

Real World AV & Production Hacks for Live Events

Troy J. Peters, CTS
Chief Experience Officer,
SEAS Productions

CONNECT // 202

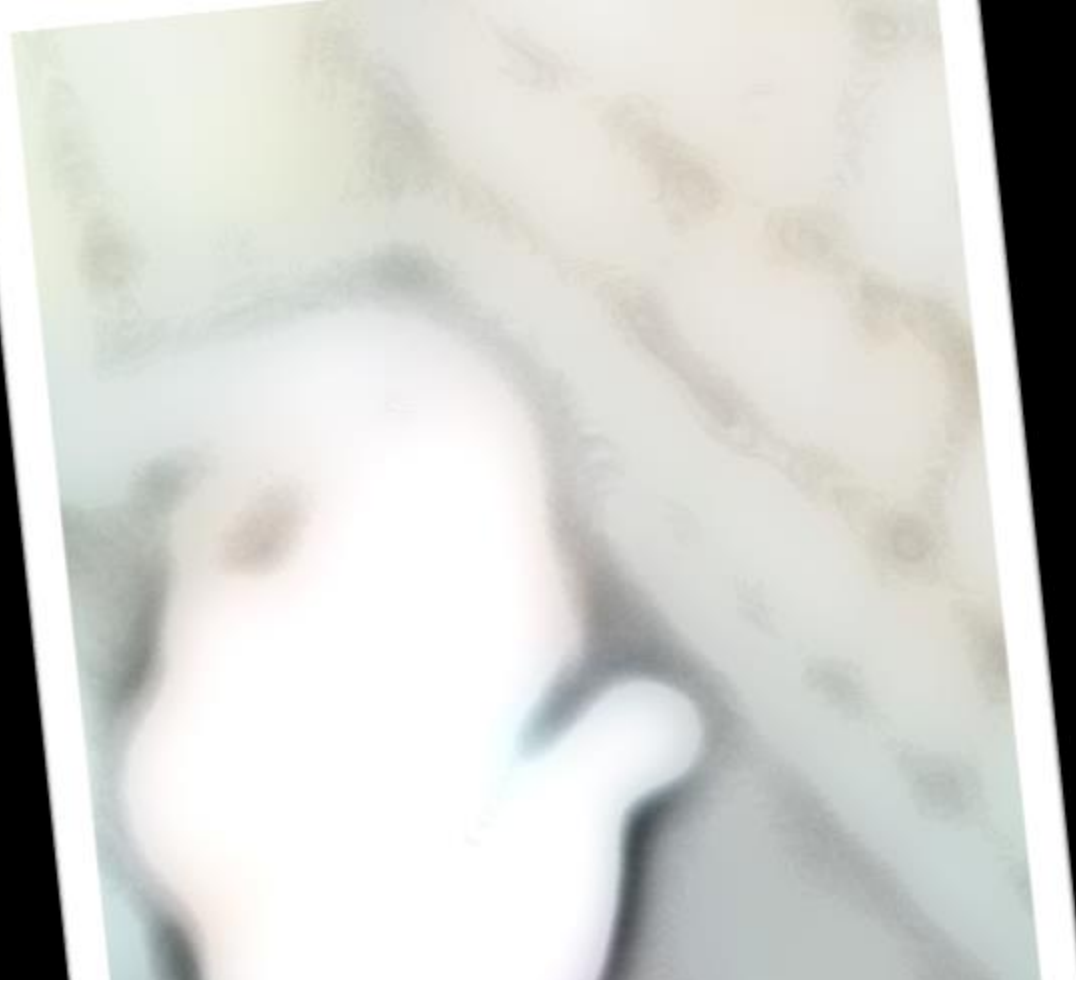
The background of the slide is a curved wall display. The display shows a vibrant city skyline at night, with numerous skyscrapers illuminated in various colors like yellow, orange, and blue. The lights from the buildings reflect on a dark surface in the foreground, which appears to be water or a polished floor. Overlaid on the right side of the display is the text 'CONNECT // 202' in a large, white, sans-serif font. The '202' is partially cut off on the right edge of the frame. The overall scene is dynamic and visually appealing, suggesting a high-tech event environment.

WELCOME – TROY J PETERS, CTS

Chief Experience Officer, SEAS Productions

- Motion Picture Picture Production, LD, DP, Director, Producer (Various)
- Theater, Rock & Roll Stage Management (Various)
- Event Planner, Production Manager (SPIE)
- Vice President of Marketing & Business Development (Video West)
- Chief Experience Officer (SEAS Productions)
- Event Planner / Project Manager / Producer / Showcaller / Technical Director / Stage Manager
- Volunteer





Storytelling



Storytelling



Storytelling



Storytelling

**The show
doesn't go on
because it's
ready; it goes
on because it's
11:30**

- Lorne Michaels

Creator / Producer Saturday Night Live



REAL WORLD AV & PRODUCTION HACKS FOR LIVE EVENTS

- Understanding the complexity of Live Event Production
- Real-World Examples & Case Studies
- Navigating the Production Process & Cost Savings
- Crisis Management During Live Events
- Creating Engaging Experiences
- Role of the Show Caller and Stage Manager
- Role of the Production Manager & Collaborating with Other Vendors
- Q&A

REAL WORLD AV & PRODUCTION HACKS FOR LIVE EVENTS

- Understanding the complexity of Live Event Production
- Real-World Examples & Case Studies
- Navigating the Production Process & Cost Savings
- Crisis Management During Live Events
- Creating Engaging Experiences
- Role of the Show Caller and Stage Manager
- Role of the Production Manager & Collaborating with Other Vendors
- Q&A

WHAT IS LIVE EVENT PRODUCTION?



*I have a
terrible idea!
Now where do
we start?*



SEAS
WWW.SEASPRO.COM

t.peters@seaspro.com

WHAT IS LIVE EVENT PRODUCTION?

- Your AV Production Partner is the technical “Conduit” that allows your attendees to connect, share information, educate, and entertain.

- Audio
- Video
- Lighting
- Staging
- Creative
- (Inc. Virtual / Hybrid)



*I have a
terrible idea!
Now where do
we start?*



SEAS
WWW.SEASPRO.COM

t.peters@seaspro.com



**THE KEYNOTE
OR PLENARY**



SCENIC &
STAGING





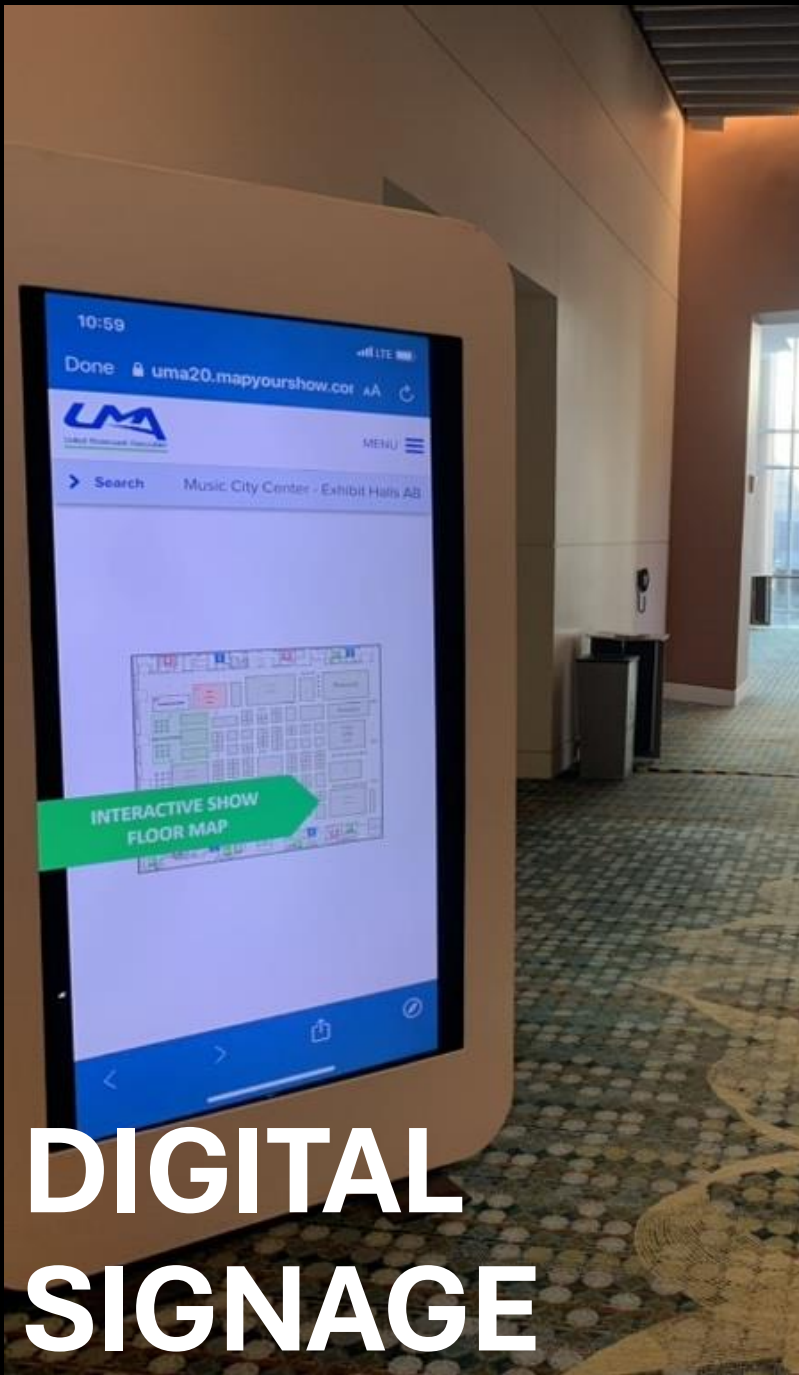
BREAKOUT ROOMS





THE EXPO / TRADE SHOW HALL





DIGITAL SIGNAGE

WWW.SEASPRO.COM





VOICING YOUR ISSUES IN WASHINGTON



COMMITTEE & BOARD MTGS.



The image shows several rolled-up architectural blueprints on a light-colored wooden surface. The blueprints are white with black lines and numbers. Some visible numbers include 2380, 3510, 2650, 5940, 740, 970, 1385, 810, 820, 2180, 150, 330, 160, 990, 1030, 1480, 1010, 1780, 155, 425, 270, 2500, 3175, 3100, 1185, 250, 1125, 2560, 2810, 830, 40, 150, 380, 125, 158, 1680, 1010, 3100, 1185, 250, 1125, 2560, 2810, 830, 40, 150, 380, 125, 158, 1680. The blueprints are partially unrolled, showing detailed architectural drawings with dimensions and labels.

PROJECT MANAGEMENT INSTITUTE FIVE STEPS TO PROJECT MANAGEMENT









1. Conception
2. Planning
3. Execution
4. Monitoring
5. Close



SEAS
WWW.SEASPRO.COM

t.peters@seaspro.com

SPIE. PHOTONICS WEST

-  5 Days of Keynotes
-  75 Breakout Rooms
-  Opening Reception
-  Awards Night Hotel
-  Leadership Hotel
-  Education Hotel
-  Trade Show
-  Digital Signage... etc...

SAT 27 JAN	SUN 26 JAN	MON 27 JAN	TUE 28 JAN	WED 29 JAN	THU 30 JAN
Board Meeting 1	Committee Meetings	Committee Meetings			Board Meeting 2
Education	Education	Education	Education		
Plenary Keynote	Plenary Keynote	Plenary Keynote	Plenary Keynote	Plenary Keynote	
		Breakouts	Breakouts	Breakouts	Breakouts
Trade Show	Trade Show	Trade Show	Trade Show	Trade Show	Trade Show
		Opening Reception		Awards Program	

SPIE. PHOTONICS WEST



Welcome Reception

Ed. Mtgs.

Committee & Education Mtgs.









Trade Show Registration Offices

General Sessions & Breakouts

Trade Show Registration Breakouts

Board Mtgs.

SPIE. PHOTONICS WEST

-  5 Days of Keynotes
-  75 Breakout Rooms
-  Opening Reception
-  Awards Night Hotel
-  Leadership Hotel
-  Education Hotel
-  Trade Show
-  Digital Signage... etc...

SAT 27 JAN	SUN 26 JAN	MON 27 JAN	TUE 28 JAN	WED 29 JAN	THU 30 JAN
Board Meeting 1	Committee Meetings	Committee Meetings			Board Meeting 2
Education	Education	Education	Education		
Plenary Keynote	Plenary Keynote	Plenary Keynote	Plenary Keynote	Plenary Keynote	
		Breakouts	Breakouts	Breakouts	Breakouts
Trade Show	Trade Show	Trade Show	Trade Show	Trade Show	Trade Show
		Opening Reception		Awards Program	

SPIE. PHOTONICS WEST

WED 24 JAN	THU 25 JAN	FRI 26 JAN	SAT 27 JAN	SUN 26 JAN	MON 27 JAN	TUE 28 JAN	WED 29 JAN	THU 30 JAN	FRI 31 JAN
Travel & Load-in	Setup	Setup	Board Meeting 1	Committee Meetings	Committee Meetings			Board Meeting 2	Strike & Travel
			Education	Education	Education	Education			
			Plenary Keynote	Plenary Keynote	Plenary Keynote	Plenary Keynote	Plenary Keynote		
					Breakouts	Breakouts	Breakouts	Breakouts	
			Trade Show	Trade Show	Trade Show	Trade Show	Trade Show	Trade Show	
					Opening Reception		Awards Program		

SPIE. PHOTONICS WEST

WED 24 JAN	THU 25 JAN	FRI 26 JAN	SAT 27 JAN	SUN 26 JAN	MON 27 JAN	TUE 28 JAN	WED 29 JAN	THU 30 JAN	FRI 31 JAN
Travel & Load-in	Setup	Setup	Board Meeting 1	Committee Meetings	Committee Meetings			Board Meeting 2	Strike & Travel
			Education	Education	Education	Education			
			Plenary Keynote	Plenary Keynote	Plenary Keynote	Plenary Keynote	Plenary Keynote		
			Breakouts	Breakouts	Breakouts	Breakouts	Breakouts	Breakouts	
			Trade Show	Trade Show	Trade Show	Trade Show	Trade Show	Trade Show	
					Opening Reception		Awards Program		
		Rehearsals & Testing	Rehearsals	Setting the Reception		Strike Rec. & Set Awards	Strike Ed. Strike Plen.	Strike Awards	



SEAS
WWW.SEASPRO.COM

t.peters@seaspro.com

Show Name	NI Connect 2024			
Show Number	24-0062	Prod. Schedule Version	5.0	
Client	NI (Formerly National Instruments)	Prod. Schedule Date	May 13, 2024	
Main Contact	Amanda Carter	Event Load-in Date	May 18, 2024	
Location Address	500 E. Cesar Chavez St., Austin, TX 78701	Event Show Date (Day 1)	May 20, 2024	
Location Phone Number	512-404-4000	Event Strike Date	May 22, 2024	

Meeting Overview	Large keynote session, breakouts, experience lounge, partner (affiliate) meetings.			
Dresscode / Notes	Dress comfortably for set/strike, show blacks for show days, SEAS branded clothing preferred if available.			
Health and Care	Please self-monitor and report to your supervisor if sick.			
Weather	Indoor show but anticipate warm days and humidity. Highs typically 90s with lows in the 70s.			
Link to Client Schedule:	https://docs.google.com/spreadsheets/d/1Uv5zus32ddFYqkEhpWlyvSG-lBoFlz8aF35YsNAKWQo/edit#gid=1426492043			

SEAS Productions	2664 Vista Pacific Drive, Oceanside, CA 92056	844-732-7776
-------------------------	--	---------------------

Name	Department/Position	Onsite Phone	Email	Arrives	Departs
Troy Peters, CTS	Account Executive	360-510-7336	t.peters@seaspro.com	5/16/24	5/23/24
James "Cricket" LaBarre	Overall Production Manager	443-562-1141	jlabarre09@gmail.com	5/16/24	5/23/24
Erica Armenta	PM (Partner Mtgs, Tracks)	760-504-2568	e.amenta@seaspro.com	5/16/24	5/23/24
Rob "Robo" Conder	PM (Private Meeting Rms.)	443-253-9449	rob309@aol.com	5/16/24	5/23/24
Joshua Darisay	PM (Experience Lounge)	760-703-9996	j.darisay@seaspro.com	5/16/24	5/23/24
Mike Matthews	Producer (Keynote)	301-674-7964	mike@eventalliez.com	5/17/24	5/21/24
Jennifer Horne	Associate Producer (Key)	443-570-1421	jennifer@eventalliez.com	5/19/24	5/22/24
Melinda Curley	Showcaller / SM (Key)	202-253-4435	melinda@cloverleant.com	5/18/24	5/22/24
Megan Denhardt	Assistant SM (Key)	571-215-2584	megan@denhardtproductions.com	5/19/24	5/22/24
Kyle Swatzell	Technical Dir. (Keynote)	619-538-5306	krswatzell@gmail.com	5/16/24	5/23/24
Derek Griede (Key)	Engineer In Charge (Key)	619-729-2660	derek.griede@gmail.com	5/16/24	5/23/24
Dan Ratcliffe	A1 Audio Engineer (Key)	207-752-3566	dpratcliffe@gmail.com	5/17/24	5/23/24
William Ludington	Systems Engineer/A2 (Key)	925-413-1621	ludingtonwilliam@gmail.com	5/17/24	5/23/24
Thomas Pendergrass	Lighting Designer (Key)	949-422-3916	thomas.m.pendergrass@gmail.com	5/17/24	5/23/24



