



**Let's Have Another Meeting...  
Making Attendees  
Want to Be There vs.  
Have to Be There**

**Michael McKinley, CSP, CPAE**

***Alive! Alive!***<sup>®</sup>

**ASSOCIATES**

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**WHAT ARE THE BEST AND THE  
WORST THINGS YOU'VE  
EXPERIENCED AT A MEETING?**



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# HOLDING EFFECTIVE MEETINGS

1.

2.

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5.

6.

**NOTES**

A. Who are *all* the team members involved in planning and implementing your meeting?

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B. What are the objectives of your meeting?  
(Please list 3-5.)

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C. How will all team members be aware of and committed to the objectives?

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**NOTES**

D. List at least three problems to be solved before or during the meeting (e.g., selection of speakers, scheduling, program printing, organization of coffee breaks, A-V equipment needs, etc.).

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E. Anticipate at least three conflicts that could arise between or among team members while solving the problems.

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F. What are strategies the team can use to work together to resolve the conflicts?

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# HELPING PRESENTERS GET BETTER

There are a few important points to remember that will help make your presentation more effective:

1. Prepare thoroughly.
2. State your objectives. Develop the main points of your presentation clearly.
3. Use audio-visual materials to REINFORCE you message.
4. Be enthusiastic about your subject material.
5. Be relaxed. If you tend to be nervous, as most of us are when speaking before a group, focusing your eyes on a responsive person will help you relax.
6. Put yourself in the participants' place. Involve yourself and interact with the attendees.
7. Don't expect to know all the answers! No one else is expecting that.

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## UPON ARRIVAL

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Meet A-V people and staff responsible for the room set-up.

Find out where exits lead to. In case of fire, you want to channel people to direct routes outside, not through the kitchen.

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## ENTRANCE TO ROOM

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Is there a coat rack near the rear entrance, if needed?

Where are temperature controls?

Where are light switches? Try all switches beforehand. Assign monitor if needed. Tape switches “on” if needed.

Do the doors make noise when opening or closing? If they do, get them oiled. Use duct tape on release bar and locks.

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## CHAIR SET-UP

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Is the first row of chairs at least two screen widths away from the screen?

Can the person in the last row see images clearly?

Are there only enough chairs set up for the number of people expected?

Are chairs set according to diagram?

Are tables arranged according to diagram?

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## A-V EQUIPMENT

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Does the A-V equipment work?

Is what the speaker ordered in the room?

Is the projection table in its proper place?

Is the screen the proper size? Is it in the corner?

Have the lights been darkened over the screen?

Is sound bleeding from other rooms?

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## NOTES

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**A-V EQUIPMENT—Continued**

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Is the lighting in the room full up?  
If needed, is the flip chart in position?  
Are markers available for flip charts?

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**SPEAKER AREA**

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Are lights in ceiling focused on the speaker's area?  
Are there spotlights?  
Do the lights focused on the speaker bleed onto the screen?  
Does the microphone work? Is it on? Is the sound level correct? Where are volume controls?  
If the microphone is a lavalier or hand-held, is the cord long enough for the speaker to walk around?  
Is the speaker riser the right height for the room?  
Is the riser draped?  
Does the platform/speaker area look neat?  
Is there water service on the lectern/table for the speaker?

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**MISCELLANEOUS LOGISTICS**

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Are the curtains closed behind the speaker?  
Are the phones in the room turned off?  
Are all A-V wires taped down? Do they look neat?  
Is the room cool enough?  
Is the room neat/not sloppy?

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**NOTES**

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# Maximizing the Learning Environment

Michael McKinley, CSP, CPAE, uses highly relevant slides to emphasize his main points during his presentation. He also moves freely around the room and will not be speaking from a lectern. Please use the checklist below and the room setup requirements (see back) to ensure the appropriate room setup. Thank you!

## Equipment

(for a PowerPoint Presentation)

- High-end PC computer that will support large, graphically intense PowerPoint slides (Mike will supply the presentation on CD-ROM.)
- LCD projector (at least 1000 lumens)
- Remote for advancing PowerPoint slides
- On-site A/V support to troubleshoot before and during the presentation
- Screen (8' or larger; the larger the audience, the larger the screen) on a riser in the right corner of the room from the audience's perspective (DO NOT put the screen in the front center of the room.)
- Wireless lavalier microphone. For back-up: hand-held microphone with a 50' cord or another wireless lavalier microphone
- Tape (Please tape all cords on the floor.)
- Riser (If your group is more than 100 people in size, a riser is usually needed for Mike to be visible to the audience.)

