

## Linda Coles' Introduction and AV needs

Just to save any problems on the big day, I have put together a short list of requirements, written in the third person for your team.

- Linda uses an Apple Mac computer and Keynote rather than PowerPoint. She will bring her own adapter that will work with the projector system just fine.
- Linda's presentation stays on her laptop, as the file size is usually horrendous with the huge amount of images she uses.
- Audio is needed, as some of the content will include videos.
- Linda needs a wireless lapel microphone, not a hand held one. She simply is not able to do a good job with a handheld or podium microphone.
- The best time for Linda's presentation is immediately after a break such as morning tea, when she can connect her computer to the system. That way, the whole thing runs seamlessly.
- Her presentation slides contain very few words, making it pretty useless to those that are not attending the conference but want a copy of the presentation. She hates slides with lots of words on, don't you?
- The only other things she needs is a large glass of room temperature water

## Introduction

Linda Coles is a professional speaker, author and trainer in the area of social media and building relationships. She has presented to teams at Microsoft, ANZ, Transpower, NZ Realtors Association, and Auckland University Business School amongst others. She has been published by the New Zealand Herald, NZ Business Magazine, Mashable.com, Huffington Post, Social Media Examiner and is one of only 500 LinkedIn influencers worldwide with a following of over 300,000.

She wrote the books "Learn marketing with social media in 7 days" and "Start with Hello" (Wiley), and her third book "Marketing with Social Media" is out now.

Turning what seems to be the foreign language of personal brand and social media into plain English, please welcome Linda Coles