

AV PLANNING ESSENTIALS

WHEN TO GET AV INVOLVED



Why Early AV Planning is Key to Success



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Early Planning Matters

This checklist will guide you through the key stages of event planning where AV involvement is crucial, it allows you, the client, to negotiate a better contract with the venue, in-house AV if you negotiate before you sign any contract.

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Initial Planning

When you're first considering hosting an event and setting goals, this is the ideal time to engage an AV provider to prevent budget and logistical issues down the road.

- **Define Event Objectives and Budget:**
Determine what type of AV setup you need based on event size, goals, and attendee experience expectations.
- **Contact Your AV Provider Early:**
Even before a venue is selected, consult with your AV provider to get a ballpark estimate on AV costs for different event setups. This helps you manage expectations and avoid hidden costs later.
- **Gather AV-Related Requirements:**
Discuss any special requirements (e.g., live streaming, hybrid event needs, custom lighting) that could affect venue selection and overall budget.



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Venue Selection

Venue choice can significantly affect AV costs (e.g., rigging points, in-house AV contracts). Involving your AV provider at this stage ensures that the venue meets your technical requirements without inflating costs.

- **Share Venue Options with Your AV Provider:**
Have your AV provider review potential venues to identify which ones are most cost-effective and AV-friendly.
- **Evaluate Venue AV Restrictions and Hidden Fees:**
Some venues may require the use of in-house AV or charge extra fees for outside AV providers. Ask your AV provider to help navigate these policies.
- **Request a Technical Walkthrough:**
Arrange a site visit with your AV provider to assess technical logistics like load-in areas, rigging points, power supply, and any potential challenges.



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Contract Negotiation

After selecting your venue, it's time to lock in contracts. Your AV provider should be involved to help you negotiate the best deal and avoid costly surprises later.

- **Get AV Pricing Locked In Early:**
Discuss contract terms with your AV provider to secure pricing at the earliest stage possible, protecting your event from future cost increases.
- **Clarify Labor Costs and Union Rules:**
Ensure labor costs are clearly outlined and ask your AV provider to clarify any venue-specific union regulations that could affect your budget.
- **Negotiate Multi-Year Contracts:**
If you're hosting recurring events, work with your AV provider to negotiate multi-year deals that offer cost stability and potential discounts.



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Pre-Event Design & Production

As you finalize event details, it's important to collaborate with your AV provider on technical designs, production schedules, and equipment needs.

- **Develop the AV Design Concepts:**
Work with your AV provider to create a detailed design concept that aligns with your event goals (e.g., lighting, sound, video, staging).
- **Review Floor Plans and Stage Setup:**
Ensure that your AV provider has the latest floor plans and stage designs to plan equipment layout and installation timelines.
- **Confirm Technical Requirements for Presentations:**
Gather information from speakers or presenters about their AV needs (e.g., microphones, screens, projectors), and share it with your AV provider to prepare the equipment list.



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Rehearsals & Pre-Event Testing

Before your event goes live, rehearsals and tests ensure that everything runs smoothly. Your AV provider should be involved in testing and troubleshooting all equipment.

- **Schedule a Full AV Rehearsal:**
Arrange a run-through with your AV provider to test all lighting, sound, and video equipment. Include presenters and performers in the rehearsal if possible.
- **Conduct a Technical Walkthrough:**
Ensure that your AV provider conducts a complete system check to confirm that all equipment is working properly and troubleshoot any issues.
- **Finalize Load-In and Setup Logistics:**
Confirm the setup and load-in schedule with your AV provider to ensure that installation runs smoothly without interrupting other event activities.



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Event Execution

During the event, your AV provider will oversee equipment operation and troubleshoot any technical issues. Their involvement is key to ensuring a seamless experience.

- **AV Team On-Site:**
Make sure your AV team is present for the entire event to handle equipment operation, troubleshoot issues, and assist with any last-minute changes.
- **Live Monitoring of AV Systems**
The AV team should actively monitor all audio, video, recordings, and lighting systems to ensure everything functions as planned.



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Post-Event Follow-Up

After the event, work with your AV provider to review the event's success, collect feedback, and discuss ways to improve future events.