## Room Setup

- Set chairs to face the longest wall (i.e., set the room wide, not narrow).
- Seat the audience as close to Mike as possible with each chair facing Mike. Allow no more than 10% open chairs.
- Provide a well-lit room. Provide extra lighting over the riser area in the center front of the room where Mike speaks, if possible.
- Darken the lights that are directly over the screen (i.e., loosen the light bulbs or remove them).
- Set the temperature between 68 and 72 degrees Fahrenheit.

**Thank you for your assistance and cooperation. Together we will create lasting results for your audience members. If you have questions, please call our friendly staff at any time!**

**Mike McKinley**  
Real Motivation. Real Change. Real Fun.

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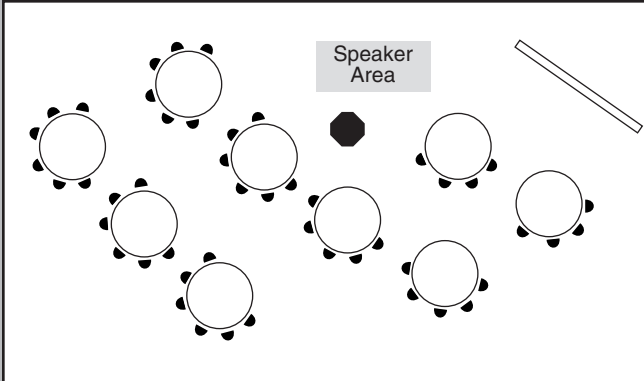
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
424 Galloway Street • Eau Claire, WI 54703

# PowerPoint Presentation Room Setup for Mike McKinley

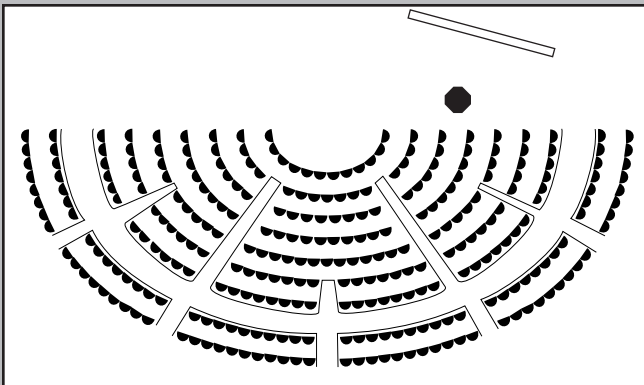
## Round Table Style (Set chairs so all participants face the speaker area.)



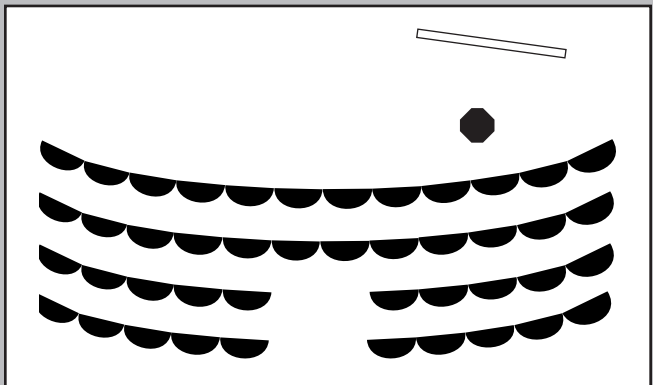
## Key

-  ..... LCD projector on a table
-  ..... Screen on a riser
-  ..... Chair
-  ..... Rectangular table (18" wide preferably)
-  ..... Round table

