

Science Meeting Planners Pre-Program Logistics Checklist (to make your job easier & help Michelle be as effective as possible)

- Keynotes:** Chevron room set-up allows for more audience interaction. It's ideal if the seats span the widest part of the room and cover less space between the podium and the back of the room.
- Workshops:** Round tables with room to move around are strongly preferred for small group work. The only exception is social media training, where classroom set-up with adequate power source and wireless access is necessary – along with an Ethernet connection.
- Customized program:** Complete needs assessment (found at <http://causematters.com/meetingplannerinfo>) and return to Michele with your agenda, low-resolution logo and Twitter hashtag at least one month before your event.
- Social Mentions:** Michele makes an effort to mention her clients on social channels in advance of events, so please let her know if there's a specific Facebook page, Twitter handle, Pinterest board or LinkedIn group that you'd like used.
- Audio:** Michele prefers a cordless lavalier & a handheld microphone unless it is a group of less than 25. Please contact her if you don't have access to cordless.
- Visual:** An LCD projector on a small table near front of room with a screen that can be easily viewed by all seats in the room. When in doubt, use two.
- Handouts:** Once finalized, depending on your needs, a master will be provided for you to duplicate and have on-site.
- Lodging:** At least one overnight stay is required most of the time to ensure Michele is fresh for your program. Please arrange a NON-SMOKING room.
- On Site Preparation:** Give the hotel Michele's room set-up requirements to make your job easier – and please double check with them.
- Sound check:** Please let the A/V crews know that we'd like this done at least one hour before Michele's program (or at a break that's convenient to your conference agenda).
- Audience comfort:** Uncomfortable people learn less. Checking climate, light and sound control in advance will help you make the most of your meeting!
- Media interviews:** Michele is happy to talk with the media attending your event, but prefers to give interviews following her programs so that she can focus on your audience beforehand. It's also helpful if you let her know about pre-arranged interviews.
- Introduction:** Available for download at <http://causematters.com/meetingplannerinfo>
- Be ready to have fun with Michele's program!

Short Bio for program, as needed (see complete biography at <http://www.causematters.com/about/biography/>)

Michele Payn, CSP, connects the people and science of food and agriculture as principal of Cause Matters Corp. She is known for being a community catalyst, a passionate advocate for overcoming food misinformation - and antagonizing people into action. Michele has worked in more than 25 countries, raised over \$5 million in sponsorships for the National FFA Foundation and founded the weekly online Twitter conversations, AgChat and FoodChat. Payn is a best-selling author and has earned the Certified Speaking Professional designation, awarded to less than 10% of professional speakers globally. She holds degrees in Animal Science and Agricultural Communications from Michigan State University, where she also worked in a laboratory for 5 years. She resides with her 'city slicker' husband and daughter in rural Indiana, where they work on science in the barn and kitchen. Michele serves as a resource to connect conversations around the food plate at <http://causematters.com> and socially through @mpaynspeaker. She is the author of two books, *No More Food Fights!* and *Food Truths from Farm to Table*, an IPPY award winner.

Downloadable high-resolution photos available at bottom of <http://causematters.com/meetingplannerinfo>

Science Program Descriptions with A/V & Room Set-Up Requirements

<i>Program Titles & Descriptions</i>	<i>Room Set-up</i>	<i>LCD</i>	<i>Wireless Lavalier & Wireless Handheld</i>	<i>High Speed Internet</i>	<i>House Sound Connection</i>	<i>Flip Chart</i>	<i>Table Markers</i>
<p>Making Science Sexy: Communicating Your Relevancy A workshop to help scientists step out of the ivory tower and show how meaningful their work is to the rest of the world. Science communications? It is a necessity today to overcome eroding credibility, questions of scientific integrity and the proliferation of misinformation. Learn from Michele's common sense approach to translating technical jargon to the rest of the world.</p>	Chevron	X	X		X		
<p>Taking Science Social Conversations about food, science, research methods and ethics are happening in social networks. Michele offers social media training that's known for filling brains with real-life examples and practical tips.</p>	Rounds	X	X		X	X	X
<p>Phenomenal Fundraising Michele can give you the tools to have sponsorships to support your next special event, volunteers flocking to help you and corporate partners that can help you make the most of your association.</p>	Rounds	X	X			X	X