Show Name	NI Connect 2024			
Show Number	24-0062	Prod. Schedule Version	5.0	
Client	NI (Formerly National Instruments)	Prod. Schedule Date	May 13, 2024	
Main Contact	Amanda Carter	Event Load-in Date	May 18, 2024	
Location Address	500 E. Cesar Chavez St., Austin, TX 78701	Event Show Date (Day 1)	May 20, 2024	
Location Phone Number	512-404-4000	Event Strike Date	May 22, 2024	

Meeting Overview	Large keynote session, breakouts, experience lounge, partner (affiliate) meetings.			
Dresscode / Notes	Dress comfortably for set/strike, show blacks for show days, SEAS branded clothing preferred if available.			
Health and Care	Please self-monitor and report to your supervisor if sick.			
Weather	Indoor show but anticipate warm days and humidity. Highs typically 90s with lows in the 70s.			
Link to Client Schedule:	https://docs.google.com/spreadsheets/d/1Uv5zus32ddFYqkEhpWlyvSG-lBoFlz8aF35YsNAKWQo/edit#gid=1426492043			

SEAS Productions **2664 Vista Pacific Drive, Oceanside, CA 92056** **844-732-7776**

Name	Department/Position	Onsite Phone	Email	Arrives	Departs
Troy Peters, CTS	Account Executive	360-510-7336	t.peters@seaspro.com	5/16/24	5/23/24
James "Cricket" LaBarre	Overall Production Manager	443-562-1141	jlabarre09@gmail.com	5/16/24	5/23/24
Erica Armenta	PM (Partner Mtgs, Tracks)	760-504-2568	e.armenta@seaspro.com	5/16/24	5/23/24
Rob "Robo" Conder	PM (Private Meeting Rms.)	443-253-9449	rob309@aol.com	5/16/24	5/23/24
Joshua Darisay	PM (Experience Lounge)	760-703-9996	j.darisay@seaspro.com	5/16/24	5/23/24
Mike Matthews	Producer (Keynote)	301-674-7964	mike@eventalliez.com	5/17/24	5/21/24
Jennifer Horne	Associate Producer (Key)	443-570-1421	jennifer@eventalliez.com	5/19/24	5/22/24
Melinda Curley	Showcaller / SM (Key)	202-253-4435	melinda@cloverleaent.com	5/18/24	5/22/24
Megan Denhardt	Assistant SM (Key)	571-215-2584	megan@denhardtproductions.com	5/19/24	5/22/24
Kyle Swatzell	Technical Dir. (Keynote)	619-538-5306	krswatzell@gmail.com	5/16/24	5/23/24
Derek Griede (Key)	Engineer In Charge (Key)	619-729-2660	derek.griede@gmail.com	5/16/24	5/23/24
Dan Ratcliffe	A1 Audio Engineer (Key)	207-752-3566	dpratcliffe@gmail.com	5/17/24	5/23/24
William Ludington	Systems Engineer/A2 (Key)	925-413-1621	ludingtonwilliam@gmail.com	5/17/24	5/23/24
Thomas Pendergrass	Lighting Designer (Key)	949-422-3916	thomas.m.pendergrass@gmail.com	5/17/24	5/23/24



Show Name	NI Connect 2024			
Show Number	24-0062	Prod. Schedule Version	5.0	
Client	NI (Formerly National Instruments)	Prod. Schedule Date	May 13, 2024	
Main Contact	Amanda Carter	Event Load-in Date	May 18, 2024	
Location Address	500 E. Cesar Chavez St., Austin, TX 78701	Event Show Date (Day 1)	May 20, 2024	
Location Phone Number	512-404-4000	Event Strike Date	May 22, 2024	

Meeting Overview	Large keynote session, breakouts, experience lounge, partner (affiliate) meetings.			
Dresscode / Notes	Dress comfortably for set/strike, show blacks for show days, SEAS branded clothing preferred if available.			
Health and Care	Please self-monitor and report to your supervisor if sick.			
Weather	Indoor show but anticipate warm days and humidity. Highs typically 90s with lows in the 70s.			
Link to Client Schedule:	https://docs.google.com/spreadsheets/d/1Uv5zus32ddFYqkEhpWlyvSG-lBoFlz8aF35YsNAKWQo/edit#gid=1426492043			

SEAS Productions		2664 Vista Pacific Drive, Oceanside, CA 92056			844-732-7776
Name	Department/Position	Onsite Phone	Email	Arrives	Departs
Troy Peters, CTS	Account Executive	360-510-7336	t.peters@seaspro.com	5/16/24	5/23/24
James "Cricket" LaBarre	Overall Production Manager	443-562-1141	jlabarre09@gmail.com	5/16/24	5/23/24
Erica Armenta	PM (Partner Mtgs, Tracks)	760-504-2568	e.amenta@seaspro.com	5/16/24	5/23/24
Rob "Robo" Conder	PM (Private Meeting Rms.)	443-253-9449	rob309@aol.com	5/16/24	5/23/24
Joshua Darisay	PM (Experience Lounge)	760-703-9996	j.darisay@seaspro.com	5/16/24	5/23/24
Mike Matthews	Producer (Keynote)	301-674-7964	mike@eventalliez.com	5/17/24	5/21/24
Jennifer Horne	Associate Producer (Key)	443-570-1421	jennifer@eventalliez.com	5/19/24	5/22/24
Melinda Curley	Showcaller / SM (Key)	202-253-4435	melinda@cloverleant.com	5/18/24	5/22/24
Megan Denhardt	Assistant SM (Key)	571-215-2584	megan@denhardtproductions.com	5/19/24	5/22/24
Kyle Swatzell	Technical Dir. (Keynote)	619-538-5306	krswatzell@gmail.com	5/16/24	5/23/24
Derek Griede (Key)	Engineer In Charge (Key)	619-729-2660	derek.griede@gmail.com	5/16/24	5/23/24
Dan Ratcliffe	A1 Audio Engineer (Key)	207-752-3566	dpratcliffe@gmail.com	5/17/24	5/23/24
William Ludington	Systems Engineer/A2 (Key)	925-413-1621	ludingtonwilliam@gmail.com	5/17/24	5/23/24
Thomas Pendergrass	Lighting Designer (Key)	949-422-3916	thomas.m.pendergrass@gmail.com	5/17/24	5/23/24



Show Name	NI Connect 2024		
Show Number	24-0062	Prod. Schedule Version	5.0
Client	NI (Formerly National Instruments)	Prod. Schedule Date	May 13, 2024
Main Contact	Amanda Carter	Event Load-in Date	May 18, 2024
Location Address	500 E. Cesar Chavez St., Austin, TX 78701	Event Show Date (Day 1)	May 20, 2024
Location Phone Number	512-404-4000	Event Strike Date	May 22, 2024
Meeting Overview	Large keynote session, breakouts, experience lounge, partner (affiliate) meetings.		
Dresscode / Notes	Dress comfortably for set/strike, show blacks for show days, SEAS branded clothing preferred if available.		
Health and Care	Please self-monitor and report to your supervisor if sick.		
Weather	Indoor show but anticipate warm days and humidity. Highs typically 90s with lows in the 70s.		
Link to Client Schedule:	https://docs.google.com/spreadsheets/d/1Uv5zus32ddFYqkEhpWlwSG-lBoFlz8aF35YsNAKWQo/edit#gid=1426492043		

SEAS Productions		2664 Vista Pacific Drive, Oceanside, CA 92056			844-732-7776
Name	Department/Position	Onsite Phone	Email	Arrives	Departs
Troy Peters, CTS	Account Executive	360-510-7336	t.peters@seaspro.com	5/16/24	5/23/24
James "Cricket" LaBarre	Overall Production Manager	443-562-1141	ilabarre09@gmail.com	5/16/24	5/23/24
Erica Armenta	PM (Partner Mtgs, Tracks)	760-504-2568	e.armenta@seaspro.com	5/16/24	5/23/24
Rob "Robo" Conder	PM (Private Meeting Rms.)	443-253-9449	rob309@aol.com	5/16/24	5/23/24
Joshua Darisay	PM (Experience Lounge)	760-703-9996	j.darisay@seaspro.com	5/16/24	5/23/24
Mike Matthews	Producer (Keynote)	301-674-7964	mike@eventalliez.com	5/17/24	5/21/24
Jennifer Horne	Associate Producer (Key)	443-570-1421	jennifer@eventalliez.com	5/19/24	5/22/24
Melinda Curley	Showcaller / SM (Key)	202-253-4435	melinda@cloverleaent.com	5/18/24	5/22/24
Megan Denhardt	Assistant SM (Key)	571-215-2584	megan@denhardtproductions.com	5/19/24	5/22/24
Kyle Swatzell	Technical Dir. (Keynote)	619-538-5306	krswatzell@gmail.com	5/16/24	5/23/24
Derek Griede (Key)	Engineer In Charge (Key)	619-729-2660	derek.griede@gmail.com	5/16/24	5/23/24
Dan Ratcliffe	A1 Audio Engineer (Key)	207-752-3566	dpratcliffe@gmail.com	5/17/24	5/23/24
William Ludington	Systems Engineer/A2 (Key)	925-413-1621	ludingtonwilliam@gmail.com	5/17/24	5/23/24
Thomas Pendergrass	Lighting Designer (Key)	949-422-3916	thomas.m.pendergrass@gmail.com	5/17/24	5/23/24



Raymond Gutierrez	Exec. Forum Lead	361-462-8443	raymond@emc3.com
Kelly Quintana	Private Mtgs. Lead	586-557-6427	kelly.quintana@emc3.com
Matthew Hoagland	Exp. Lounge Tech. Prod.	713-876-1400	matthew@emc3.com

Shepard (Gen. Svcs.)

Name	Department/Position	Onsite Phone	Email
Jake Bushman	Dir., Account Services	801-682-7185	jbushman@shepardes.com
Michael Triola	Director, Sales	713-514-3158	mtriola@shepardes.com

Austin Convention Ctr. 500 E. Cesar Chavez St., Austin, TX 78701

Name	Department/Position	Onsite Phone	Email
Beto Silva	Event Coordinator	512-202-9067	humberto.silva@austintexas.gov
Anya Aguilar	Catering Manager		anya.aguilar@levyrestaurants.gov
Darryl Wilson	AV/Rigging Contact		darryl.wilson@freemanco.com
Jacek Czelak	Utilities Manager		jacek.czelak@austintexas.gov
Crystal Rivera	IT Manager		crystal.rivera@austintexas.gov

Please Note

ALL ROOM SETS / EQUIPMENT / FURNISHINGS ARE LISTED ON DIAGRAMS FOR EACH ROOM - PLEASE WORK OFF THAT INFORMATION ONSITE

Green Shading with Bold White Font denotes pre-pro/travel

Light Blue Shading with Bold Font denotes Published (Active) Events

Yellow Highlighted Shading with Bold Font Denotes Venue / Facility Attention

Blue Font Denotes TBD, Green Font Denotes New Changes, Red Font with Denotes Cancelled Items

Wednesday, May 15, 2024

Start Time	End Time	Location	Lead	Action / Notes
TBD	TBD	PRG Dallas	Various	Kyle, Derek, Ben, Michael, Erica prep at Dallas warehouse
6:00	9:00	Alaska Airlines	Troy	Troy Travels SEA-PHX
9:00	10:00	Video West	Troy	Troy Meets with John Catania - Load screens into rental van

Thursday, May 16, 2024



Raymond Gutierrez	Exec. Forum Lead	361-462-8443	raymond@emc3.com
Kelly Quintana	Private Mtgs. Lead	586-557-6427	kelly.quintana@emc3.com
Matthew Hoagland	Exp. Lounge Tech. Prod.	713-876-1400	matthew@emc3.com

Shepard (Gen. Svcs.)

Name	Department/Position	Onsite Phone	Email
Jake Bushman	Dir., Account Services	801-682-7185	jbushman@shepardes.com
Michael Triola	Director, Sales	713-514-3158	mtriola@shepardes.com

Austin Convention Ctr. 500 E. Cesar Chavez St., Austin, TX 78701

Name	Department/Position	Onsite Phone	Email
Beto Silva	Event Coordinator	512-202-9067	humberto.silva@austintexas.gov
Anya Aguilar	Catering Manager		anya.aguilar@levyrestaurants.gov
Darryl Wilson	AV/Rigging Contact		darryl.wilson@freemanco.com
Jacek Czelak	Utilities Manager		jacek.czelak@austintexas.gov
Crystal Rivera	IT Manager		crystal.rivera@austintexas.gov

Please Note

ALL ROOM SETS / EQUIPMENT / FURNISHINGS ARE LISTED ON DIAGRAMS FOR EACH ROOM - PLEASE WORK OFF THAT INFORMATION ONSITE

Green Shading with Bold White Font denotes pre-pro/travel

Light Blue Shading with Bold Font denotes Published (Active) Events

Yellow Highlighted Shading with Bold Font Denotes Venue / Facility Attention

Blue Font Denotes TBD, Green Font Denotes New Changes, Red Font with Denotes Cancelled Items

Wednesday, May 15, 2024

Start Time	End Time	Location	Lead	Action / Notes
TBD	TBD	PRG Dallas	Various	Kyle, Derek, Ben, Michael, Erica prep at Dallas warehouse
6:00	9:00	Alaska Airlines	Troy	Troy Travels SEA-PHX
9:00	10:00	Video West	Troy	Troy Meets with John Catania - Load screens into rental van

Thursday, May 16, 2024



Start Time	End Time	Location	Lead	Action / Notes
TBD	TBD	PRG Dallas		Kyle, Derek, Ben, Michael, Erica prep at Dallas warehouse
8:30	1:00 PM	Alaska Airlines	Troy	Troy Travels PHX-AUS
Various	Various		Cricket/Troy/Josh	Travel AE / Overall PM

Friday, May 17, 2024

Start Time	End Time	Location	Lead	Action / Notes
Various	Various			Travel Leads
8:00	5:00 PM		Cricket/Troy/Josh	In-house to pre-hang / float all truss
10:00	11:00		Cricket/Troy/Josh	Pre-con with Venue / MC3 / Client
1:00 PM	3:00 PM	Loading Docks	Cricket	Access to Loading Docks for (2) SEAS Trucks (Can be staggered)
1:00 PM	3:00 PM	Loading Docks	Cricket	Access to Loading Docks for (3) Subrental Trucks (Can be staggered)
1:00 PM	6:00 PM	Loading Docks	Cricket	Unload trucks and Stage for Saturday Push (Keynote)
1:00 PM	6:00 PM	Loading Docks	Josh / Noah	Unload trucks and Stage for Saturday Push (Experience Lounge)
1:00 PM	6:00 PM	Loading Docks	Erica	Unload trucks and Stage for Saturday Push (Forums/Tracks)
1:00 PM	6:00 PM	Loading Docks	Robo	Unload trucks and Stage for Saturday Push (Private Meeting Rooms)
6:00 PM			Cricket	Est. End of Day

Saturday, May 18, 2024

Start Time	End Time	Location	Lead	Action / Notes
8:00		Exhibit Hall 2/3	Cricket	Crew Call (All crew meet in Exhibit Hall 2/3 for First Day Orientation)
8:00	7:00 PM	ALL AREAS		Access to freight elevators needed
8:00	10:00	Loading Docks	Cricket	Push to event areas (Keynote)
8:00	10:00	Loading Docks	Josh / Noah	Push to event areas (Experience Lounge)
8:00	10:00	Loading Docks	Erica	Push to event areas (Forums/Tracks)
8:00	10:00	Loading Docks	Robo	Push to event areas (Private Meeting Rooms)
11:00	12:00 PM	Loading Docks	Cricket	Quest Drape Truck (Unload)
10:00	11:00	Exhibit Hall 4		House to drop Power (Locations provided by EMC3)
10:00	7:00 PM	Exhibit Hall 2/3	Cricket	Set Keynote Video/Audio/Lighting
10:00	7:00 PM	Exhibit Hall 4	Josh / Noah	Set AV Needs for Experience Lounge (See EMC3 schedule/diagram)



12:00 PM	1:00 PM	Exhibit Hall 2/3	Mike Matthews	Prep for handoff to client for rehearsals
1:00 PM	2:00 PM	ALL AREAS	Cricket/Robo/Erica	WALK AWAY LUNCH FOR ALL CREW
2:00 PM	6:00 PM	Exhibit Hall 2/3	Mike Matthews	Client technical rehearsals.
2:00 PM	5:00 PM	Ballroom A Foyer	Erica	Set uplighting/audio for Pre-function Space
4:00 PM	5:00 PM	Timing and Location TBD	All Prod. Managers	Standing Meeting - Review the day and Plan the Next Day
6:00 PM	7:00 PM	Exhibit Hall 2/3	Mike Matthews	Keynote: Final system/GFX checks and technical run throughs
7:00 PM				Est. End of Day