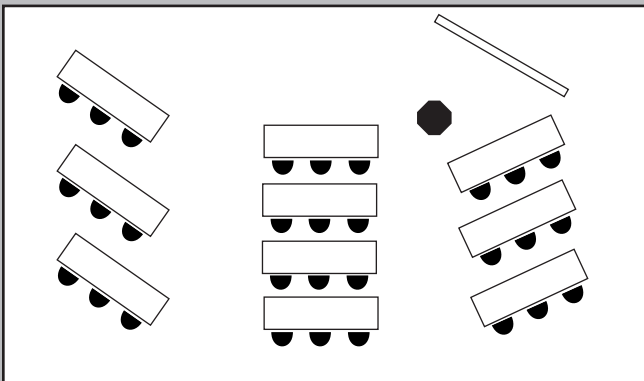
## Theatre Style Larger Group



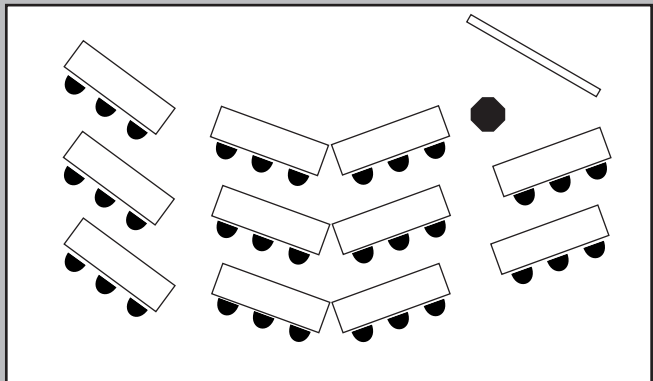
## Theatre Style Smaller Group



## Classroom Style Option 1



## Classroom Style Option 2



# On the Road to Becoming a Past President: 25 Tips for What to Do While You're Still on the Road

CSAP Fall Meeting • Michael McKinley, CSP, CPAE

November 17, 2005 • San Diego, CA

## Leadership

- Lead by Competence Versus Friendship  
Choose those who can do the job (and they may not be your pals).
- Lead by Delegation  
It is not healthy for you or the association to do it all alone; be prepared to share responsibility and to risk losing control of designated tasks.
- Lead by Teamwork  
A group becomes a team when all people are sure enough of themselves to praise the skills of others.
- Lead by Teaching Versus Managing  
Pass your knowledge on to others, not just your “to do” list.
- Lead by Expectations, Not Limitations  
Create an environment where the parameters are known and there are few “can’t do’s.”
- Lead by asking, “What helps the association to move forward?”  
Implement the plan and constantly check the progress.
- Lead by asking, “What prevents the association from moving forward?”  
Ask this question often, and fix the roadblocks, if you can.
- Lead by Praising/Correcting  
Leaders do both—the first with generosity, and the second with gentleness.

## Convention Planning

- Plan to Maximize Exhibitions  
Put your food near exhibits, if possible, and then have the two mesh (e.g., don’t open your breakfast at 7:30 and your exhibits at 9:30).
- Plan to Take the Money  
Don’t say you can’t take a last-minute exhibitor. Be creative in absorbing one more. Add another room. Use a hallway. If the last-minute bookings are caused by your delays, be especially flexible.
- Plan the Timing by Figuring Out Your Competition  
Pay attention to when other meetings are scheduled that some of your association members might be attending.
- Plan the Logistics/Flow of Your Meeting  
Study your program. Does it make sense? Are daytime break times staggered?
- Plan your Speaker Placements Carefully  
Put your “name speakers” first or last. Get them there early/have them stay late.



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## **Financial/Creating Value**

- Create “Fun Cash” Opportunities  
Ad-lib an auction, run a raffle, favor a 50/50...and more!
- Create an Attitude of Investment  
Ask, “Is it worth spending association money on this?” (What is your return?)
- Create the “Nice/Need/Crucial” Double-check Each Time  
Categorize your spending: Is it nice? Is it needed (but can be delayed)? Is it a must now?

## **Communication**

- Over-communicate: Fracture the Faction  
Call the bluff of the biggest detractors. They want you to change the world? Great! They’re in charge of the ad hoc committee to do the same...and the ad hoc will be recognized as soon as they present goals and objectives to your board, and a budget.
- Over-communicate: Accountability  
Have a way to measure outcomes, including meetings!
- Over-communicate: Understanding the Message  
Tell ’em, write ’em, tell ’em what you wrote. No TAFFY!
- Over-communicate: Communicate Quickly  
Keep on top of your messages, whether via phone or email. If you are out of the office, change your message to let people know. Then change it back the day you return! (In our era of instantaneous communication, waiting for a week is often no longer acceptable.)
- Over-communicate: Staff or Volunteer?  
Be clear on what you are paying the office to do and on what volunteers are to do. Don’t over or under empower either group. This requires frequent communication and agreement on responsibilities.

## **Continuity of Association Leadership**

- Focus on Seamless Years  
Help your membership not feel the transition from one president to the next.
- Focus on Management Flow  
Every committee chair needs members becoming oriented and ready to take over the responsibilities.
- Focus on Your Farm System  
Find your future leaders and nurture/groom them.
- Focus on Mentor/Mentee Relationships  
None of us participate in association work without learning from others. Pick those you want to emulate, and study their style.



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