Hands On Social Media Workshops: Venue Set-Up Recommendations

Summary: Hands on courses are designed to provide attendees with first-hand experience using social networks and mobile apps. Attendees bring their laptops, log on and participate in exercises to gain applied knowledge on using social media for business. Participants can participate on a Macintosh or PC computer.

IT Support: If your training will be taught with internet access provided, technical support personnel should be on hand to help attendees secure and maintain high-speed access for the duration of the seminar and work through desktop issues. The instructor is not trained as a network administrator and may be unable to resolve user issues with desktop, connectivity, security or browser issues. Also, doing so delays the program and negatively impact the outcome of training.

Room Set-Up:

- Classroom style seating preferred with table tent name cards and name badges for attendees.
- Screen should be large enough for all attendees to be able to read the text on a projected web page. For rectangular shaped rooms, situate tables in the shallow direction to minimize distance to the screen.
- Table and chair for instructor (Situate table and chair at head of room, on but a 45 degree angle so that instructor can see attendees and screen simultaneously. No podium please.)
- In order to insure brightness of projection, windows should be covered and no direct lighting should spill over onto screen.

AV Support:

- LCD projector with extra blub and tools for changing, if necessary.
- 18-foot (6 meter) male to male VGA monitor cable.
- Audio amplification for PC and one, working laser-pointer with new and replacement batteries.
- Power strips distributed around the room to accommodate attendees, if web access is provided.
- Wireless lavaliere microphone with new and replacement batteries for groups larger than 25 people, please.
- Hardwired, broadband internet access and enough CAT 5 cable for instructor to access using his own computer.
- High-speed, Wi-Fi broadband Internet with enough routers to support all attendees viewing YouTube clips concurrently without excessive buffering latency.
- At high security facilities, this course can and has been taught without internet access, but **please notify the instructor in advance if internet access will not be provided**.

Prerequisites:

- Ideally, attendees would bring a laptop with a wireless Internet access card, and an AC adapter.
- Attendees should be comfortable accessing the provided wireless internet hotspot using the laptops they bring to the training.
- Attendees should be comfortable surfing the world wide web in a web browser application.
- Ideally, attendees should have the latest version of Chrome or Firefox installed on the laptop they use for the seminar in advance, though this may not be an option at some U.S. Military and Government Agencies.
- To allow us to cover more material, please ask attendees to register for and confirm a [Gmail account](#) prior to the seminar.

Recommendations:

- Eric Schwartzman's trainings are highly immersive, engaging workshops frequently described as "drinking from a fire hose." To keep attendees alert, it is recommended that coffee service be available through out the training and that a snack be served.
- For all day sessions, lunch should be provided to prevent attendees from dispersing at the lunch break.

Eric Schwartzman - www.socialmediabootcamp.com - +1-424-272-1270 - eric@ericschwartzman.com