Monday, May 20, 2024

Start Time	End Time	Location	Lead	Action / Notes
7:00		Exhibit Hall 2/3		Keynote Crew Call
7:00				All other areas Crew Call
7:00		Ballroom A		Leadership Forum Crew Call
7:00				Private Meeting Rooms Crew Call
7:30	5:00 PM	Ballroom A	Erica / Mike Burke	Leadership Forum Keynote / Breakout 1 (Panel 2:20 - 3:20)
8:00		Level 4 Meeting Rooms		Partner Forums / Breakouts Crew Call
8:00	11:00	Ballroom A	Erica / Mike Burke	Leadership Forum Rehearsals
8:00	9:00	MR 10A/B	Erica / Troy Peters	Executive Forum Rehearsals (Troy to cover and handoff to Mike B.)
8:00	5:00 PM	Level 1 Meeting Rooms	Robo	Private Meeting Rooms Running
8:00	5:00 PM	Level 2 Meeting Rooms	Robo	Private Meeting Rooms Running
8:00	5:00 PM	Level 3 Meeting Rooms	Robo	Private Meeting Rooms Running
8:00	7:00 PM	Solar Atrium	Josh / Noah	Registration Open
9:00	11:30	Exhibit Hall 2/3	Mike Matthews	Keynote: Day 2 Run-through & Demo Setup
9:00	11:00	MR 2	Erica	Prep for Hybrid Session (Runs at 1:00 pm)
9:00	11:00	Level 4 Meeting Rooms	Erica / Troy Peters	Partner Forum Rehearsals
10:00	5:00 PM	Ballroom A Foyer	Erica	Leadership Forum: Registration/Networking/Breaks
10:30	11:30	Exhibit Hall 2/3	Cricket	LUNCH FOR LEADERSHIP FORUM CREW
11:15	1:30 PM	Ballroom D Foyer	Erica / Troy Peters	Partner Forum: Lunch
11:15	12:15 PM	Ballroom A	Erica / Mike Burke	Leadership Forum: Welcome Remarks / Lunch
12:00 PM	1:00 PM	Exhibit Hall 2/3	Cricket / Kyle	WALK AWAY LUNCH FOR KEYNOTE CREW



t.peters@seaspro.com



W



CTM - DEMO 2025 V2

DATE	01/11/2024	02
REVISION		
BY		
CHECKED		
APPROVED		

Client Project Name	01
Client Name	02
Client Project Name	03

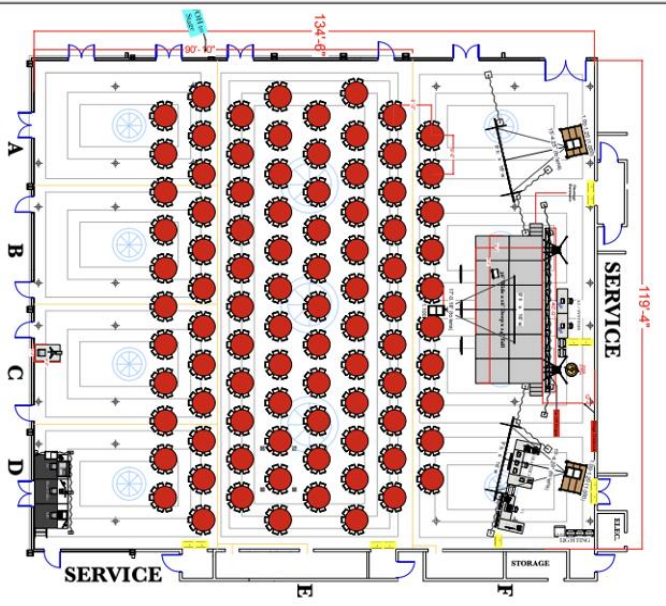
Motor / Cable Pick-Counts	
1/2 TON	0
Cable Pick	See notes per drawing

Truss Counts (BLACK)	
20' x 10'	0
20' x 5'	0
12' x 10'	0
12' x 5'	0

Power Needs	
SHARED	0
200ha/3phase	

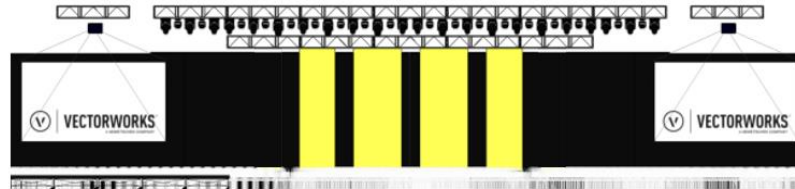
Hotel Notes	
RIGGING POINT CAPACITY: 1000 lbs	
HB PLANT CEILING: 19'10"	
HB CHANDELLIER: SM 15'0"/LG 14'9"	
HB PLANT SOFFIT: 17'8"	

* (90) 72" Crescent Rounds of 7 for 630*



CTM - DEMO 2025 V2

DATE	01/11/2024	01
REVISION		
BY		
CHECKED		
APPROVED		



CTM - DEMO 2025 V2

DATE	01/11/2024	02
REVISION		
BY		
CHECKED		
APPROVED		



REAL WORLD AV & PRODUCTION HACKS FOR LIVE EVENTS

- Understanding the complexity of Live Event Production
- Real-World Examples & Case Studies (Keynote Production)
- Navigating the Production Process & Cost Savings
- Crisis Management During Live Events
- Creating Engaging Experiences
- Role of the Show Caller and Stage Manager
- Role of the Production Manager & Collaborating with Other Vendors
- Q&A



Case Study – CGI University



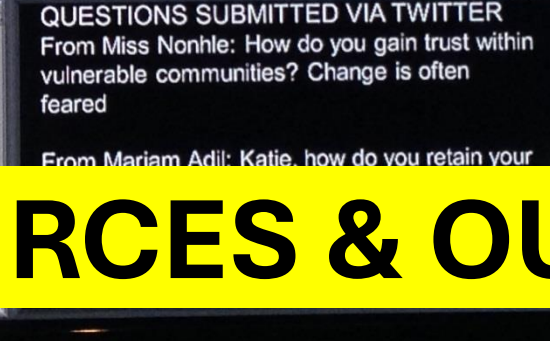
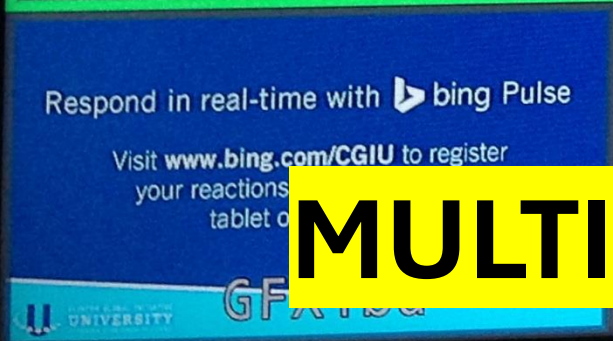
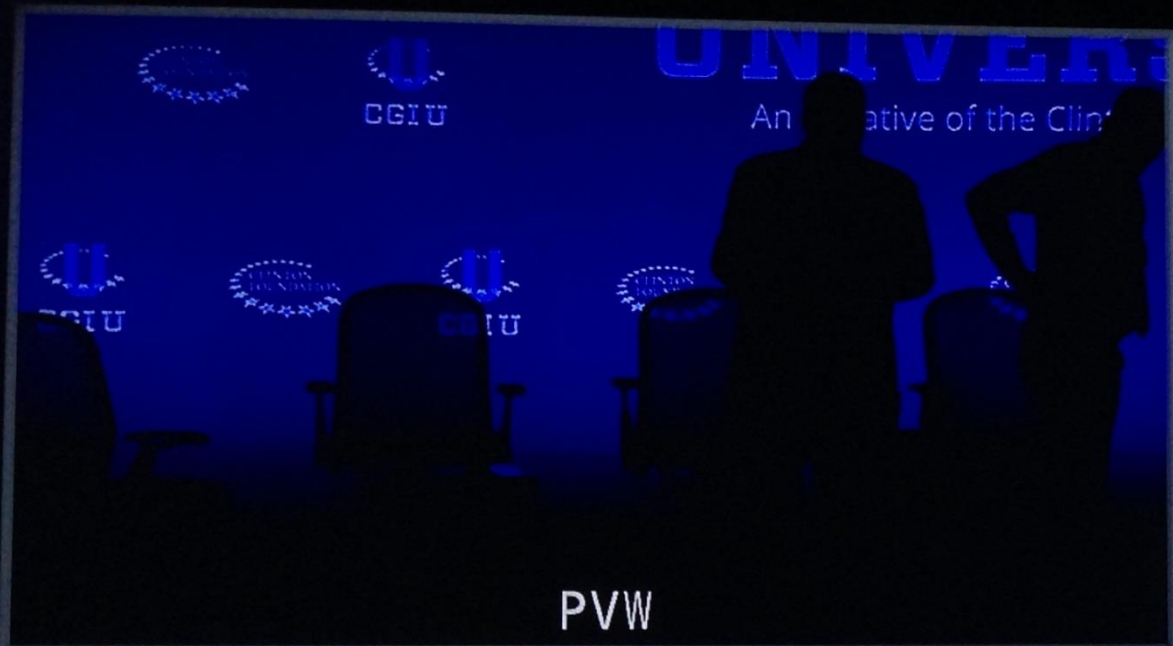
BACKSTAGE



BACKSTAGE



VIDEO CONTROL



MULTIVIEW (SOURCES & OUTPUT)



marshall

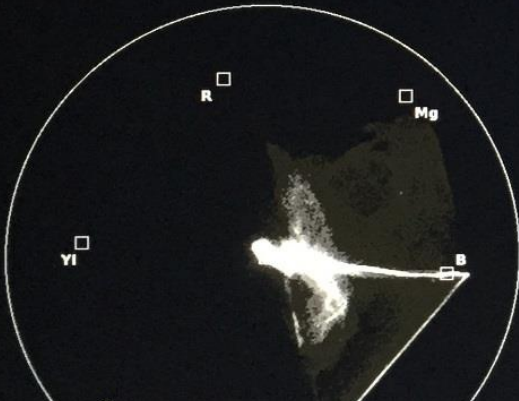
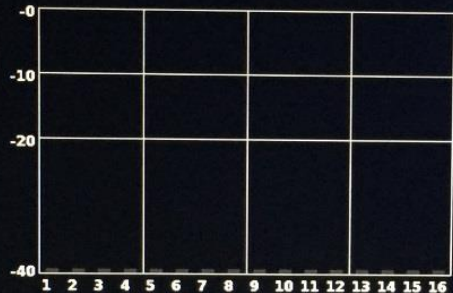
Link Status

SDI 1: HD
YUV 4:2:2 108k

SDI 2: -----

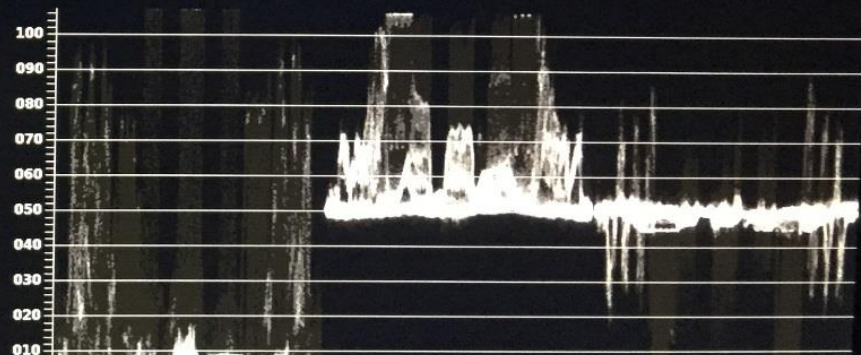
Ancillary Status

DID/SDID	Packets	Errors
0x4033	0	0
0x6101	0	0
0x6102	0	0
0x0000	0	0

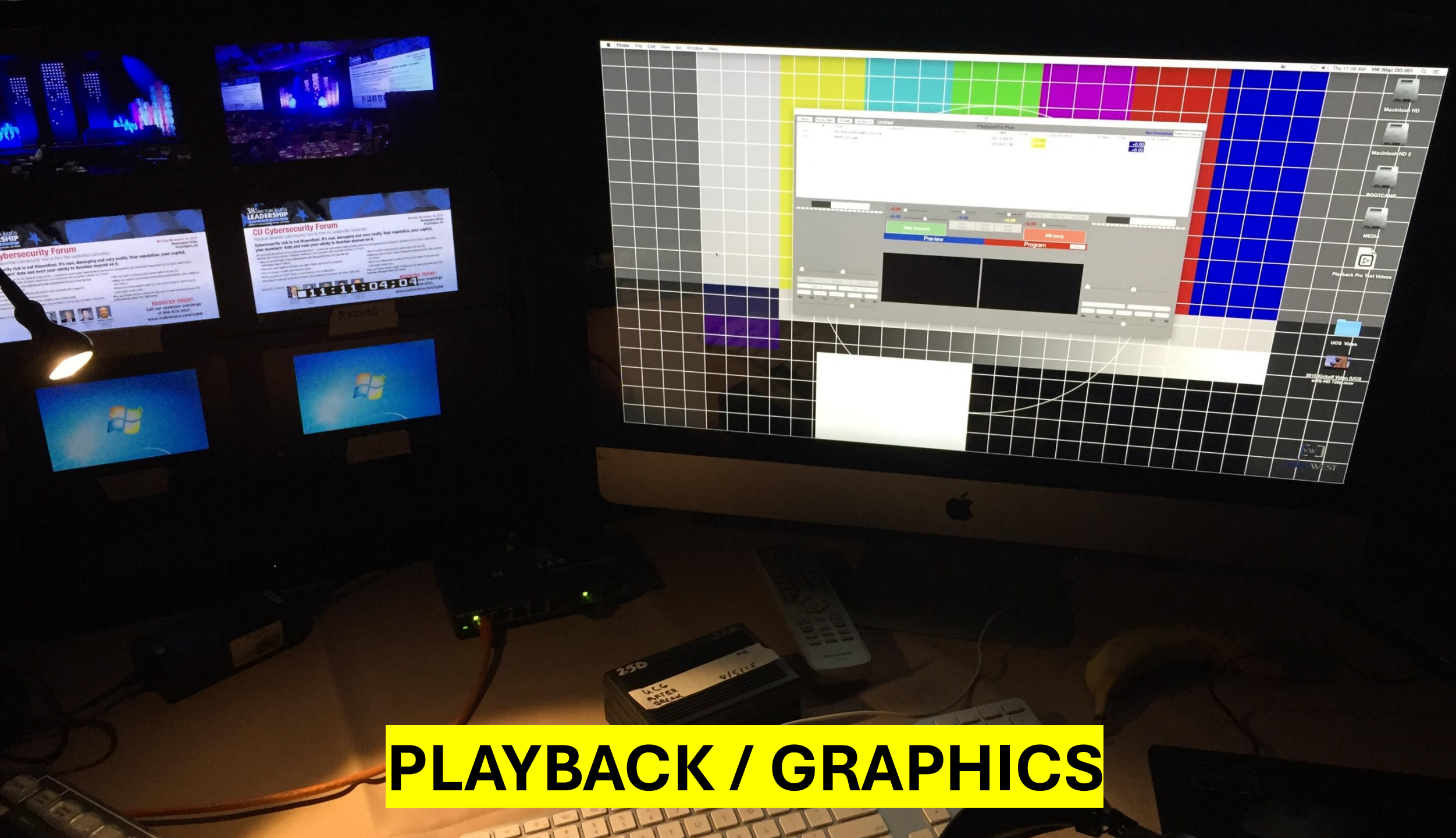


SDI1

1080I59.94



CAMERA SWITCH & SHADING



PLAYBACK / GRAPHICS



Clinton Global Initiative University (...)



43

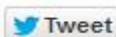


Share

Embed



1



2

1



Clinton Global Initiative University

Follow

your country." I would vote for him again if he would run. about a year ago



Clinton Global Initiative

about a year ago · 10,490 Views



Clinton Global Initiative University (CGI U) 2014 - "The Age of Participation"



Like

34



Share

Embed



CAM 1



CAM 1



CAM 1



GRAPHICS 1

***Tweet Your Questions
and Comments Now***



@CGIU





REAL WORLD AV & PRODUCTION HACKS FOR LIVE EVENTS


- Understanding the complexity of Live Event Production
- Real-World Examples & Case Studies
- Navigating the Production Process & Cost Savings
- Crisis Management During Live Events
- Creating Engaging Experiences
- Role of the Show Caller and Stage Manager
- Role of the Production Manager & Collaborating with Other Vendors
- Q&A

BUDGETING


- As your scope is built out continue to have conversations with your production manager / account executive / sales team.
- Keep on top of scope creep.
- Bring cost savings ideas to the table.
 - LED Walls vs Projection, Microphones, Lighting, Gobos, Digital Signage, Repurposing Space
- Be proactive


But

- As
- co
- ex
- Kee
- Brin
-
- Be p



Search




Troy Peters 

Inspiring ideas and building connections in the experiential live event space.


Followers

2,080




Troy Peters • You

Inspiring ideas and building connections in the experiential live ...


2w • 

Yes. Don't be afraid to have the difficult conversations. By having the first difficult conversation it'll get easier and then we're all working together towards success!!




SEAS Productions

798 followers

2w • 






We love when our planners reach out and want to negotiate anything and everything. We're here to work with you to figure out the best approach to your event and sometimes it's about adjusting th ...more



Advice for Planners: 'You Don't Have to Fear Negotiation'


pcma.org

Denise Marie Germano and 7 others

  Like  Comment  Repost  Send


198 impressions

[View analytics](#)





Troy Peters • You

Inspiring ideas and building connections in the experiential live ...

1mo • 

Are you leaving a legacy? The most rewarding part of my job is sharing the knowledge and readying the next generation. Huge amounts of gratitude to the [UNLV William F. Harrah College of Hospitality](#) fo ...more


Proudly serving veterans & their families with flexible online classes



Dedicated Veteran support services

[Apply Now](#)

Ad ...

