

Speech Requirements for Harvey Mackay

1. Mr. Mackay (or Greg Bailey from his office) will want to talk with an official of your organization approximately 7-10 days before the event in order to customize his presentation. This telephone conversation will usually last 45-75 minutes.
2. The speech client should provide an annual report, last year's program, industry publications, news articles ... any information that will help Mr. Mackay understand the industry and its problems ... at least 2-3 weeks prior to the event. Harvey also will want to see this year's program to see how he is positioned.
3. Introduction. Mr. Mackay has a prepared introduction which leads directly into his remarks. If this introduction is not going to be used in its entirety, please notify Mr. Mackay. Greg Bailey will fax or e-mail you Mr. Mackay's most recent introduction.
4. Please ... video or audio taping is sometimes allowed, for internal use only. Your request should be made to Mr. Mackay in writing. Two copies of the resulting tapes should be sent to Mr. Mackay upon completion.

Staging Requirements

1. Room - the room should fit the group and not be too large. For example, if the room can hold 1,000 people and there are only 500-700, it's the wrong room. Also, rope off back seats to insure all front seats are filled first. An audience spread out all over the auditorium is a disaster.
 2. Microphone - lavalier (in addition, it is always best to have back-up mike system in case of failure). All sound systems need to be checked immediately before the event and an engineer should be in the room at all times in case of problems.
 3. Stage - should be close to audience (six feet) and allow sufficient room for Mr. Mackay to walk from side to side (15 feet each side) and around all sides of the podium. Ideally, the lectern should be centered so there is an equal number of people on the right and left.
 4. Seating - Seat the audience as close as possible to the stage, but no one behind Harvey. Avoid big empty aisle spaces.
 5. Lectern/podium - Wood (no acrylic), standing, flat-top (or at least with 2-inch lip), light and big enough to hold two legal pads of paper, stage-front. Two glasses of water should be on a shelf underneath.
 6. Lighting - must be full-up from start to finish. Every light on in the room or auditorium.
 7. No noise ... from kitchen or corridor. Check on other events in the facility.
- Accommodations

1. Arrival - Ground transportation will be arranged by Mr. Mackay's office and the expenses billed to the speech client directly. Should one of your company representatives wish to meet Mr. Mackay at the airline gate (with sign stating "Mackay"), please notify his office.

2. Room - Please arrange for a suite on upper floor with a view (water/mountain). If the cost of a suite is beyond your company policy, Mr. Mackay may pay the difference.
3. Departure - Ground transportation to be arranged by Mr. Mackay's office unless you have a company representative who would escort him to the airport.
4. Billing - Please put Mr. Mackay's room on the house account. First class airline transportation at the current rate for Minneapolis and return and ground transportation will be billed directly to you after the event.
5. If the speech is at noontime or at a time of day when Mr. Mackay will be trying to catch a flight, please have a box lunch or dinner ready and hand to him.

Mr. Mackay's No-Nos

The following should be avoided if at all possible. Some are extremely difficult to achieve, but if so, will virtually guarantee an outstanding presentation.

1. The room of perfect size. In order to achieve maximum chemistry with the audience, the room should look and be crowded. If 500 people are coming and the room is meant for 700, then it's the wrong size.
2. Outside noise. Noise from adjoining meeting rooms, hall corridors, or kitchens will destroy a meeting. Catering manager must be advised in advance.
3. Quality sound. The lavalier mike should be of a quality that does not differ from the sound of the podium microphone.
4. A meeting held in a dimly lit room or one where lights up does not make it cheerful and bright is a certain downer. People retain more in brightness and have more fun!
5. Photographer - please no pictures during first 30 minutes or last 5 minutes.