

# **Seven Tips: Delivering a Great Attendee Experience**

By:

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David Schnurman is President of Lawline.com, a leading provider of Online Continuing Legal education since 1999. In addition to David's many years of experience in the CLE industry, he is the founder of a network for NY entrepreneurs called TrueNYC. He frequently speaks at events and interviews successful entrepreneurs about their businesses. David is a graduate of George Washington University, where he earned a B.A. and received a J.D. from New York Law School. He is currently an attorney in New York State. David also has a love for adventure and discovery. He trained to solo Paraglide in the Colorado Mountains, learned to skydive, and has taken flying lessons. David grew up in Park Slope, Brooklyn and currently lives in midtown Manhattan with his wife Kelli.

# Seven Tips: Delivering a Great Attendee Experience

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# Tip 1: Seating

- U Shaped Seating
  - Focuses Everyone's Attention to One Spot
  - Have No Podium or Chair for the Speaker
  - Allow the Speaker to Move Around and Engage the Audience



## Tip 2: Role Playing

- Battle of the Century
  - With Multiple Speakers - Create a Debate, Mock Trial, and Ethical Scenarios
  - Have the Audience Act as the Jury and Pick a Winner
- Allow the Speaker to use Audience Members as Participants in the Presentation



**BEN BRAFMAN**  
New York's Most Famous **CRIMINAL DEFENSE** Attorney

**VS**

**MARC AGNIFILO**  
World Renowned Former **CRIMINAL PROSECUTOR**

FROM ARREST TO THE ULTIMATE ACQUITTAL

The graphic features two men in suits. On the left is Ben Brafman, and on the right is Marc Agnifilo. The background is black with white and red text. A red horizontal line separates the two names. Below the names is a white box with red text.

## Tip 3: Facilitated Q & A

- Place “Sleeper Agents” to Ask Questions
  - Inspires the Audience to get Involved
  - Keeps the Speaker Engaged and Excited
    - Creates a Vested Interest for the Presenter



## Tip 4: Venue

- Think outside the Box!
  - Restaurants, Broadway Theatres, Outside at a Park
- Don't Make it Feel like a Regular Office
- Set up Entrance Music for the Presenter



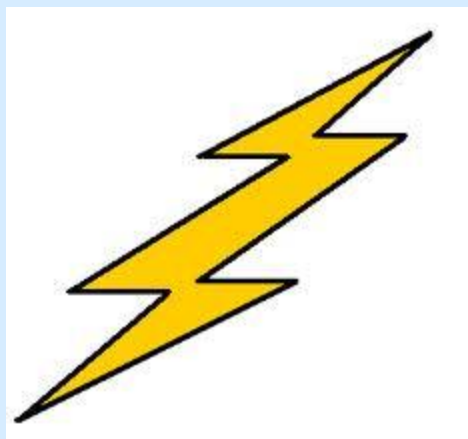
## Tip 5: Change the Feel

- Allow Breakout Sessions to Get Everyone Involved
- Have Background Music Playing Before and After the Presentation
- Pass Around Hors D'œuvres



## Tip 6: Energize the Crowd

- Start with Jolts
- Have the Presenter hand out Candy or Gifts for Good Questions
- Make sure Everyone in the Room is Involved



# Tip 7: Props

- Have the Presenter Bring in Props
- Pass Around Items so the Audience gets to see and feel
  - Discovery Items, Pictures, Evidence



# Questions?

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