- **Conduct a Post-Event Debrief:**
Review the event's AV performance with your provider and discuss any technical challenges or successes.
- **Collect Feedback:**
Gather feedback from attendees, presenters, and your team about the AV experience to inform improvements for future events.
- **Plan for Future Events:**
Start discussions about the next event and explore how you can improve or adjust the AV setup for future occasions.

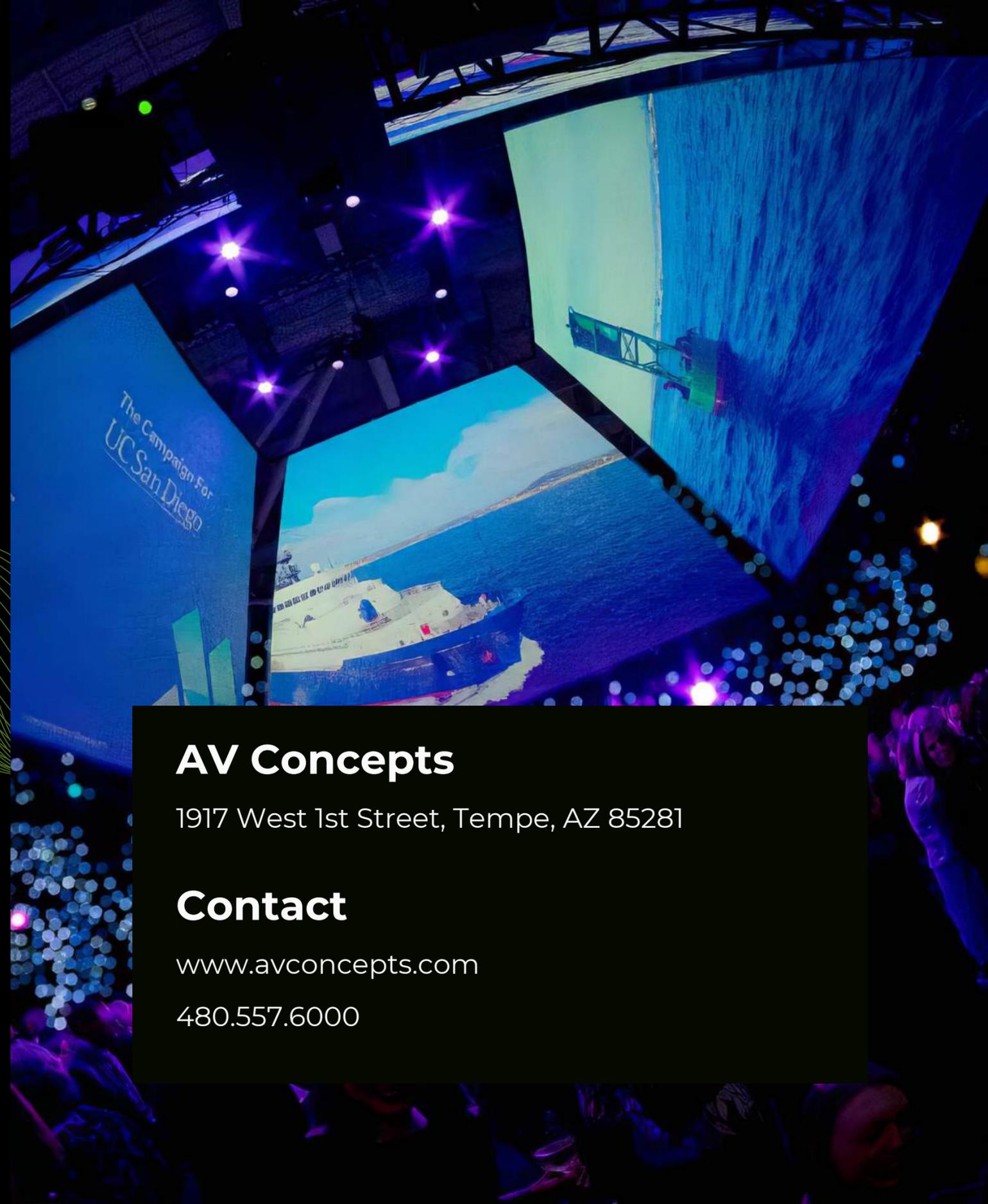




READY TO TAKE YOUR EVENT TO THE NEXT LEVEL?

Let's Start Planning

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