



Logistics – important production notes and needs



Recordings and Photography

- You may not film or record this talk without specific written permission.
- Photography is allowed if Andy receives a copy of all photos.
- Tweeting and blogging is welcome.

On-Stage Needs

- Lavalier microphone. Wireless strongly preferred.
- Hand-held or podium mics will not work. Andy moves around a lot.
- Low table for notes and drink on stage. No podium.
- Water and coffee with cream.
- A place to set Andy's laptop where he can see it from the stage.

AV Requirements

- Connection for Andy's laptop. He uses a Mac and will bring all standard adapters.
- The slides cannot be projected from your computer without specific prior agreement.
- Andy does not use audio or video during his presentation.
- No internet connection is needed.
- **Any other AV arrangements require specific advance written agreement.**

Payment

Payment for speaking fees, expenses, and book purchases are due prior to the presentation.

Promotion — How to attract the best audience

Proper Use of Name and Title

Andy Sernovitz

Author, *Word of Mouth Marketing: How Smart Companies Get People Talking*

You may also add:

- CEO of WordofMouth.org
- CEO of SocialMedia.org
- CEO of WordofMouth.org and SocialMedia.org

Do not use any other credentials, company, or title. References to the Word of Mouth Marketing Association (WOMMA) are specifically not allowed.

Photos

Download current hi-res and lo-res photos of Andy and the book at <http://wordofmouthbook.com/andy>

General Tips

Authors attract audiences. Promote the book more than the person. Feature Andy as an author, not as CEO of any of his companies. (Definitely don't advertise him as a "consultant" or "association executive" — zzzzz!)