

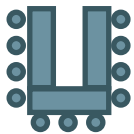


# Set Up Your Meeting Room for Success

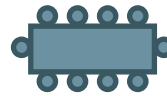
*Creating effective sales meetings requires a lot of work. A little advanced preparation and consideration of the meeting room setup and logistics can help ensure a good return on your time and effort investment.*

**Location, location, location:** Select a room that is easily accessible, spacious enough to accommodate all attendees, and has adequate lighting (bright enough to see printed documents but able to darken for showing videos and PowerPoint presentations).

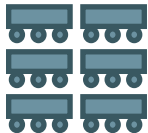
**Set up the room to facilitate communication:** Arrange tables and chairs in the manner that will best achieve your goals. Your exact setup will depend on the number of attendees and the nature of the meeting.



**U-shape:** ideal for training sessions when the facilitator needs to interact with the students, Q&A sessions, and group discussions.



**Boardroom-style:** Small group meetings where interactive discussion is a priority.



**Classroom:** presentations and lectures where attendees will want to take notes.



**Rounds:** meetings and events where conversation, collaboration, and social interaction are essential. Also good if food is served. Consider seating on just one side of the table if there is a presentation so no one has their back to the speaker.



**Theater-style:** events with limited space, lectures, or presentations (not ideal for note-taking).

**Check and double-check your AV:** Before the meeting, be sure projectors, computers, screens, and microphones are in working order. Have a backup plan in case of technical difficulties.

**Display materials clearly:** If you plan on presenting charts, graphs, or other visual aids, ensure they can be seen clearly from all seats in the room. Use high-quality displays and consider using large fonts for text. Make printed handouts available at the back of the room so latecomers can access them without disrupting the meeting.

**Provide refreshments:** If the meeting will last for an extended period, provide water, coffee, and light snacks to keep attendees refreshed and focused.

**Eliminate distractions:** Make sure the room is free of distractions, such as background noise, bright lights, or clutter. Request agents silence their phones at the beginning of the meeting.

**Create a welcoming atmosphere:** Set the tone for a successful meeting by creating a welcoming and positive atmosphere. Play upbeat music and stand by the entrance, personally greeting each agent as they arrive.

**Start and end on time:** Be respectful of your agents' time. Always begin on time even if some agents haven't arrived yet. Everyone will quickly learn the start time is non-negotiable.