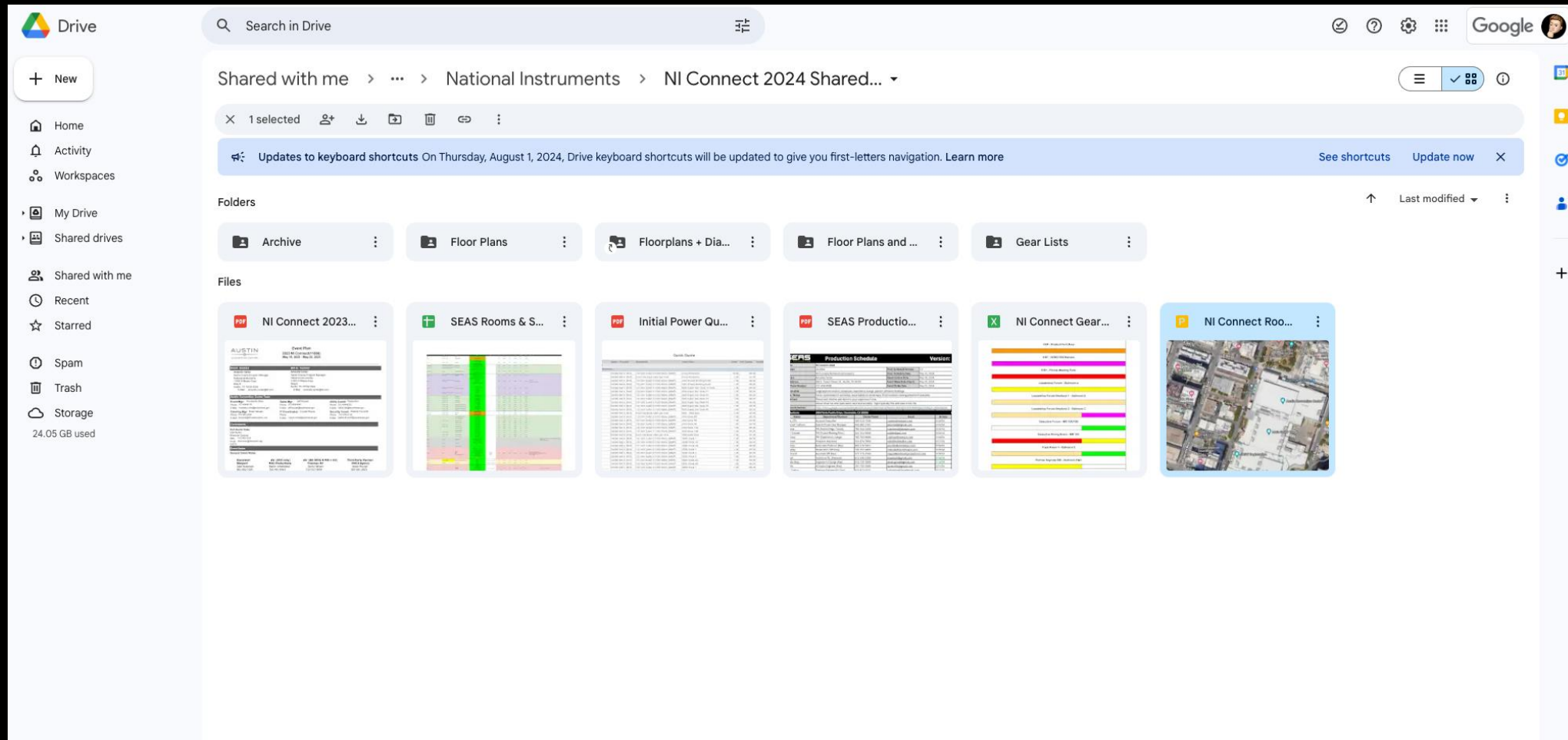


SEAS PRO

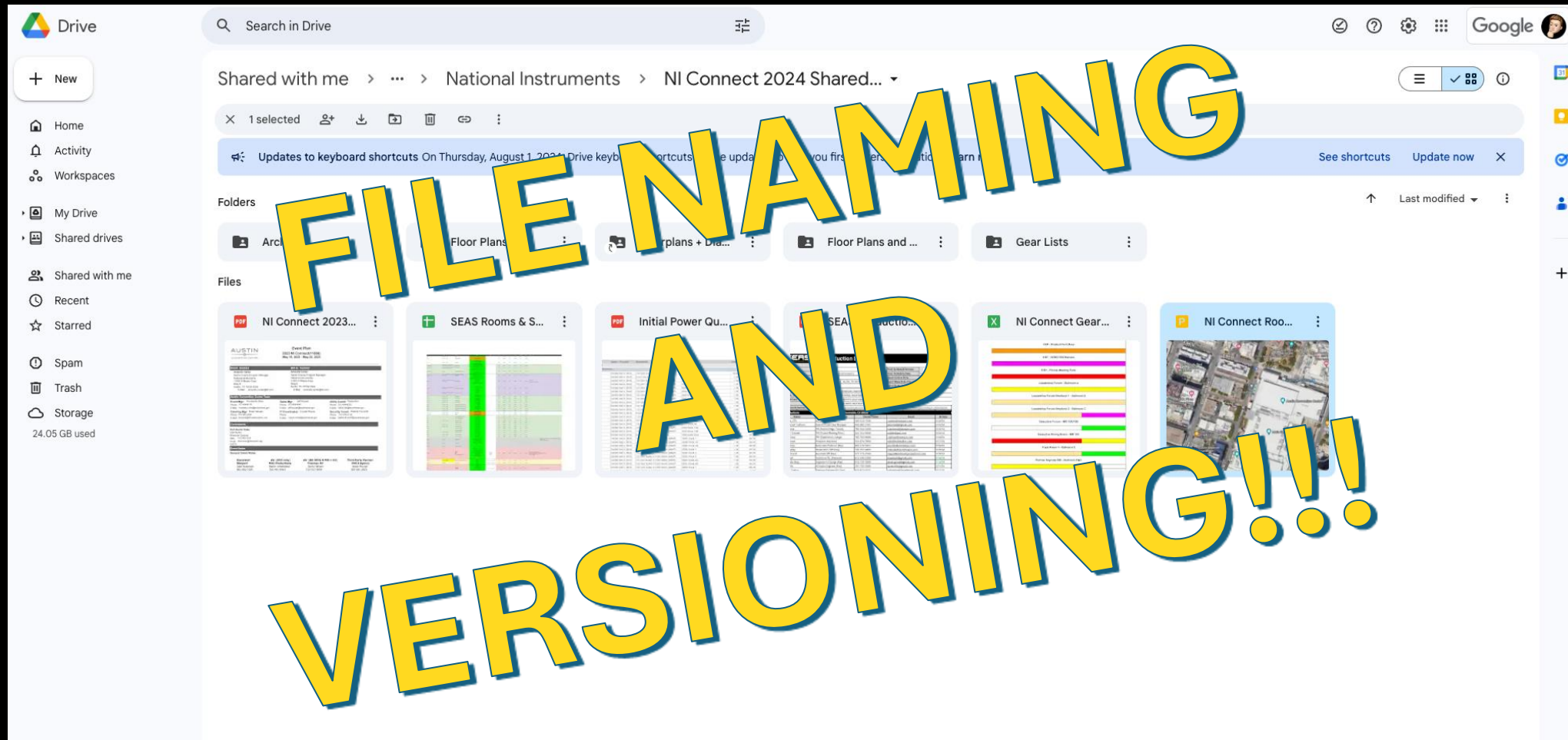
WWW.SEASPRO.COM

t.peters@seaspro.com

COMMUNICATION MANAGEMENT



COMMUNICATION MANAGEMENT



COMMUNICATION MANAGEMENT

The middle screenshot displays a table of files in Google Drive:

Name	Date	Type	Size	Tags
IMG_0532	3/22/2014 4:10 PM	PNG image	2,417 KB	
IMG_0623	11/7/2014 4:30 PM	JPEG image	1,097 KB	
IMG_0626_2	11/7/2014 4:19 PM	JPEG image	915 KB	
IMG_0633	11/7/2014 4:30 PM	JPEG image	469 KB	
IMG_2365	6/22/2015 1:06 PM	QuickTime Movie	27,460 KB	
IMG_2366	6/22/2015 1:53 PM	QuickTime Movie	48,062 KB	
IMG_2474	3/21/2014 5:34 PM	JPEG image	1,594 KB	
IMG_2477	3/21/2014 5:39 PM	JPEG image	1,554 KB	
IMG_2478	3/21/2014 5:39 PM	JPEG image	1,641 KB	
IMG_2514	3/22/2014 7:14 AM	JPEG image	1,667 KB	
IMG_2515	3/22/2014 7:14 AM	JPEG image	1,768 KB	
IMG_2517	3/22/2014 9:07 AM	QuickTime Movie	38,996 KB	
IMG_2519	3/22/2014 9:19 AM	JPEG image	1,201 KB	
IMG_2550	3/22/2014 12:50 PM	JPEG image	1,765 KB	
IMG_2552	3/22/2014 1:52 PM	QuickTime Movie	35,054 KB	
IMG_2561	3/22/2014 5:13 PM	JPEG image	1,575 KB	
IMG_2563	3/22/2014 5:42 PM	JPEG image	1,170 KB	
IMG_2566	3/22/2014 6:17 PM	JPEG image	1,986 KB	
IMG_2567	3/22/2014 6:17 PM	JPEG image	1,483 KB	
Jack's PPT	7/27/2015 1:59 PM	Microsoft PowerP...	11,697 KB	

COMMUNICATION MANAGEMENT

Name	Type	Size	Tags
Apollo 13- Houston, We've Got a Problem	MP4 Video	2,417 KB	
Apollo 13	MP4 Video	68 KB	
Berlitz German Coastguard	MP4 Video		
Go For Launch	MP4 Video		
Launch Delay	MP4 Video		
Launch Director Hold	MP4 Video		
Mission Control Liftoff	MP4 Video		
Space Shuttle FC	MP4 Video		
Space Shuttle TV	MP4 Video		
STS-133 Discovery - Launch Replays - Houston's Mission Control	MP4 Video		
STS-133 Launch Discovery HD	MP4 Video		
Technical Director - It's Just Rocket Science	MP4 Video		

Name	Date	Type	Size	Length
Apollo 13- Houston, We've Got a Problem	8/5/2015 2:22 PM	MP4 Video	100,796 KB	00:28:20
Apollo 13	8/6/2015 4:02 AM	MP4 Video	68,677 KB	00:00:56
Berlitz German Coastguard	8/18/2015 10:42 AM	MP4 Video	6,271 KB	00:00:40
Go For Launch	8/6/2015 3:35 AM	MP4 Video	52,735 KB	00:00:47
Launch Delay	8/6/2015 3:43 AM	MP4 Video	52,605 KB	00:00:44
Launch Director Hold	8/6/2015 3:31 AM	MP4 Video	43,222 KB	00:00:45
Mission Control Liftoff	8/6/2015 3:25 AM	MP4 Video	87,085 KB	00:01:10
Space Shuttle FC	8/6/2015 3:12 AM	MP4 Video	56,008 KB	00:00:55
Space Shuttle TV	8/6/2015 2:43 AM	MP4 Video	56,243 KB	00:00:55
STS-133 Discovery - Launch Replays - Houston's Mission Control	8/5/2015 12:32 PM	MP4 Video	113,582 KB	00:08:14
STS-133 Launch Discovery HD	8/5/2015 2:50 PM	MP4 Video	123,902 KB	00:08:48
Technical Director - It's Just Rocket Science	8/15/2015 3:15 PM	Microsoft PowerP...	370,546 KB	

IMG_2567	7/27/2015 1:59 PM
Jack's PPT	



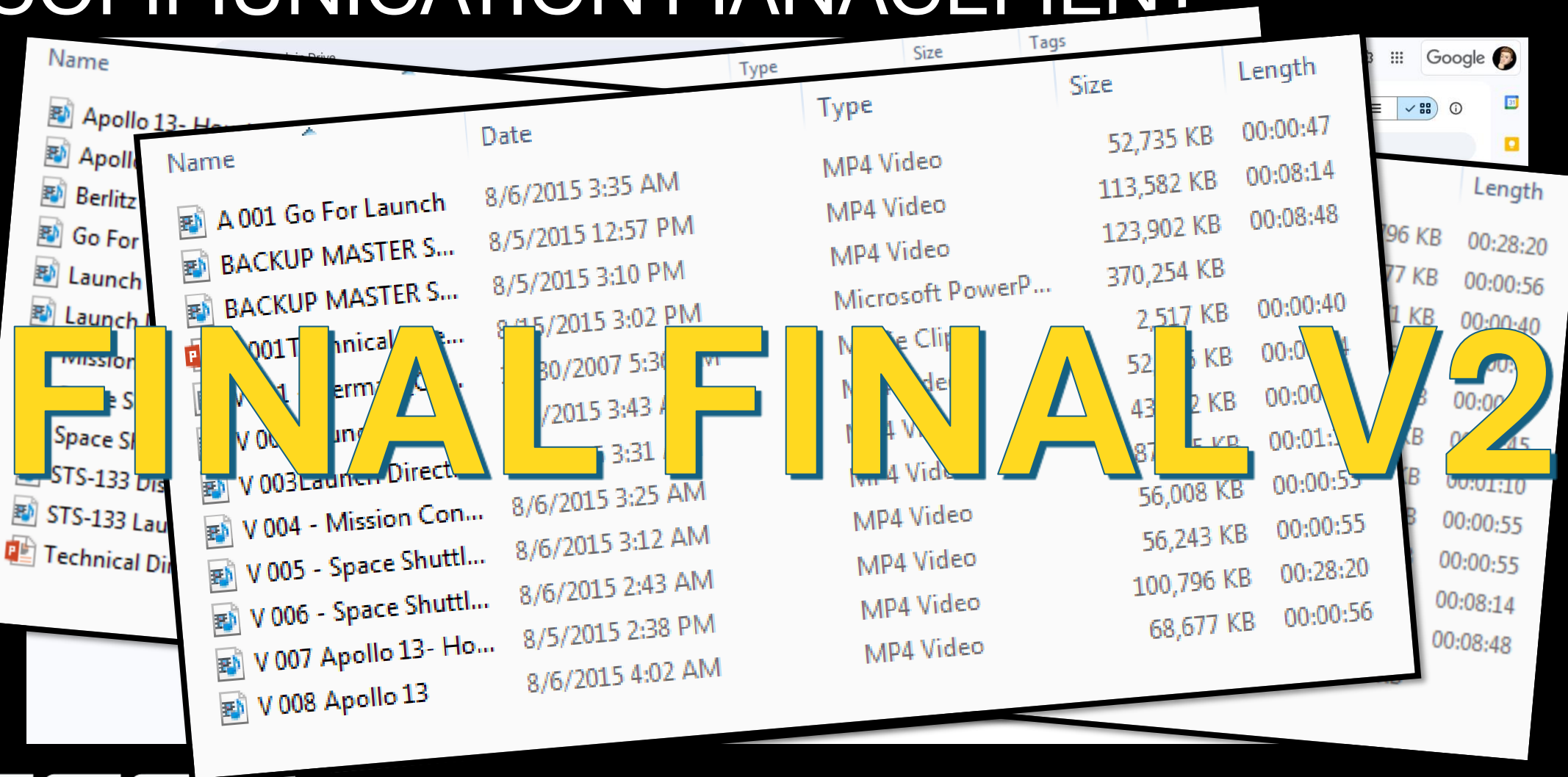
COMMUNICATION MANAGEMENT

Name	Type	Size	Tags
Apollo 13- Ho...			
Apollo 13- Ho...			
Berlitz			
Go For			
Launch			
Launch			
Mission C			
Space Shu			
Space Shu			
STS-133 Dis			
STS-133 Lau			
Technical Di			

Name	Date	Type	Size	Length
A 001 Go For Launch	8/6/2015 3:35 AM	MP4 Video	52,735 KB	00:00:47
BACKUP MASTER S...	8/5/2015 12:57 PM	MP4 Video	113,582 KB	00:08:14
BACKUP MASTER S...	8/5/2015 3:10 PM	MP4 Video	123,902 KB	00:08:48
P 001 Technical Dire...	8/15/2015 3:02 PM	Microsoft PowerP...	370,254 KB	
V 001 - German_Co...	10/30/2007 5:36 AM	Movie Clip	2,517 KB	00:00:40
V 002 Launch Delay	8/6/2015 3:43 AM	MP4 Video	52,605 KB	00:00:44
V 003 Launch Direct...	8/6/2015 3:31 AM	MP4 Video	43,222 KB	00:00:45
V 004 - Mission Con...	8/6/2015 3:25 AM	MP4 Video	87,085 KB	00:01:10
V 005 - Space Shuttl...	8/6/2015 3:12 AM	MP4 Video	56,008 KB	00:00:55
V 006 - Space Shuttl...	8/6/2015 2:43 AM	MP4 Video	56,243 KB	00:00:55
V 007 Apollo 13- Ho...	8/6/2015 2:38 PM	MP4 Video	100,796 KB	00:28:20
V 008 Apollo 13	8/6/2015 4:02 AM	MP4 Video	68,677 KB	00:00:56

