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SPEAKER WELLNESS AT IET VENUES

VENUES FROM: **IET**

CONSIDERATIONS FOR SPEAKER WELLNESS

Speakers play an integral role in the success of your event. Engaging the audience with an interesting topic and captivating delivery will keep delegates coming back time and time again, and a successful programme will also ensure that you maintain an outstanding reputation as an event planner.

Public speaking can be daunting - even for those who do it regularly. While we perceive speakers as experts in their chosen topic, professional speaking is usually not their main job. Considerations tend to be made at venues for the wellbeing of the audience and delegates – but what about the wellness of the speaker?

THE CHANGING ROLE OF SPEAKERS

With the necessity for virtual events at a recent peak, speakers have had to adapt to giving presentations via video-conferencing software which has for many been an entirely new learning experience. Wi-Fi cutting out or the sudden distraction of an unforeseen interruption can add to the concerns of virtual speakers. On the other hand, many speakers refer to the comfort of the familiarity of speaking from home, rather than having to navigate a new and unfamiliar venue on top of the already daunting prospect of speaking to a live audience.

It is therefore dependent on the nature of the event – live, virtual, or hybrid – as to how we approach setting up speakers with the tools, reassurance and knowledge they need for the most comfortable and streamlined experience. Having context of the wider event can be reassuring to speakers, as they feel confident that the subject matter they have prepared is fully relevant and will engage the audience. Also, understanding the subjects of the other speakers can reassure them in knowing they are not repeating or contradicting previous information as well as maintaining a logical flow to the event.





PROVIDING A POSITIVE SPEAKER EXPERIENCE AT IET VENUES

Public speaking can be daunting - even for those who do it regularly. While we perceive speakers as experts in their chosen topic, professional speaking is usually not their main job. Considerations tend to be made at venues for the wellbeing of the audience and delegates – but what about the wellness of the speaker?



Green rooms

Austin Court has a separate green room for speakers to use before and after their presentation as a space to relax, leading directly onto the stage. Savoy Place also has two hireable green rooms – one per lecture theatre – to provide solace and a calming environment for speakers.



Speaker brief

A downloadable speaker brief template is available for event planners which outlines all necessary information that a speaker might require ahead of their presentation for clarity and peace of mind.



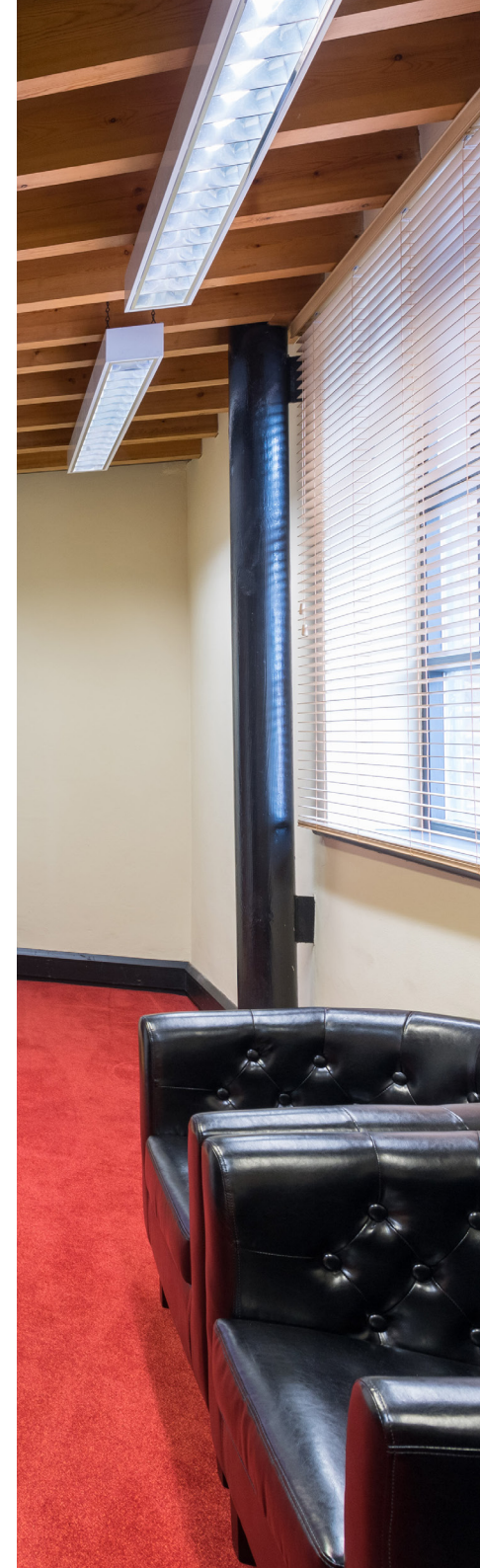
Cloakroom

Secure storage for personal belongings is available so speakers know they are all safe while on stage.



Rehearsals

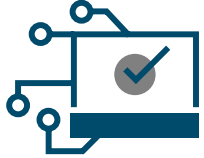
A run-through is offered and advised to talk speakers through the logistics of the event and let them familiarise themselves with the set-up of the room.





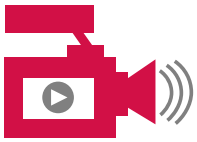
Food

Speakers will be provided with food and drink.



Dedicated AV technician

Every speaker can expect at least one dedicated AV technician to be on hand throughout the event, should any challenges arise.



iet.tv

At Savoy Place, our in-house videography team is every speaker's dream. They are on hand with technical expertise to dispel every concern and advise on the use of microphones, body language, angles, pitch, running times and much more.



