

STBONAVENUE

The Dos and Don'ts of A/V for Your Event

From subwoofers to microphones to video conferencing, there's a lot to consider when planning the A/V for your event. Set yourself up for success by following these tips for your venue, equipment, communication and day of responsibilities.

VENUE

DO ask the venue about "rigging points" for lighting fixtures, speakers, projectors and/or decor.

DON'T sign a contract until you've talked to an A/V provider with the venue or the one you plan to bring in for your event.

EQUIPMENT

DO research the latest trends in audio visual, presentation and lighting equipment.

DON'T be shy about lighting! It's a great way to customize your event with logo projection or string lights.

DO DO ask about your venue's live streaming capabilities for guests or presenters who can't attend in-person.

DON'T settle! If your visual content is designed for a 4:3 ratio, don't accept a 16:9 ratio widescreen monitor.

DO work with a trained A/V professional who won't just plug it in and leave, but instead get to know the unique goals of your event.

COMMUNICATION

DO meet with your A/V team early in your event planning to discuss your event's size, theme, program outline, entertainment and overall goals.

DON'T expect your A/V team to read your mind! Be clear about design, layouts and lights that you like and don't like.

DO listen to the experts! Cutting corners and renting below the recommendation can cause major issues during your event.

DON'T make sweeping changes to your timeline or floor plan before talking to your A/V team.

DO provide an informational packet to your A/V team, including a timeline, run of show, floor plan and contact information.

DAY-OF

DON'T skip the run-through. A technical rehearsal with your A/V team is recommended to make sure all presentations are loading properly and all video and sound are operating as expected.

DO have a Plan B, which considers how all aspects of your program could go wrong and what you could do to be prepared for that situation.

Let's Connect on Your Event Today! EVENTS@SBU.EDU • (716) 375-7808 • STBONAVENUE.COM

Whether you know what you're looking for or some recommendations, our trained A/V specialist is ready to help! To discuss your special occasion with us, call us and we'll contact you within two business days to get your event rolling!