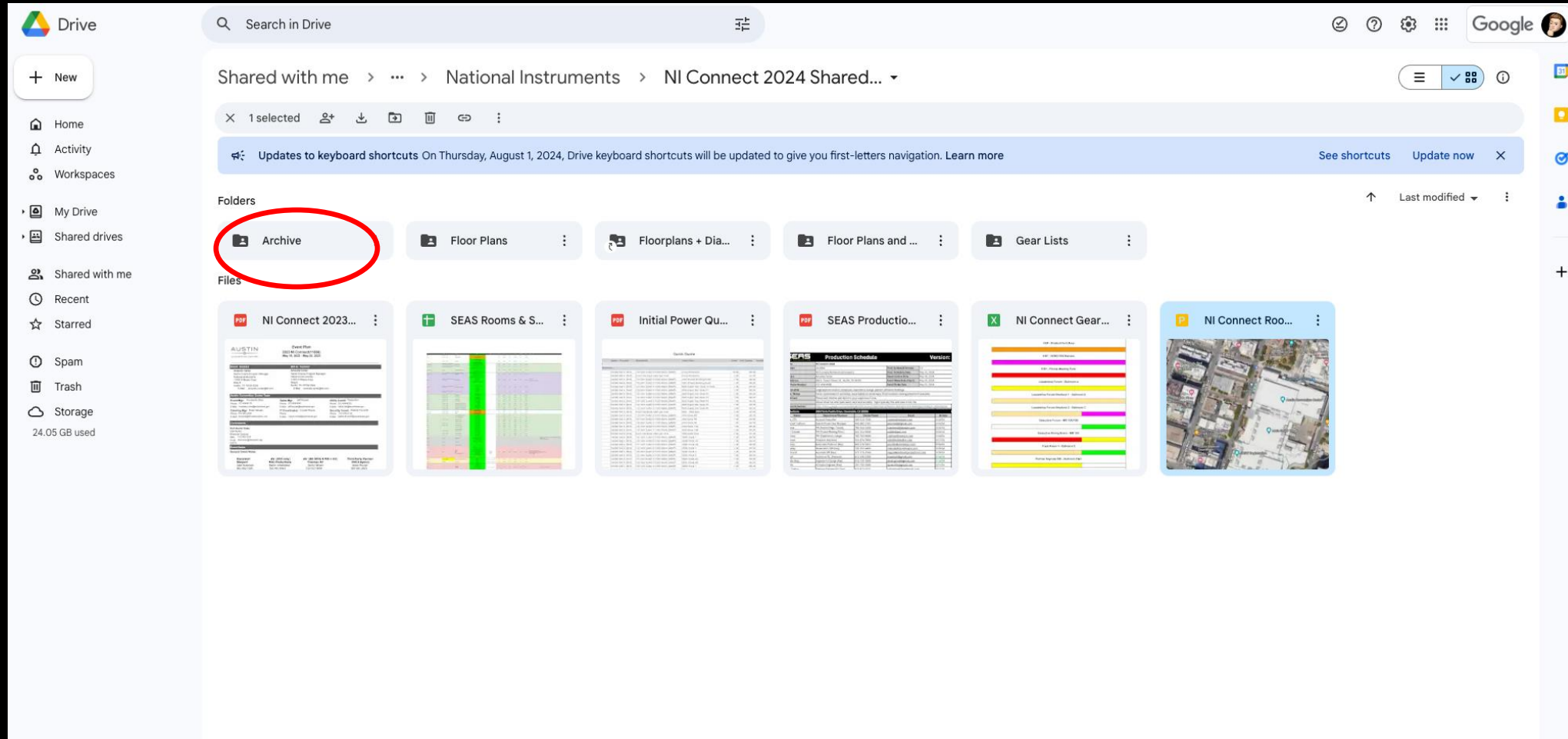
Length
96 KB 00:28:20
77 KB 00:00:56
1 KB 00:00:40
5 KB 00:00:47
KB 00:00:44
KB 00:00:45
B 00:01:10
B 00:00:55
00:00:55
00:08:14
00:08:48

COMMUNICATION MANAGEMENT



Name	Type	Size	Length
A 001 Go For Launch	MP4 Video	52,735 KB	00:00:47
BACKUP MASTER S...	MP4 Video	113,582 KB	00:08:14
BACKUP MASTER S...	MP4 Video	123,902 KB	00:08:48
001 Technical	Microsoft PowerP...	370,254 KB	
V 003 Launch Direct...	MP4 Video	2,517 KB	00:00:40
V 004 - Mission Con...	MP4 Video	52,735 KB	00:00:47
V 005 - Space Shuttl...	MP4 Video	43,12 KB	00:00:47
V 006 - Space Shuttl...	MP4 Video	87,15 KB	00:01:10
V 007 Apollo 13- Ho...	MP4 Video	56,008 KB	00:00:55
V 008 Apollo 13	MP4 Video	56,243 KB	00:00:55
	MP4 Video	100,796 KB	00:28:20
	MP4 Video	68,677 KB	00:00:56

COMMUNICATION MANAGEMENT



**The show
doesn't go on
because it's
ready; it goes
on because it's
11:30**

- Lorne Michaels

Creator / Producer Saturday Night Live



REAL WORLD AV & PRODUCTION HACKS FOR LIVE EVENTS

- Understanding the complexity of Live Event Production
- Real-World Examples & Case Studies
- Navigating the Production Process & Cost Savings
- Crisis Management During Live Events
- Creating Engaging Experiences
- Role of the Show Caller and Stage Manager
- Role of the Production Manager & Collaborating with Other Vendors
- Q&A

Crisis Management

- Fire
- Active Shooter
- Environmental Impacts
- Travel Impacts
- Volcano
- Use your production partner!

Crisis Management

- Video doesn't play
- Microphone fails
- Keynote speaker doesn't show up
- Don't have the current presentation
- Don't have the current script / program

Crisis Management

- Pre-show Rehearsals (In-person & Virtual)
- Technical Rehearsals (In-person & Virtual)
- Talent Rehearsals (In-person & Virtual)
- Production (Dress) Rehearsals (In-person & Virtual)
- Paper Tech Rehearsal (In-person & Virtual)
- Go or No Go for all Elements (In-person & Virtual)



Case Study – New Years Eve 2017



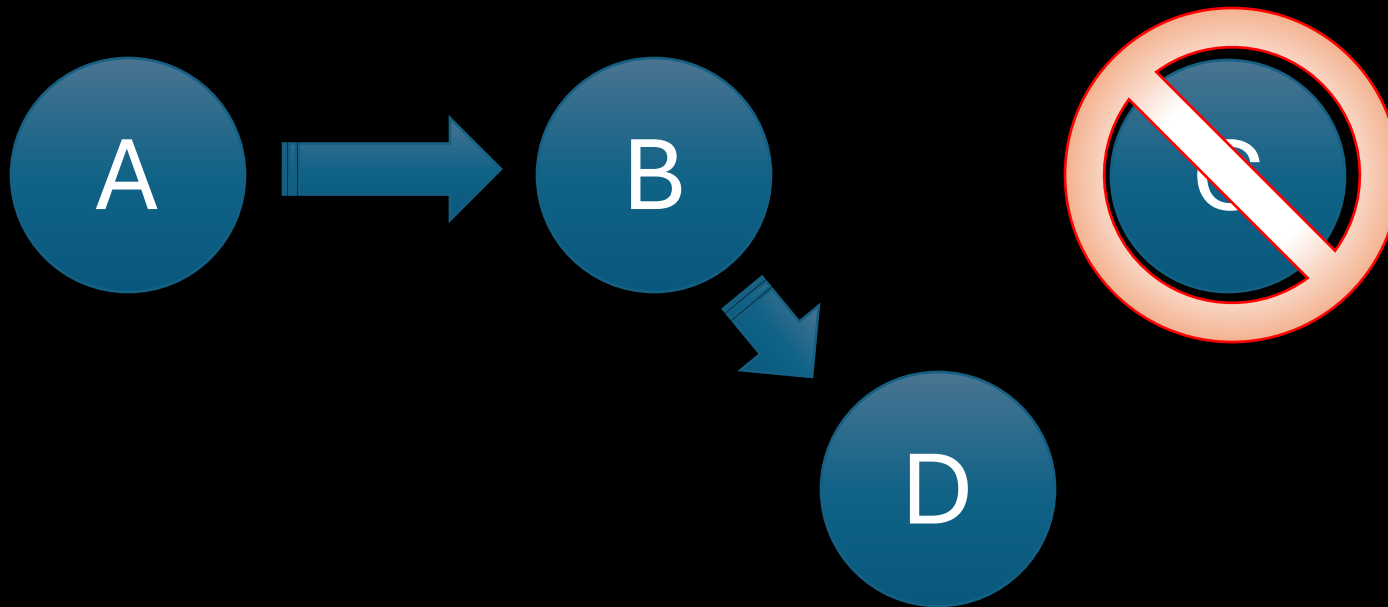
Critical Chain Project Management (GANTT)



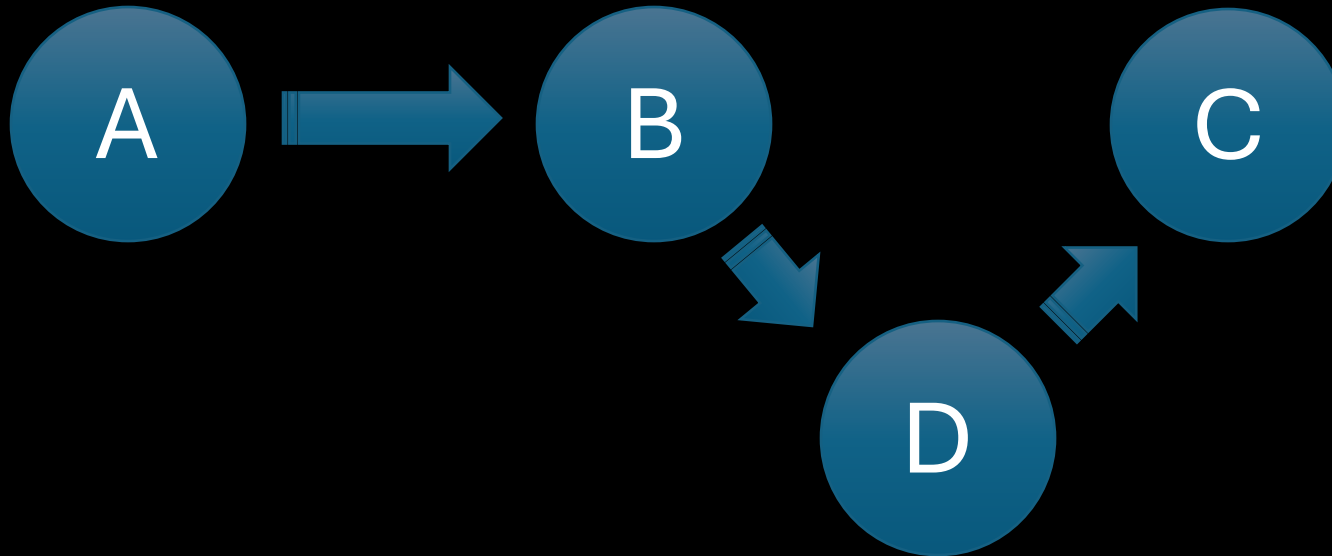
Critical Chain Project Management (GANTT)



Critical Chain Project Management (GANTT)



Critical Chain Project Management (GANTT)



MANAGING OUTSIDE VARIABLES

TYPES OF OUTSIDE VARIABLES THAT CAN IMPACT YOUR EVENT

- Weather
 - Load-in / out
 - Trucking
 - Opening / closing (Building Access)
 - Flights
 - Crews / Talent (Entertainment Acts, CEO, Keynote Speaker, Client)
- Power / Internet Outage
- Labor / Economic Challenges

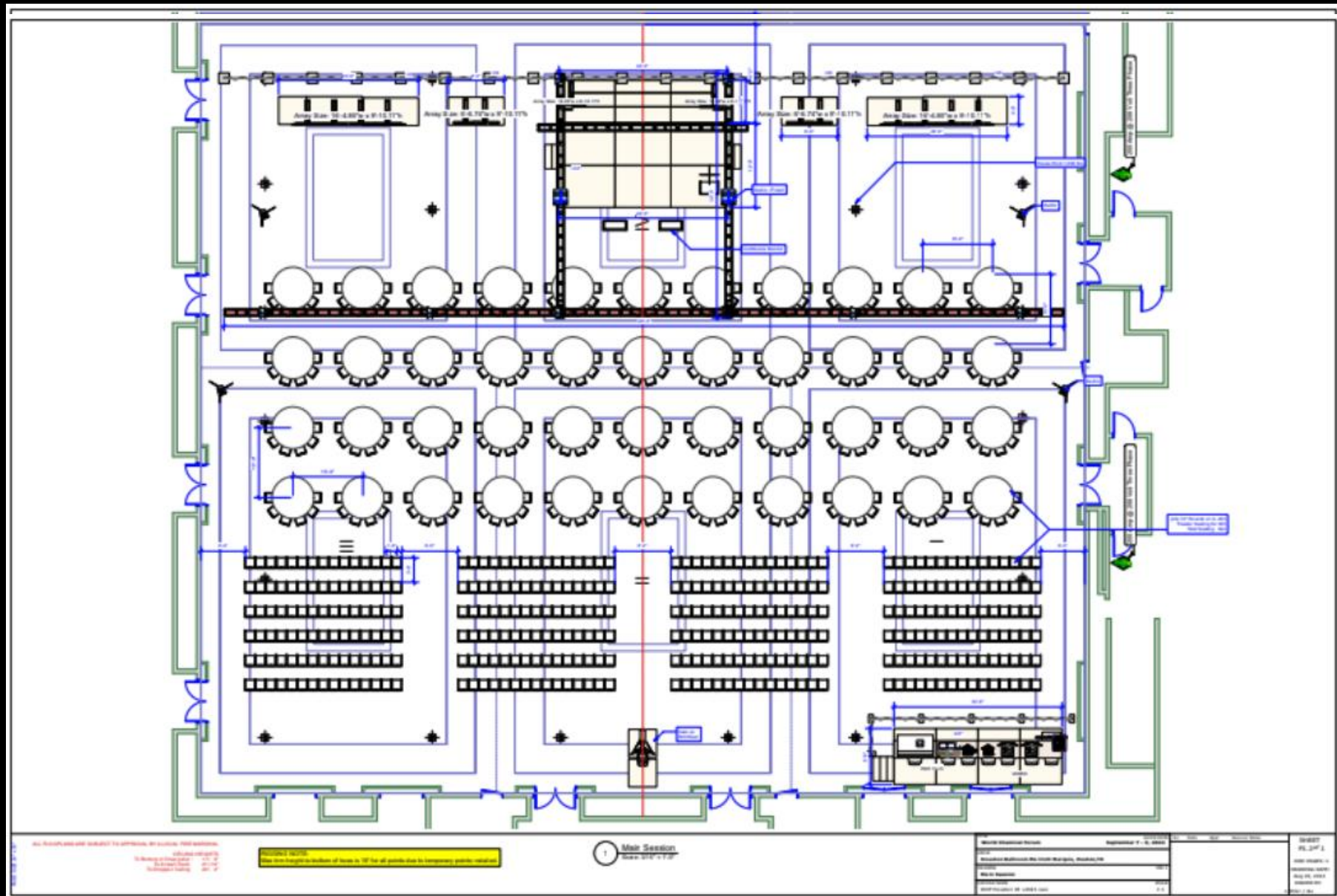
REAL WORLD AV & PRODUCTION HACKS FOR LIVE EVENTS

- Understanding the complexity of Live Event Production
- Real-World Examples & Case Studies
- Navigating the Production Process & Cost Savings
- Crisis Management During Live Events
- Creating Engaging Experiences
- Role of the Show Caller and Stage Manager
- Role of the Production Manager & Collaborating with Other Vendors
- Q&A

Creating Engaging Experiences

- How do we get to your vision?
- Who + What + Why + Where = How?
- INSIDE: Style guides, fonts, look books, color schemes
- OUTSIDE: Other events, televised programs, media
- Location of the event and time of year
- Diagrams, floorplans, sketches, napkins, scraps of paper
- Artificial Intelligence in Production Design