I've spoken a number of times at Savoy Place and the events team have always been very proactive and supportive, helping with IT checks, screen checks, run throughs, layout tweaks, with time to relax before the audience trickle in. The IT and AV staff are really good, making sure you have everything you need and demonstrating a can-do attitude to make sure your event goes smoothly. They go above and beyond to make sure there's minimum impact if there are any unavoidable issues and often the audience aren't even aware.



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Technical Director International Government and Defense, ST Engineering iDirect

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TOP TIPS FOR IN-PERSON SPEAKERS:

1



Ensure that speakers are fully briefed on the technological set-up of the presentation stage. For example, they ought to know in advance the size of the presentation screen, the type of microphone they will use, whether they will need to send the venue slides in advance.

2



Ensure that speakers are fully briefed on the audience – including their demographic, profession, and whether they have paid for tickets – and the overall purpose and mission of the event. Having a clear idea of why and to whom they are speaking increases confidence.

3



Designate an AV technician for the duration of the event to solve any problems which may arise – this takes pressure off the speaker.

4



Provide refreshments so that the speaker feels comfortable, and have an area for them to leave their belongings while on stage.

5



Ensure the lighting on stage is not prohibiting a view of the audience to gauge reactions and help engage the speaker (if desired).

6

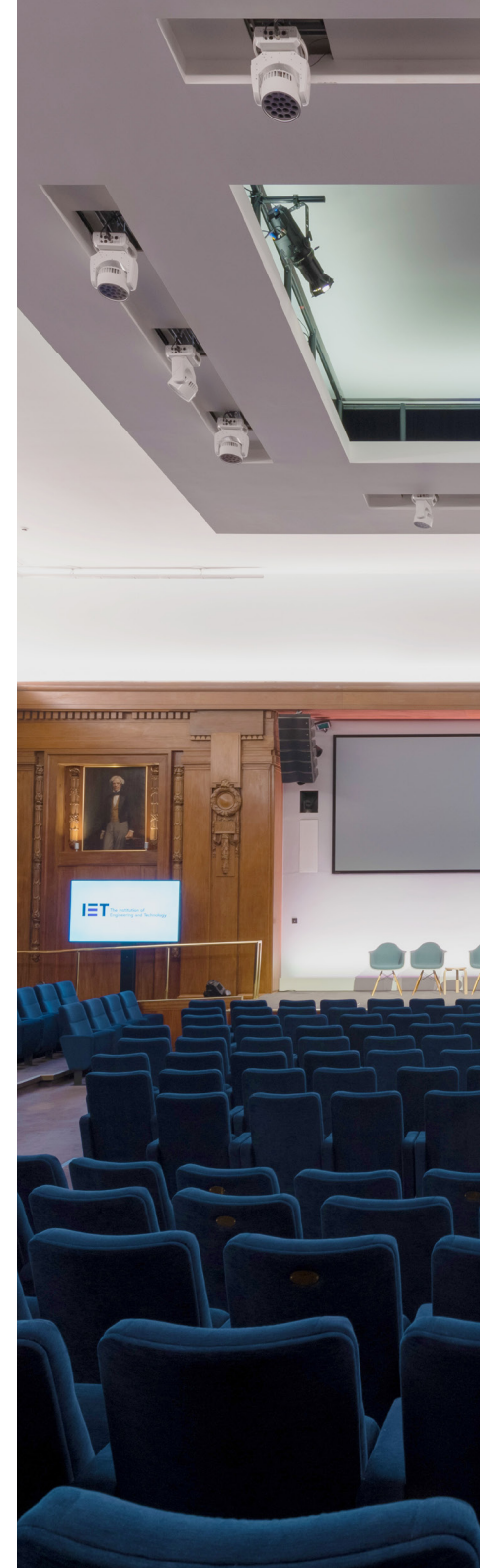


Account for additional time at the venue outside of the hours for the event itself to allow speakers to familiarise themselves with the venue set-up, the route onto the stage and a run-through, if necessary, of the agenda.

7



Make sure the speaker is given the same level of help and instruction as the delegates with regards to travel tips, parking or transportation information – it is potentially just as unfamiliar setting for them as it is your guests.





TOP TIPS FOR VIRTUAL SPEAKERS:

1



Don't assume that experienced in-person speakers are familiar with the basics of using video conferencing software, such as being muted while speaking or understanding at which points they can be seen by the audience or are hidden in a green room.

2



Set up a rehearsal time to run through the operational logistics of using the online platform, highlighting any chat features, Q&As, or ways to engage the audience.

3



If an event has multiple speakers, allow a dedicated time for each of the speakers to have a direct conversation with the technician and/or host to raise any concerns or ask any questions that they may be reluctant to as part of a group meeting.

4



If your speakers are particularly nervous, highlight whether there is an option to pre-record any sections of the session that can be seamlessly blended into the live stream.

5



Share any feedback that you receive after the event with the speaker – it is always nice to receive encouragement and you often don't have the luxury of engaging with delegates after your talk as you might do at a live event.





TOP TIPS FOR HYBRID SPEAKERS:

1



Though there are many benefits to hybrid events, speakers have the additional challenge of engaging two different audiences. Ensure the speaker is aware of which cameras to look into, as well as addressing the audience directly in front of them.

2



Ensure clear direction from the facilitator/host so that the live audience is also aware that they're being joined by an online audience. This will help give context for the speaker to confidently address both audiences.

3



Properly brief the speaker on their timeslot and explain the importance of sticking to the time. If there is slightly more leeway, make sure the speaker is aware so that they're not scrambling to wrap up unnecessarily.

4



Guide the speaker on an appropriate dress code. Many AV teams will request avoiding certain colours and patterns on camera – this should be communicated in advance to avoid any stress on the day.





WANT TO KNOW MORE?

Get in touch with our experienced team to find out more about hosting your event with IET Venues for an unparalleled delegate and speaker experience.

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