

Thank you again for your interest in bringing Robert Scheinfeld in to share The Teachings with your audience. We appreciate your interest and the opportunity this represents.

In sharing unique Teachings in front of live audiences for many years, including in front of audiences who speak a language other than English, Robert has discovered certain things that create great impact on audiences and make his workshops much more effective.

Those discoveries led to Robert to craft his presentations in unique ways, and to making certain requests of Organizers so all the details can be worked out in advance and there are no surprises at the actual time of a workshop or event.

This document was created to share what he discovered and what he requests. We would appreciate it if you would study what follows carefully and then open a dialog about it so we can work everything out in mutual advantage soon.

Audio-Visual And Room Setup

Even the greatest Speech can be viewed as ineffective when the room set-up is not optimal.

Robert presents in an unusual way, making extensive use of presentation slides, video clips, and audio content which require that audio-video resources be provided by his Hosts.

To help ensure that Robert's Speech meets your expectations and provides the desired benefits for your audience, the following Audio-Visual and Room Setup Guidelines are very important.

Robert is flexible and will work with your capabilities and technicians to maximize the effectiveness of his presentation.

The odds are you have already thought of some or all of what is requested below. No disrespect is intended. We just wish to be thorough and complete and to avoid problems we experienced in the past.

Equipment

- Please provide a high quality audio system that will make it easy for the audience, anywhere they are seated in the room, to hear Robert's voice and the audio from his Apple Mac notebook computer (which includes audio from video clips)
- Since he needs to be able to use his hands freely when he speaks, please provide Robert with a wireless lavalier (tie clip) microphone that clips to his shirt and looks like this:



- Please provide a handheld wireless microphone or wireless lavalier (tie clip) microphone for the Speech English>German translator, as is requested in advance
- So the audience can ask Robert questions, please provide one or more handheld wireless microphones, and staff to move them around the room, and/or one or more wired microphones on stands at specific locations
- Please provide an audio cable and connection for Robert's Apple Mac notebook computer into the sound system of the meeting room so the audio from his notebook can be played for the audience
- Please provide one high-resolution video projector with native resolution of at least 1280 x 720 ("HD"), or two projectors, if the language of your audience is other than English, so Robert's Keynote presentation slides can be displayed in at a very high quality level. Please also provide video adaptors and cables so the projectors can be connected to Apple Mac notebook computers, wherever they may be located in the room
- Please provide one high-resolution video screen, or 2 high resolution video screens if the language of your audience is other than English, that are large enough for all of the audience to easily see and experience Robert's 's presentation. If two screens are used, one screen will be for English slides and the other for the slides in your language. The English video screen must be placed in a location that makes it easy for Robert to see it, read it, and point to it with a laser pointer. The foreign language video screen must be placed in a location and be placed high enough off the floor so Robert can easily see and point to it, ***and so the entire audience can easily see and read what is displayed on the screen, above the heads of other participants in front of them (including easily reading all video subtitles), even if seated in the back row***
- Usually, Robert's English screen is placed on the audience right side of the stage, or beside it, and the other screen is placed on the audience left side of the stage, or beside it, but there are many possibilities, depending on the room and available equipment. See the photo below for an example:



- If the language of your audience is other than English, please provide an Apple Mac notebook computer from which Robert's Keynote presentation slides that have been translated into your language can be displayed from. Robert will bring his own Mac notebook for his English slides
- Hosts should arrange placement of the 2 Mac notebook computers on stands or tables close enough to the stage so Robert can quickly and easily access them as needed during his presentations (especially if they get out of sync for some reason)

Staging

- If possible, please position the first row of seats five to six feet from the stage
- It is preferred that the stage be positioned in the middle of the front wall of the room with steps off the front
- Stage size and height should be appropriate for the room size
- Please put a small, draped table on the stage, for water and miscellaneous items for Robert, and one or more floral arrangements to the side of it
- If possible, on the stage, please provide a tall, high-backed stool for Robert to sit on when desired. If a high-backed stool is not available, a comfortable chair is fine, as long as the audience can still see him when he is sitting. By tall, high-backed stool, we mean something like the photo below:



Room Environment and Lighting

- Robert will utilize the entire stage area and will stay toward the front edge of the stage. If the room has any spotlights, please aim them for a general wash of the front of the stage
- A bright stage will help keep audience focus at the front of the room. However, since Robert uses the video screens extensively, lighting must not shine directly on the video screens, reflect too much on them, or make their content hard to see or read. This must be tested in advance so the image quality on the screens remains high.
- In some room environments, it will be necessary to close shades or curtains, and/or turn off all lights when Robert plays video clips in his Keynote presentations, and then easily turn them back on again after the video clips. Please research if there is a quick and easy way to do this in your meeting room and let us know.
- Robert's body tends to heat up when he speaks and it's hard for him to present if he's too hot. It is requested that the room temperature in the meeting room itself, or the stage area if it has separate controls, be cool, especially if there are hot lights shining on the stage – and that the audience be told about this so they can bring additional clothing layers to remain comfortable if they desire.

Presentation Slides Translation And Integration

Philosophy

Unlike many speakers, as mentioned above, Robert makes extensive use of multimedia presentation slides using Keynote software on the Apple Mac.

For your workshop, he has carefully crafted a set of Keynote Slides to look a certain way and so that text, images, sound and videos display in certain ways, and at certain times, as triggered and controlled by a remote control he holds in his hand.

Robert has a wireless remote control that can control two Macs simultaneously when he does presentations. It is very important that the English and German Keynote presentations mirror each other exactly so that when he clicks the remote control, both presentations behave and move the same way.

Robert will provide you with his Keynote slide files in English for the agreed upon presentation. It is now very important that the following steps are followed for the translation work on those files into a language other than English:

1. All visible text in the Keynote master slides must be translated from English to the language of your audience (with a few exceptions which will be noted in a separate document). This must be done within the Keynote software itself by someone who is an expert with Keynote so all the slides look the same and all the Keynote transitions and movements of text, images and videos on the slides remain intact
2. Subtitles will need to be created for all videos (with a few exceptions that will be noted) so the translated text appears and disappears on or under the videos in synch with the English being spoken in the videos – **and, most importantly, so the subtitles are large enough and placed properly so they can be easily read by the audience, no matter where they sit in the room**
3. When the person or team doing the translation and Keynote integration thinks he/she is done with steps 1-3 above, they should run the English and translated language Keynote presentations at the same time next to each other, click the space bar or down arrow on the keyboard for the 2 presentations, *go through all the slides* in both presentations, verify that everything mirrors, moves and works the same in both presentations, and fix all issues, so Robert does not have any surprises during the live event

Please let us know if there are any questions about completing these tasks.

It is best to work with someone who is an expert on the Apple Keynote software for this task.

General Comments

As much as possible, please mirror everything Robert does in the English Keynote slides, including the color of the text (yellow or red to highlight as examples). Robert realizes that words in other languages can be different and it won't always be possible to do this, but doing it as much as possible is important and appreciated.

If the translator sees a "+" on English Keynote slides at the ends of sentences, those are reminders for Robert as he presents. Please delete all "+" signs from the translated slides as translation is completed. They are unnecessary in the translated versions of the slides.

If the translator sees an image on a Keynote slide with an English word on it, Robert will leave room to the side or beneath it for the translation, or the translation can be overlaid upon the image.

Not all videos need subtitles. When Robert sends a Keynote file for a Speech for translation, it will always be accompanied by a list of videos that need subtitles. The rest of the videos should be ignored.

Robert will leave space beneath all video clips for subtitles, or subtitles can be placed on the videos themselves.

When Robert sends a Keynote file to be translated for a Speech, it will also generally be accompanied by special notes, organized by slide number, for the translator and Keynote integrator.

Those notes should be integrated into the translated Keynote presentations exactly as shared in the notes. If there are questions or issues, they should be communicated to Speaker well in advance of the Speech.