World Chemical Forum



World Chemical Forum





World Chemical Forum 2024

Presented by
CHEMICAL MARKET ANALYTICS OPIS



World Chemical Forum 2024

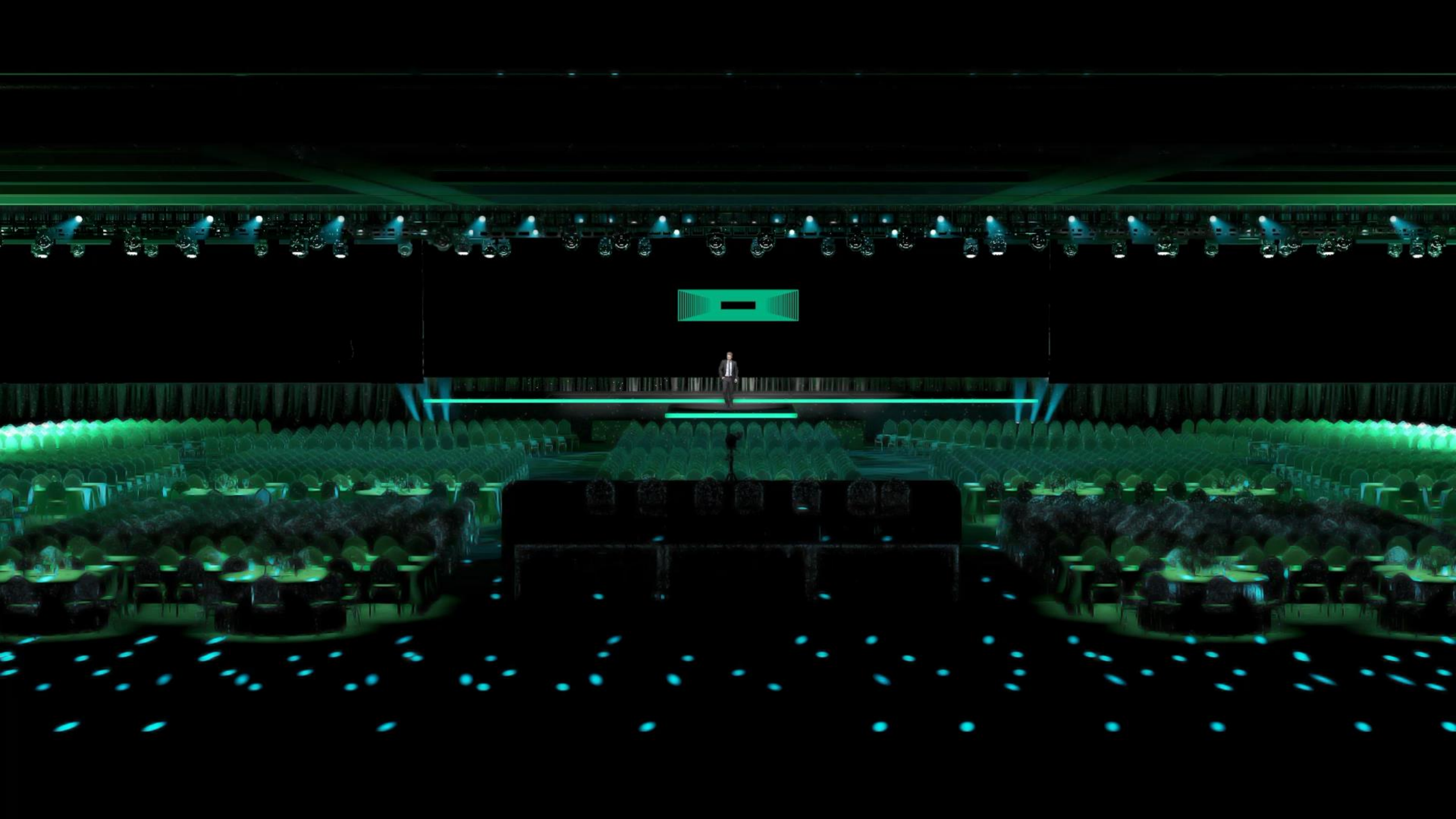


World Chemical Forum 2024

Presented by
CHEMICAL MARKET ANALYTICS OPIS



Case Study – NI Connect 2024











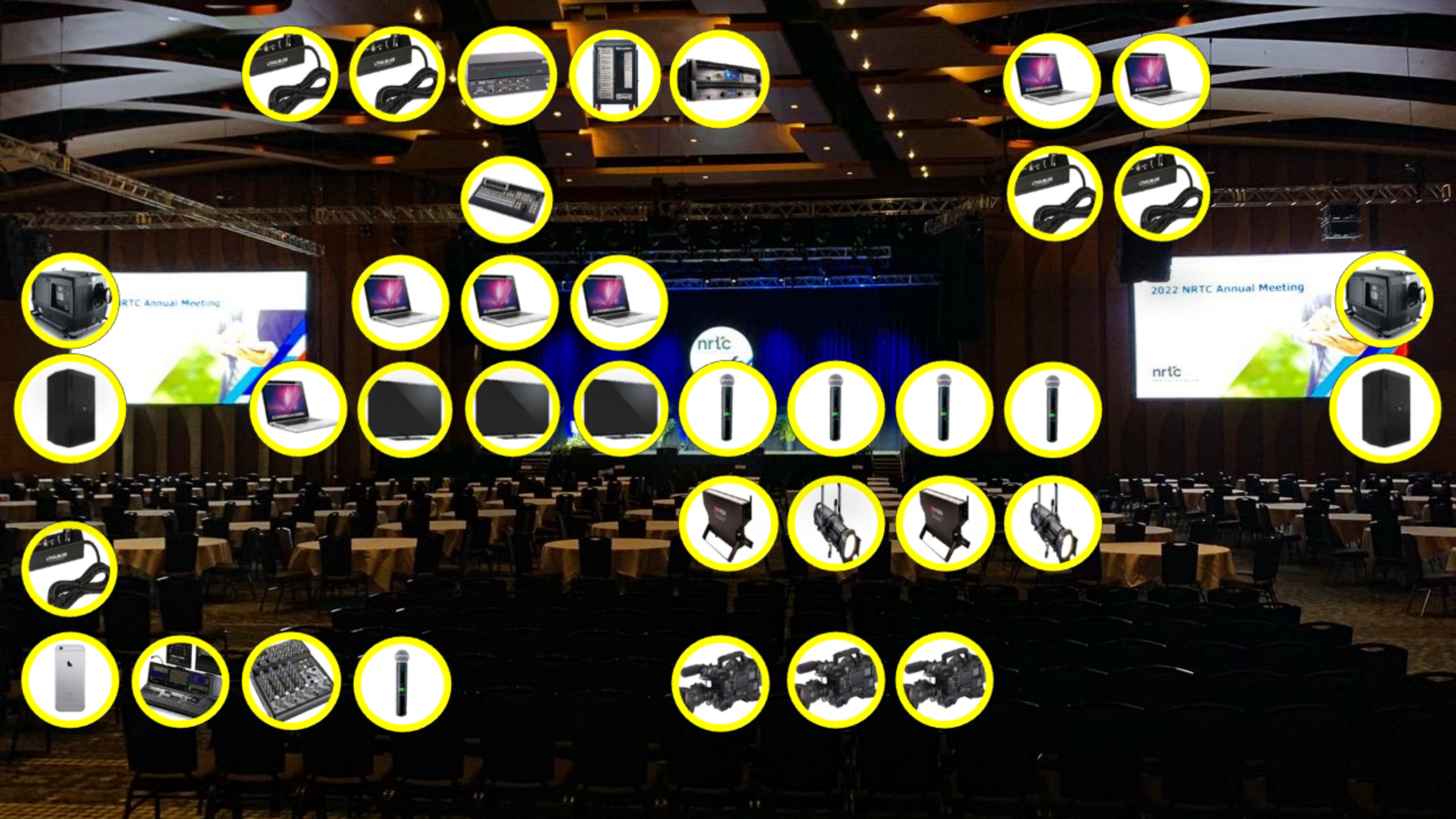


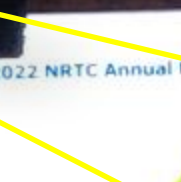
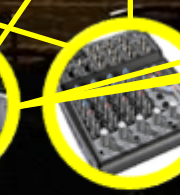
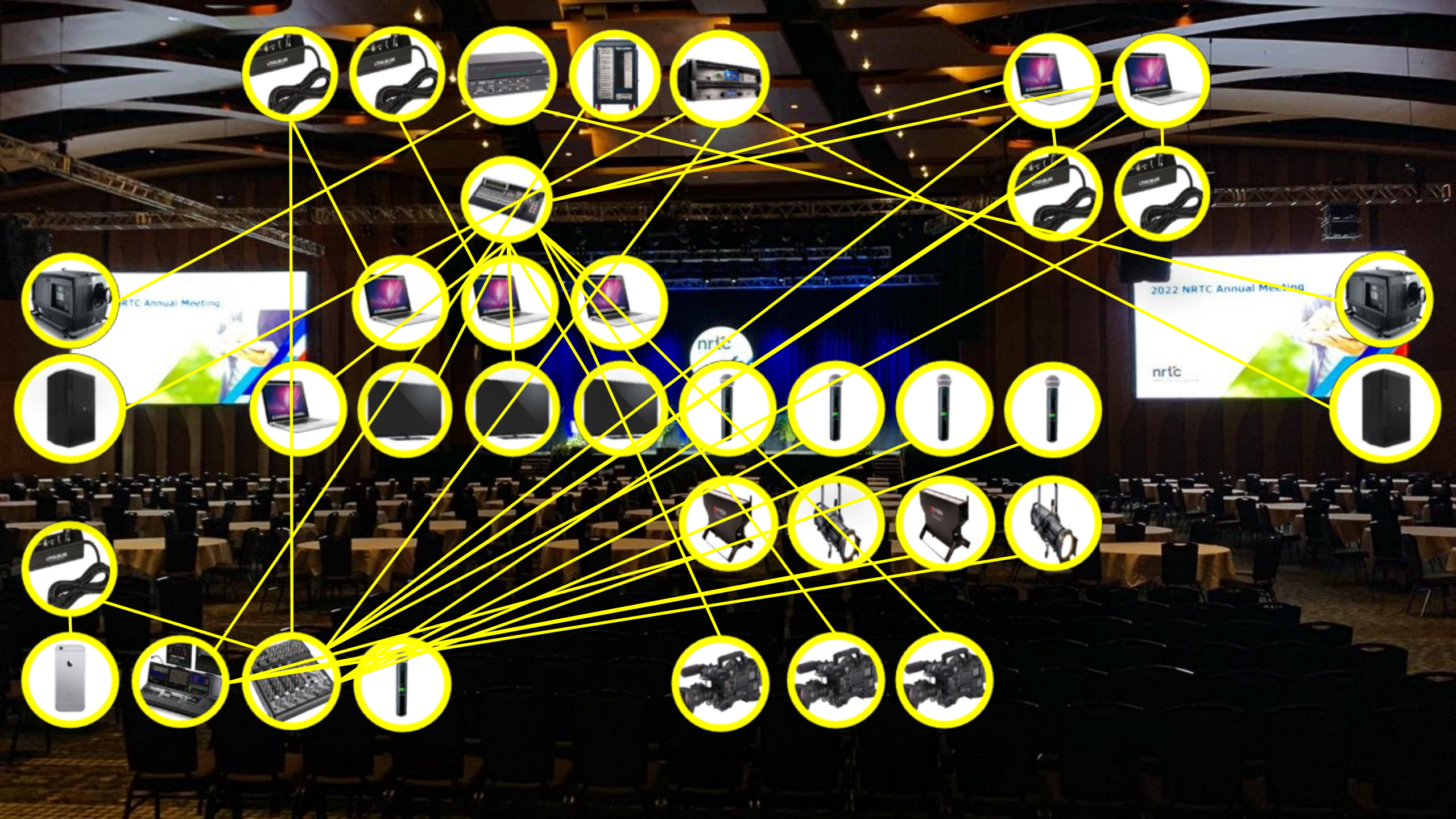
REAL WORLD AV & PRODUCTION HACKS FOR LIVE EVENTS

- Understanding the complexity of Live Event Production
- Real-World Examples & Case Studies
- Navigating the Production Process & Cost Savings
- Crisis Management During Live Events
- Creating Engaging Experiences
- Role of the Show Caller and Stage Manager
- Role of the Production Manager & Collaborating with Other Vendors
- Q&A

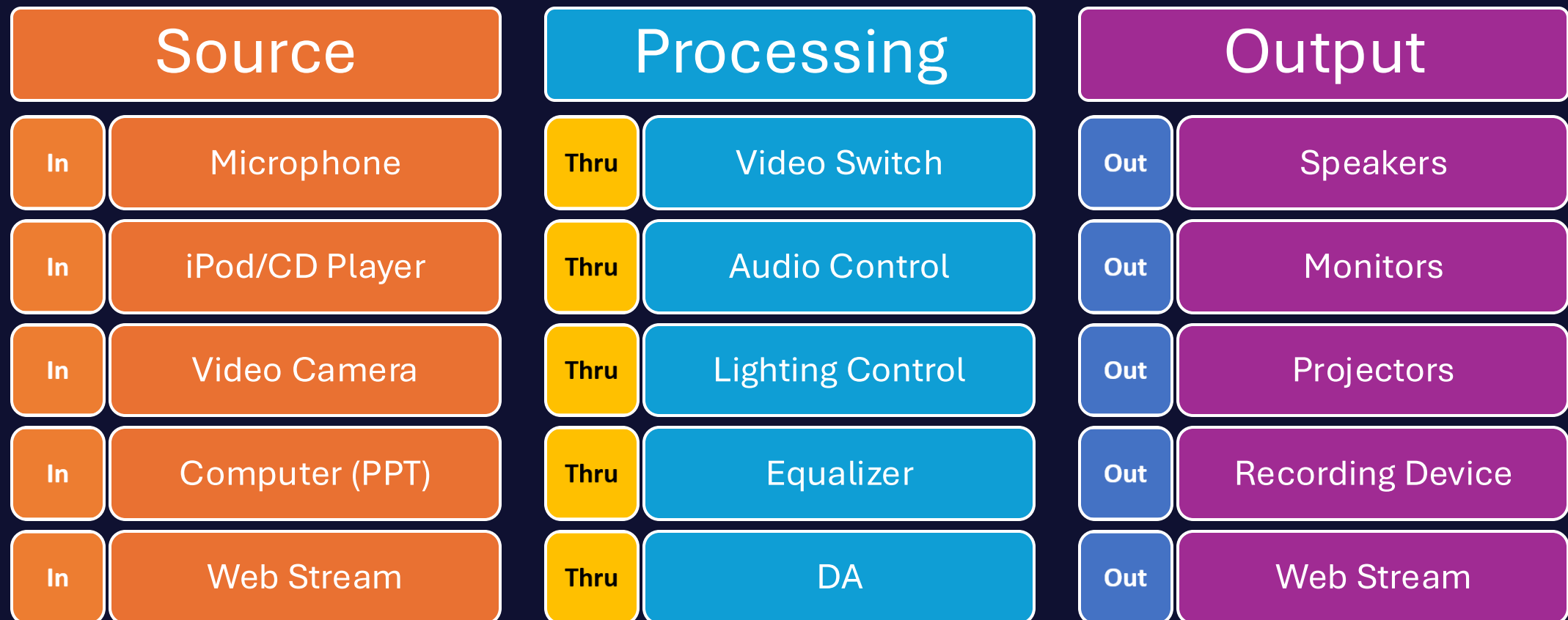
Role of the Show Caller and Stage Manager

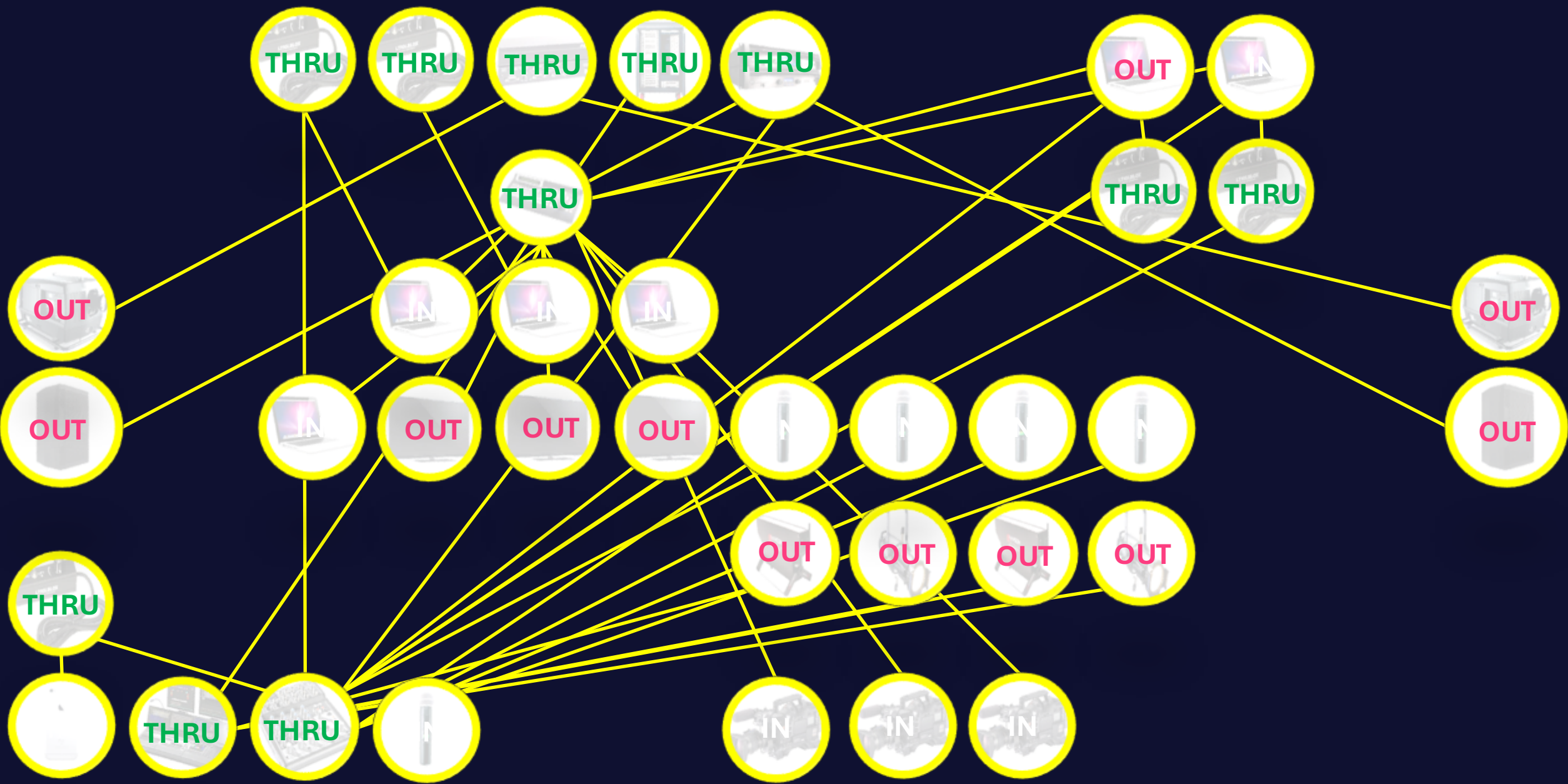
- Defines the technical strategy for an event and leads the event design
- Hires and/or manages the AV team
- Manages the on-stage talent and show assets (videos, music, slides, etc.)
- Interprets contracts, riders, guidelines
- Leads the main stage pre-production and Critical Path Project Management
- Directs (calls) the show elements and camera direction*



