

# VENUE LAYOUT DIAGRAM

The layout of your chosen venue is absolutely critical for creating the optimal environment for seminar success. While a wide variety of set-up styles are available (and encouraged by venues around the country), the proven best practice is to leverage a room that offers the following:

## A RELATIVELY SQUARE SHAPE

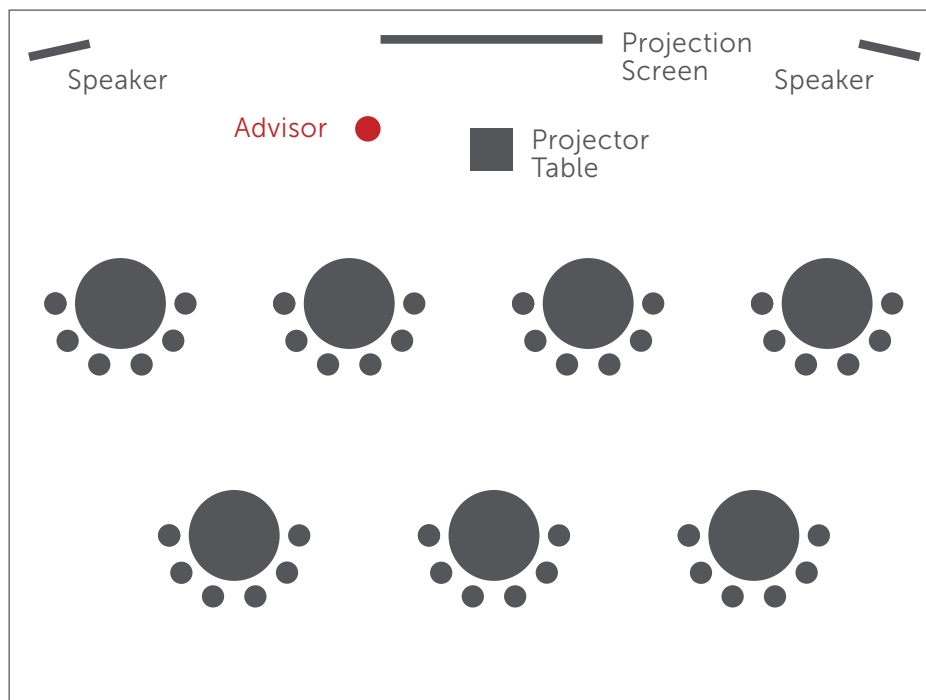
Reserve a room with as square a shape as possible. Rectangular or L-shaped rooms inherently put some of your prospects in seats from which they cannot see or hear the presentation.

## SAMPLE ROOM BETWEEN TABLES

Not only is this important for wait staff as they move about the room serving guests, but it's vitally important for YOU so that you can remain mobile throughout the presentation — engaging guests by name and inviting them into your presentation.

## BANQUET STYLE SEATING WITH HALF-ROUNDS

Unlike classroom seating, which greatly limits the social interaction among your guests, banquet style seating allows for attendees to mingle before your presentation and during the meal, creating a more relaxed atmosphere ideal for your events. The use of half-round seating ensures that no one has his or her back to your presentation and has to awkwardly adjust to take in your information.



## Keys to Seminar Success

*For financial professional use only.*