seamless setup.
- **If your event runs all slides from a master computer,** no problem. Matt can bring his presentation on a flash drive to load ahead of time.
- If slides run from the AV booth, or in a large room, please provide an extended-range clicker (a Perfect Cue system works great).
- Audio out from his laptop to the house sound system for a 1-minute walk-up video

Stage

- **Slides in view.** Matt stays connected with the audience by seeing his slides from the stage. A spot for his laptop works well, such as a lectern off to the side or a small table downstage. In larger rooms, a confidence monitor works too.
- **Power within 3 feet** of wherever the laptop sits

- **Lectern (podium):** please move it off stage completely, or at least to one side if possible. Matt doesn't work from notes, and the best connection with the whole room happens when nothing stands between him and the audience.
- **Small display table on stage,** centered behind Matt, for books (Matt usually gives a few away during his presentation)
- A bottle of room-temperature water (no ice)

Books & Signing

When books are part of the event, please set up a 6-foot draped table at the front of the room, in either front corner beside the stage. When the presentation wraps, Matt can step right over as people come up to talk. If books are offered to attendees, that's where they'll find them. If you've pre-purchased books as gifts, that's where Matt will sign and personalize a copy for each attendee.

Room Recommendations

These are optional, but each one makes a noticeable difference in how your audience responds.

Seating

Any layout works. With round tables, please turn the chairs to face the stage. For hands-on team-building sessions, keep the middle of each table clear (skip the tall centerpieces) so everyone has room to work on the activity together.

Long rooms

Set the stage along the long wall. Longer rows bring everyone closer, and 8 rows of 25 beat 25 rows of 8.

Meals & banquet service

When Matt speaks after a meal, please make sure all service has stopped before he takes the stage: no clearing plates, serving dessert, or refilling drinks during the presentation. Staff moving around the room is the biggest distraction we see at events. We promise, one clanking plate is all it takes. Either of these works:

- **Clear the room first,** then bring Matt up.
- **If timing is tight,** let the wait staff know that service ends when the meal does. Dessert, refills, and clearing can all pick back up the moment Matt finishes.

Open bar

Announce a pause in service 15 minutes before Matt speaks, and reopen after the presentation.

Lighting

Keep the stage well lit and the room lights up. A spotlight in a dark ballroom makes it hard for Matt to see the audience, and laughter spreads easier in the light.

Audience Q&A

Planning time for questions? Matt's presentations are highly interactive. He keeps the whole session engaging with exercises and time built in for reflection and interaction. If your agenda says "45 minutes plus 15 minutes of Q&A," consider giving Matt the full hour and he'll build the conversation in.

Photography

Please take lots of photos! Photographers are welcome to get close, come up on stage, or shoot over Matt's shoulder to capture the audience. These shots often make great promotional material for next year's event. Matt would love copies of any photos or video you capture.

Recording

Recording your event? Wonderful, and encouraged! Matt would love a copy. Before the event, let's talk through how you plan to use it:

- **Internal reference, or a one-time replay** for attendees and team members who couldn't make it live: usually no problem.
- **Ongoing use,** such as a membership library, resale, or sharing with future audiences: we're glad to discuss a licensing arrangement for Matt's content.

Matt also sets up a small camera at the back of the room to record his own session for reference. He records only his presentation, nothing else from your event.

Audience members may not record audio or video, or use AI recording devices, without Matt's written consent.

LOGISTICS, TRAVEL & SCHEDULING

Novi, Matt's Speaker Coordinator, is a rock star, and he has you covered.
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REACH MATT DIRECTLY

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