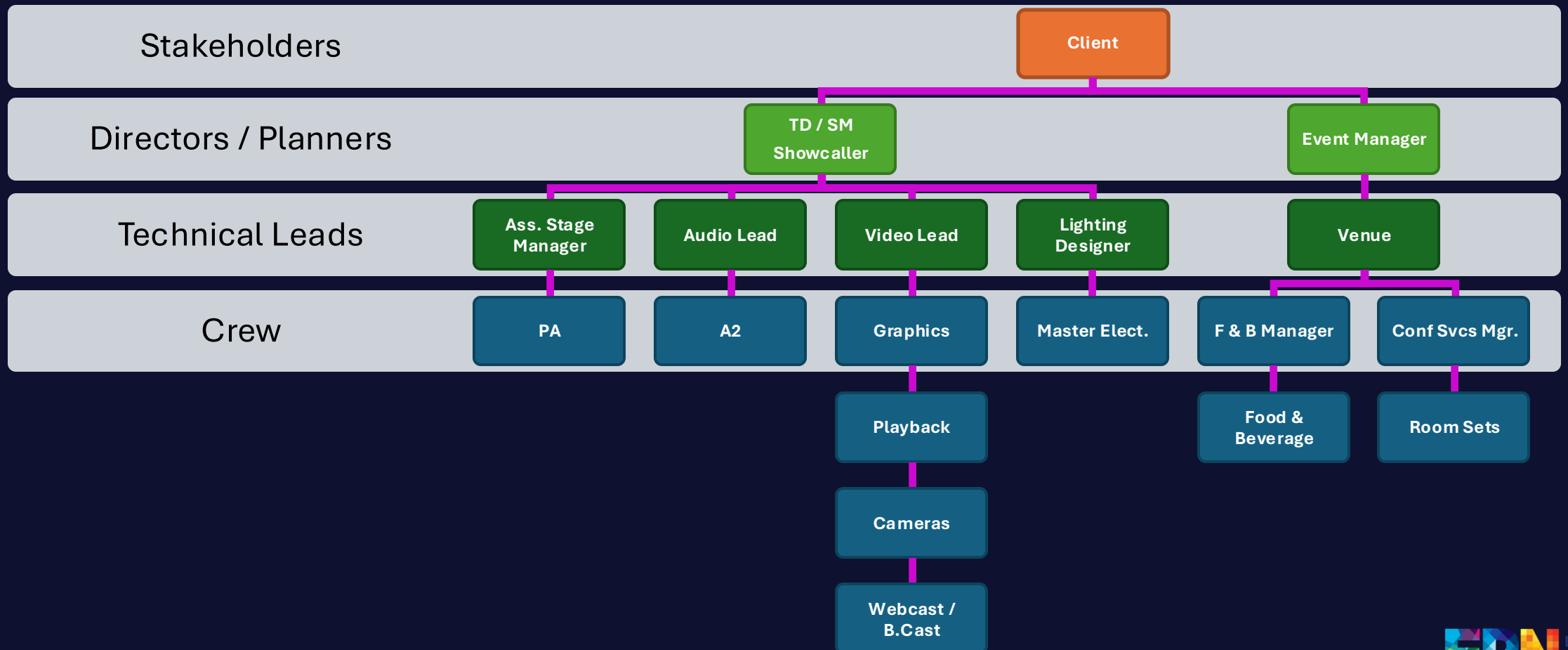


There are only **THREE** types of AV Equipment...





Managing the THREE types of AV Equipment...



			Technical Director:	Troy Peters		Tech Riser:	Name	
			Audio Engineer:	Name		Stage Manager:	Name	
			Video Engineer:	Name		Floor Manager:	Name	
			Lighting Director:	Name				
Time	Activity	Cue	Video	Graphics	Lighting	Audio	Program/Notes	Minutes
	Set up						STAGE SET: Historic popup backdrop on stage, (1) podium with Tucson podium rim and sign.	
1:00 PM	Record VOGs						[NAME] records VOGs	
2:00 PM	All Staff Meeting						Meet in Foyer	
2:00 PM	Test AV Presets, Videos, Graphics						Kim and AV Team test all videos, PPTs, set lighting scenes, and go through cues.	
2:30 PM	Sound/PPT Check - Ari Sacher			Speaker PC Laptop			Speakers and Keynote sound and PPT Check	
3:00 PM	AV Team Lunch Break						AV Team takes hour lunch - onsite	
	DANTE Staff Meeting						Meet in Foyer	
3:30 PM	Bomb Sweep						All staff must clear ballroom	
	DANTE Staff on Radios						DANTE Site Team, TD, and Banquet Captain on radio	
4:00 PM	Rehearsals Start							
4:45 PM	Registration Opens					iPod UP in reception	Reception in foyer with iPod for music	
4:50 PM	Final Cue-to-Cues						Confirm Doors/Cue-to cues Stage Manager Check: (1) Podium with rim, water bottles at podium Floor Manager Check: Confirm table numbers, seat counts, pledgecard bags and reserved signs	

5:00 PM	Doors	1		Slideshow Loop.ppt	Walk in/out look	iPod UP	Doors to Ballroom Open	
5:50 PM	VOG 1	2				VOG (iPod Down then back up after announcement)	VOG: "Ladies and Gentlemen, please find your seats and remember to silence your cell phones. Our program will begin in 10 minutes."	
	Floor Manager						Bring Deanna Everchick and Alma Hernandez backstage.	
5:55 PM	VOG 2	3		Logo Slide.ppt		VOG (iPod Down then back up after announcement)	VOG: "Ladies and Gentlemen, please find your seats and remember to silence your cell phones. Our program will begin in 5 minutes."	PS 5:00
	Countdown Clock	4	COUNTDOWN CLOCK - 5:00		Video Preset (yellow) dim lights at last 30 seconds	Video UP	Countdown Clock Plays	PS 5:00
5:57 PM	VOG 3	5			Flicker Lights if needed	VOG (iPod Down then back up after announcement)	VOG: "Ladies and Gentlemen, please find your seats and remember to silence your cell phones. Our program will begin in just a few moments."	PS 3:00
6:00 PM	PROGRAM BEGIN VOG 4	6		Logo Slide		Video DOWN, VOG Up	VOG: "Ladies and Gentlemen, remember to turn off your cell phones. Tonights program is off the record and closed to the press. Our program will now begin."	
	VIDEO: "NOW IS THE TIME"	7	Now is the time.mov		Video Preset (blue) - house lights dark			0:00:40
	Brianna						Service Staff Clears the Floor	
6:00 PM	VOG 5	8		Logo Slide.ppt		VOG Up	VOG: "Please Rise for the Star Spangled Banner."	
	VIDEO: "National Anthem"	9	National Anthem.mov		Video Preset (Red, White, Blue) - house lights dark		National Anthem video plays	0:01:45

	stage manager	11		Be Seated.ppt			Be Seated PPT	
6:04 PM	VOG 6	12		Logo Slide.ppt	UP: Show house lights	VOG Up	VOG: "Ladies and Gentlemen, please welcome DANTE Activist, [NAME]"	
	WELCOME:	13	IMAG			Podium Mic UP	[NAME] delivers welcome remarks	0:05:00
	Floor Manager						Bring Wayne Klitofsky Backstage	
	stage manager	14		Logo Slide.ppt			Deanna Exits stage right	
6:04 PM	VIDEO: "I AM DANTE"	12	I am DANTE.mov		Video Preset (blue and pink) -house lights dark	Video UP	"I am DANTE" Video plays: Room/stage almost completely dark (slight glow on backdrops)	0:01:00
	stage manager						[NAME] enters STAGE LEFT under darkness when video starts and goes to podium	
6:05 PM	VOG 7	13		"I am DANTE" logo	Show Preset	VOG UP	VOG: "Ladies and Gentlemen, please welcome DANTEC student activist, [NAME]"	
	Remarks	14	IMAG			Podium Mic UP	[NAME] delivers remarks	0:05:00
	stage manager			Logo Slide			[NAME] Exits Stage Right	
6:10 PM	VIDEO: "Time of Change"	15	Time of Change.mov		Video Preset (Red) - house lights dark	Video UP	"Time of Change" video plays	0:02:11
	stage manager						[NAME] enters stage left 30 seconds out under darkness, goes to center podium.	
6:12 PM	VOG 8	16		Logo Slide	UP: Show house lights	VOG UP	VOG: "Ladies and Gentlemen, please welcome DANTE Southern Pacific Regional Director, [NAME]."	
	State of DANTE: [NAME]	17	IMAG			Podium Mic UP	[NAME] Delivers state of DANTE	0:15:00
6:27 PM	VOG 9 / PLEDGECARDS	18		Table Captain Slide.ppt	Pledgecard Preset - House lights UP	VOG UP	VOG: "Table Captains, please distribute your envelopes at this time."	0:04:00
	stage manager	19		Logo Slide.ppt			[NAME] exits stage right	
		20		Giving Level .ppt				

t.peters@seaspro.com

**The show
doesn't go on
because it's
ready; it goes
on because it's
11:30**

- Lorne Michaels

Creator / Producer Saturday Night Live





Case Study – Lush Cosmetics



Case Study – Lush Cosmetics

REAL WORLD AV & PRODUCTION HACKS FOR LIVE EVENTS

- Understanding the complexity of Live Event Production
- Real-World Examples & Case Studies
- Navigating the Production Process & Cost Savings
- Crisis Management During Live Events
- Creating Engaging Experiences
- Role of the Show Caller and Stage Manager
- Role of the Production Manager & Collaborating with Other Vendors
- Q&A

The Role of the Production Manager and Collaborating with Other Vendors

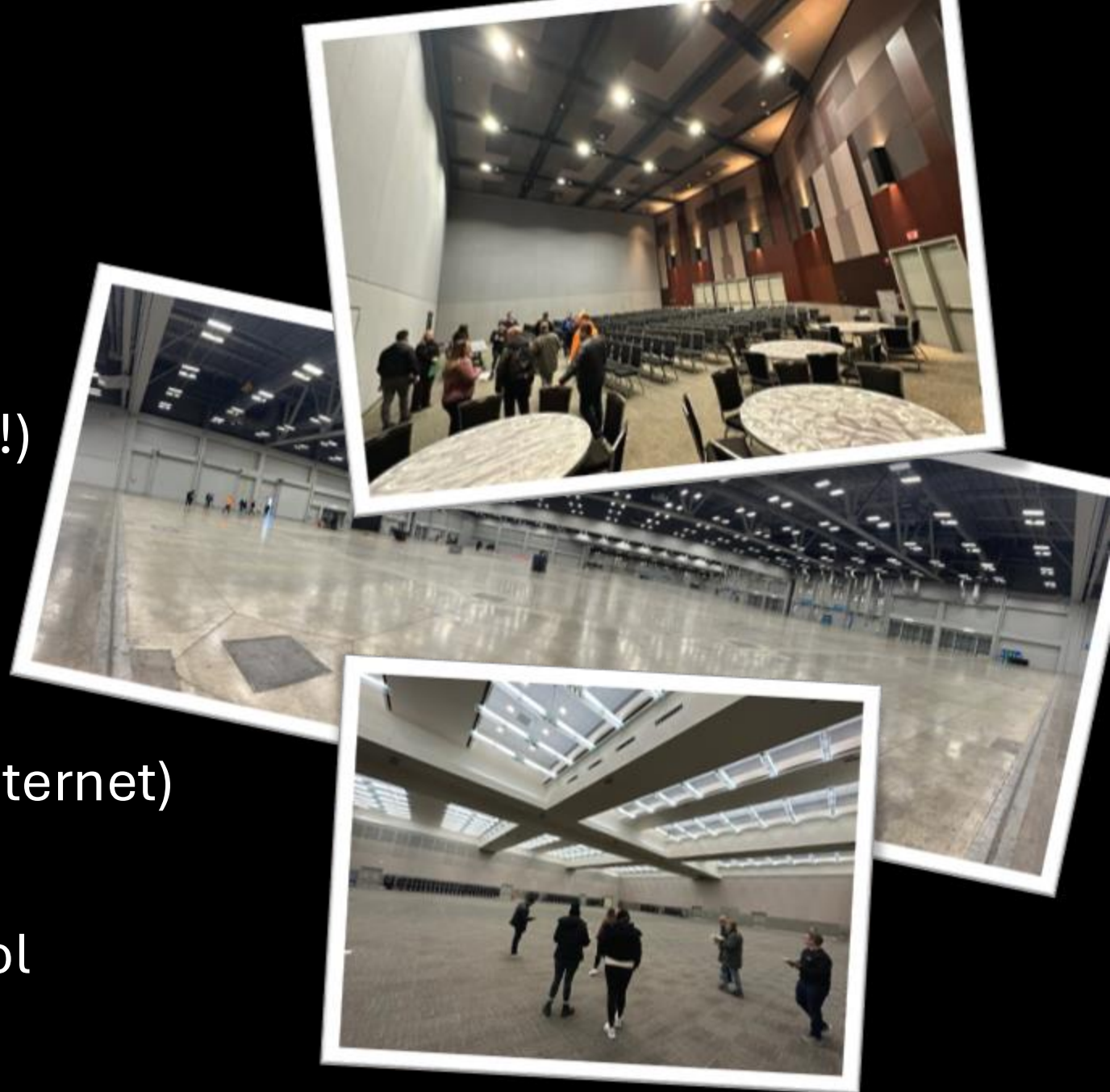
- The Production Manager (Project Manager) is your key to event success
- Oversees the onsite logistics, crewing, trucking, gear, and venue interaction
- Your collaborator for troubleshooting and ideas



PRODUCTION MANAGEMENT IS MORE THAN
JUST THE KEYNOTE (LARGE SCALE EVENTS)

PRE-PRODUCTION

- Budget / Scope Review
- Production Calls (Kickoff Call!)
- Site Visit
- Room Diagrams
- System Diagrams
- Submittals (Rigging, Power, Internet)
- Crewing, Travel, Logistics
- Scope Creep / Change Control



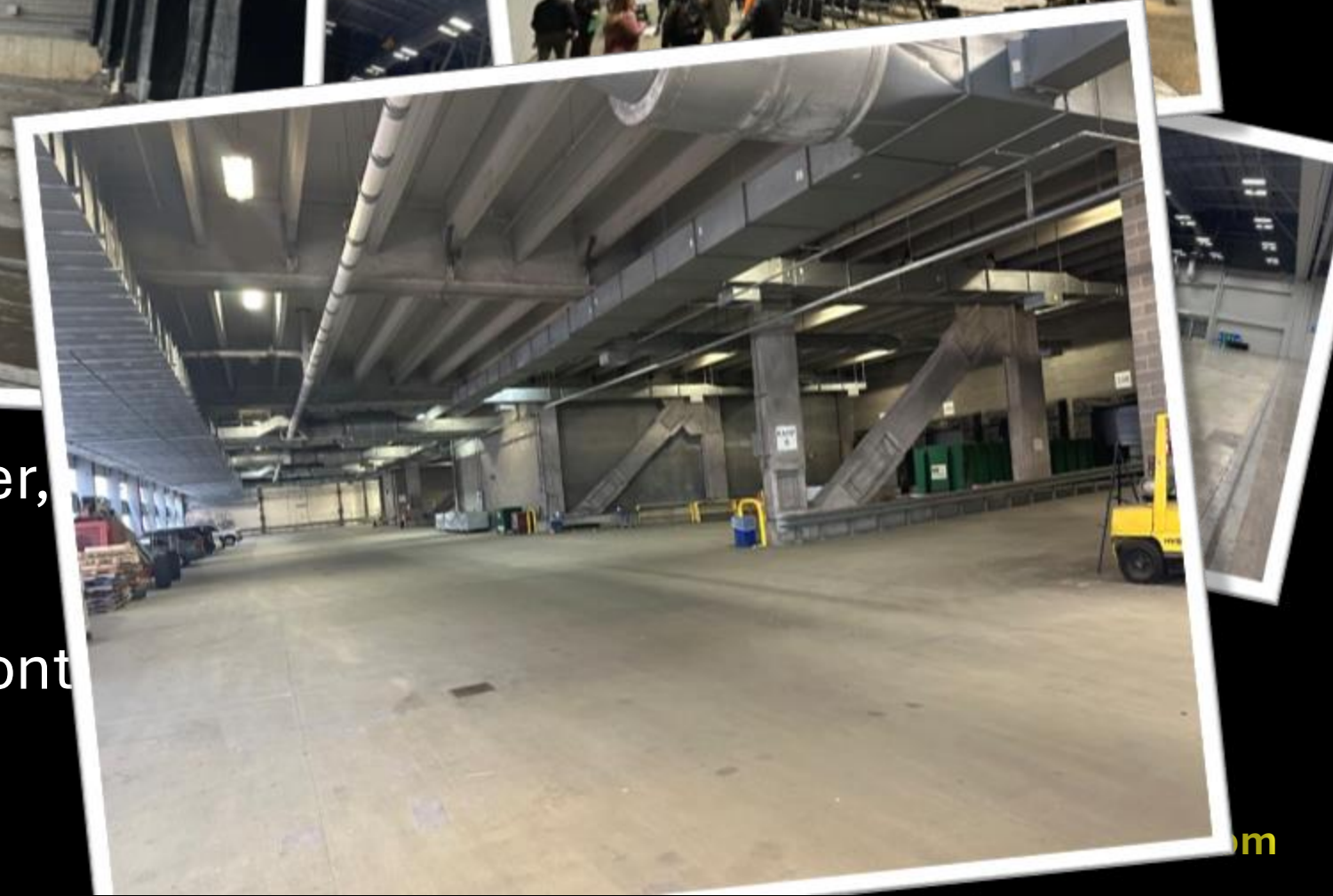
SEAS

WWW.SEASPRO.COM

t.peters@seaspro.com

PP

- B
- P
- S
- R
- System Diagrams
- Submittals (Rigging, Power,
- Crewing, Travel, Logistics
- Scope Creep / Change Cont

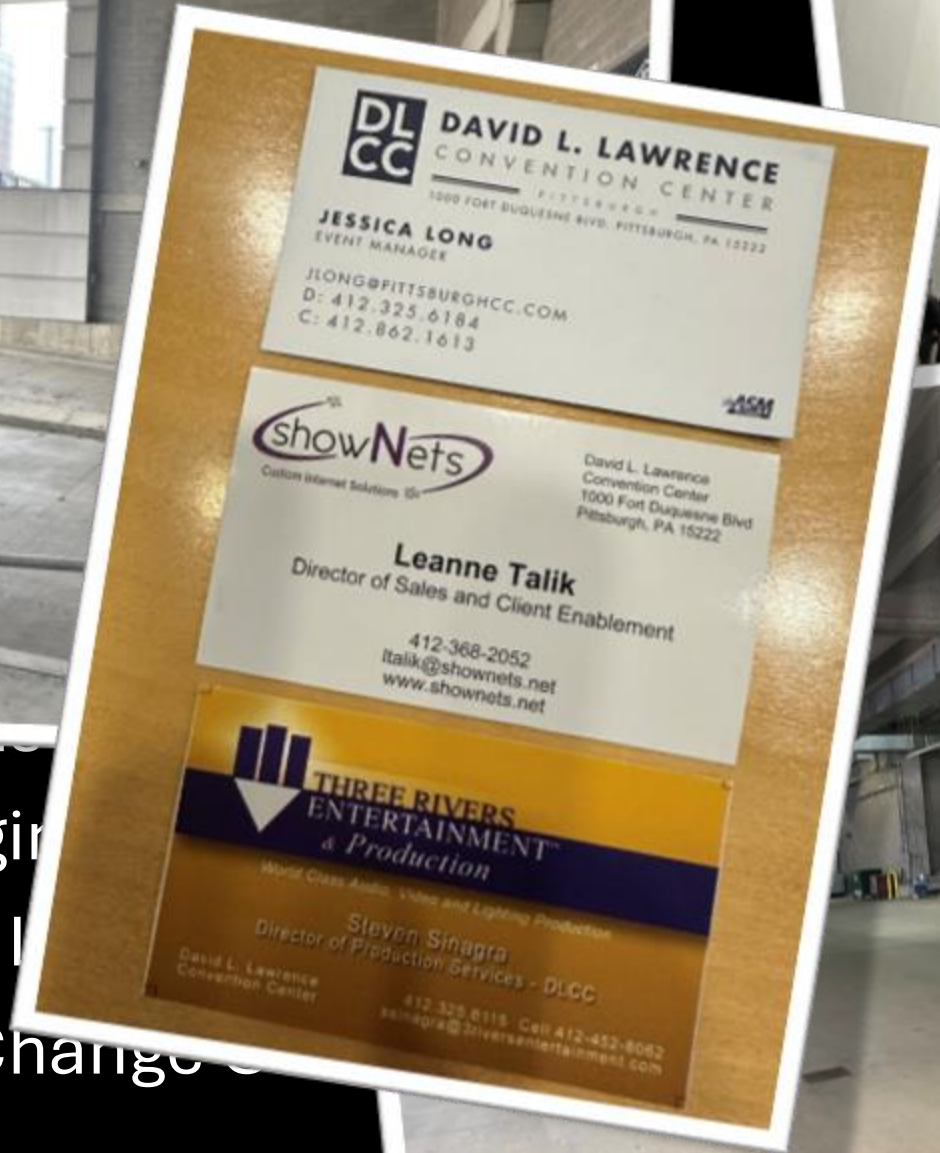


SEAS

WWW.SEASPRO.COM

PP

- Budget
- Production
- Scheduling
- Rigging
- System Diagrams
- Submittals (Rigging)
- Crewing, Travel, Insurance
- Scope Creep / Change Orders

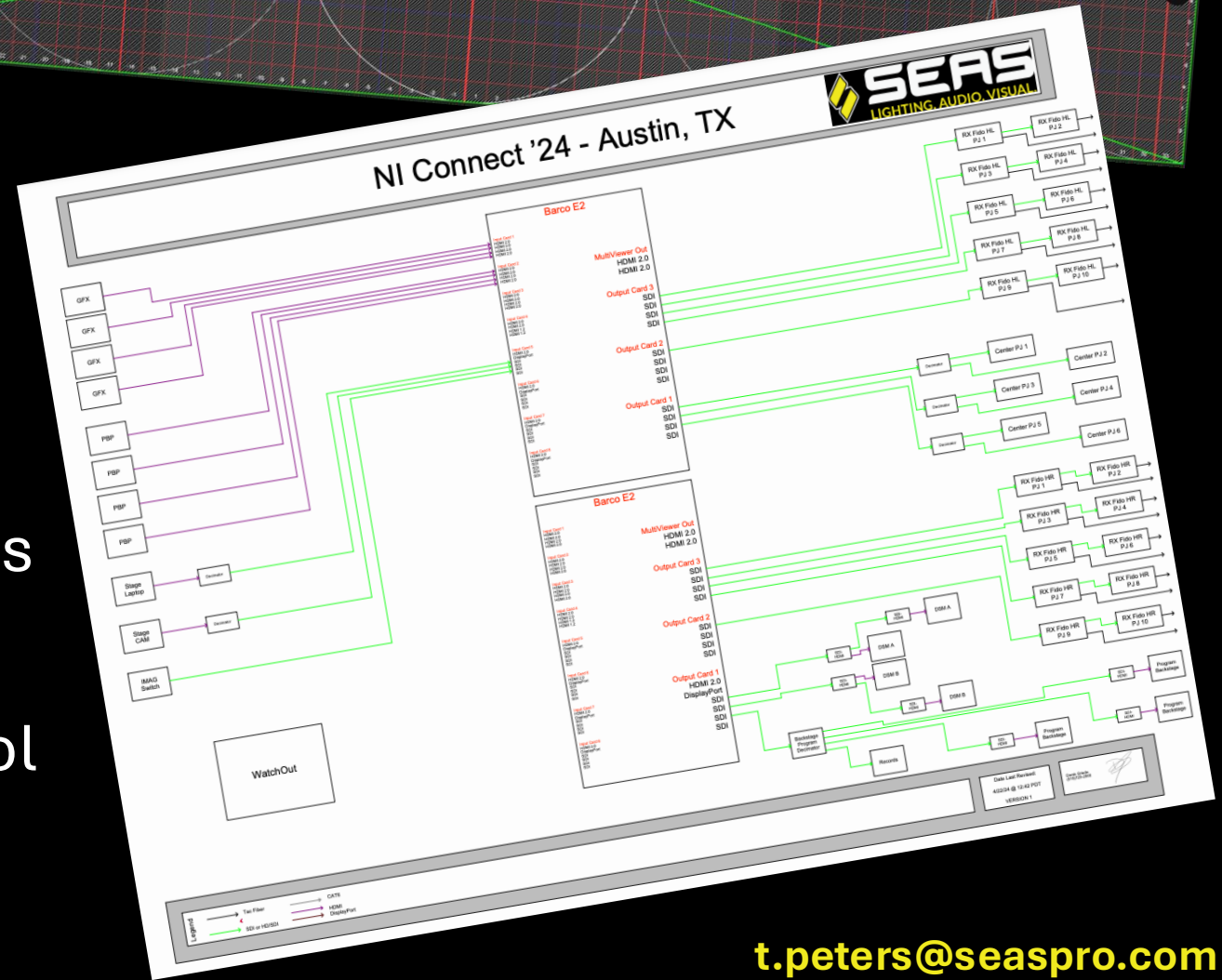
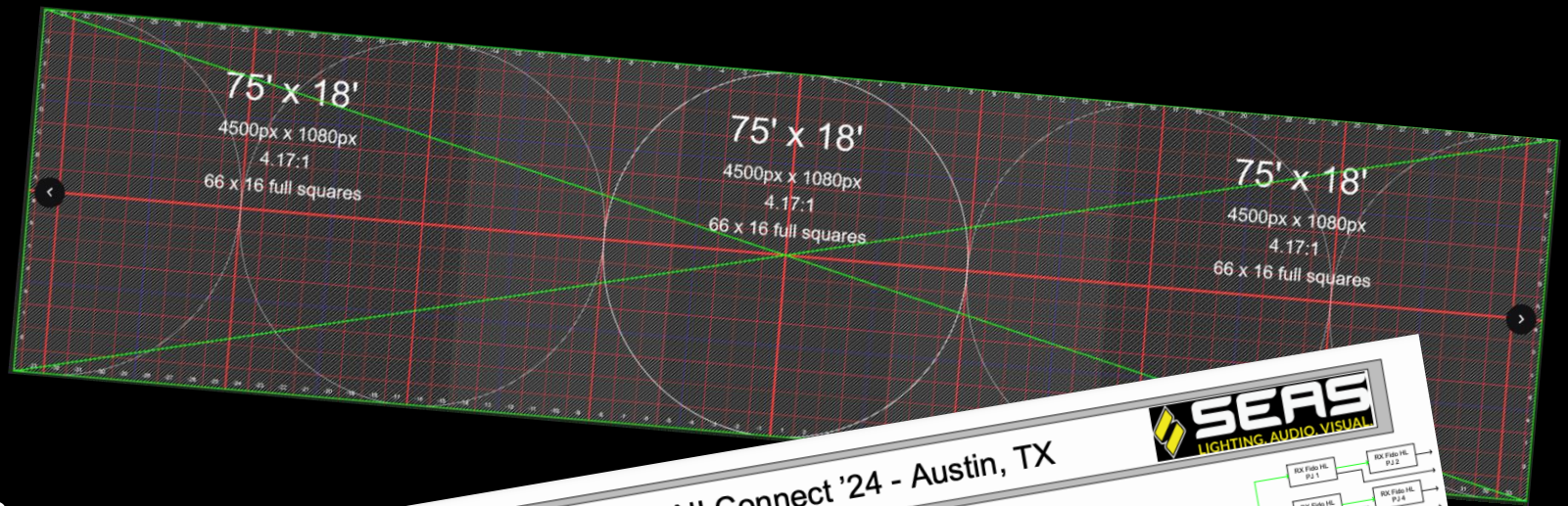


SEAS

WWW.SEASPRO.COM

PRODUCTION

- Travel
- Shipping & Logistics
- Venue Access & Security
- Load-in & Distribution
- Crewing (Call Times, Meal Breaks, Clock Out) & Penalties
- Equipment and QC Control
- Scope Creep / Change Control



SEAS
WWW.SEASPRO.COM

t.peters@seaspro.com

POST-PRODUCTION

- The Post Show Reports (TPS Reports)
- Post-Con Call
- Timesheets
- Scope Creep / Change Review
- Invoicing
- Gear Reviews
- Balance & Self-Care

INITECH
T.P.S. REPORT
COVER SHEET

Prepared By: Bill Lumbergh Date: 1/14/09
Device/Program Type: PC Loadletter
Product Code: 0438 Customer: District manager
Vendor: HP
Due Date: 1/20/09 Data Loss: 100%
Test Date: 1/16/09 Target Run Date: 1/20/09
Program Run Time: 23:00 Reference Guide: _____
Program Language: Pascal Number of Error Messages: 14 million
Comments: Yeah... I'm going to need you to
come in on 5/1/1

VENUE INTERACTION

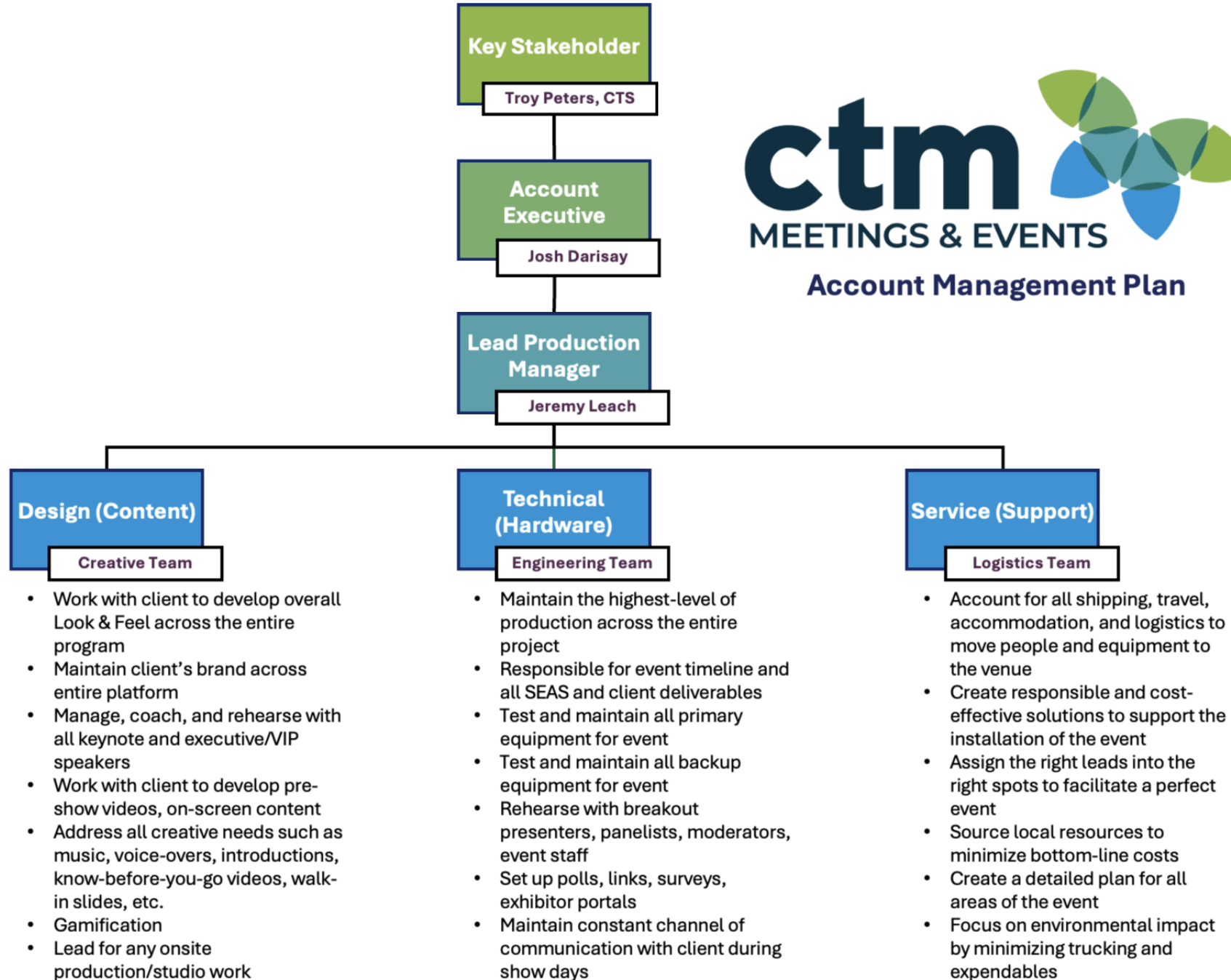
- Access to Building
- Access to Meeting Rooms
- Access to Loading Docks
- Rigging
- Electrical
- IT (Internal Networking)
- IT (WiFi / Hard Line Internet)
- IT (Phone Line)

VENUE INTERACTION

- Site visits!!
- Draw out everything
- Don't rely solely on venue information
- Get it in writing
- Make your team accountable
- Keep S.M.A.R.T.

WHAT TO LOOK FOR IN A PRODUCTION PARTNER

- Experience
- Broad Knowledge (CTS)
- Ability to stay calm under pressure
- Know the right people
- Understanding of GANTT Project Management ($A+B=C$)
- Responsive
- Nurturing the account
- **They're not an engineer**



REAL WORLD AV & PRODUCTION HACKS FOR LIVE EVENTS

- Understanding the complexity of Live Event Production
- Real-World Examples & Case Studies
- Navigating the Production Process & Cost Savings
- Crisis Management During Live Events
- Creating Engaging Experiences
- Role of the Show Caller and Stage Manager
- Role of the Production Manager & Collaborating with Other Vendors
- Q&A

Real World AV & Production Hacks for Live Events

THANK YOU!

Troy J. Peters, CTS
Chief Experience Officer, SEAS Productions

t.peters@seaspro.com

www.linkedin.com/in/troyav