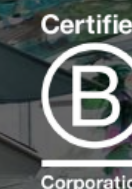


# The Tech Briefing @ The Calyx



## Session toolkit

**From Boardrooms to Ballrooms:  
Core Principles of Event Success  
with Dylan Batterham**

Presented at The Tech Briefing at The Calyx, Thursday 19 June 2025

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# Key takeaways

## Strategic screen selection

Choosing the right screen technology (LED, LCD, projection) depends on factors like venue size, content type, and sightlines, emphasising the need for thoughtful consideration rather than defaulting to the easiest or cheapest option.

## Line array systems

Line array systems, combined with 3D calculation software, offer precise control over sound distribution in large venues, addressing challenges like phasing and uneven coverage.

## Lighting's impact on learning and mood

Proper lighting design, considering factors like lux levels and color temperature, significantly affects concentration, learning ability, and overall mood in event spaces.

*"Studies have shown that students actually perform better in well lit environments. So natural daylight like this or lighting that will mimic natural daylight like this will actually increase your alertness and your mood."*

## The emotional journey of presenters

Understanding and supporting the emotional experience of presenters, from nervousness to confidence, is crucial for creating impactful moments on stage.

*"As a presenter steps onto the stage, they experience this real surge of energy. It's an intense mix of anticipation and nervousness. The moment these lights hit you in the face, there's just a real brief silence, feeling of being really exposed."*

## Sound design: The 3C's of stadium audio

Effective stadium sound design focuses on the 3C's: coverage, clarity, and control. This approach ensures high-quality audio reaches every seat in large venues, overcoming challenges like size, reverberation, and delay.

*"The goal with audio in an arena setting is to make sure it's very, very simple, but can be challenging. Make sure everyone from the front row seats here all the way up into the nosebleeds can hear the same high quality, high fidelity sound. No echo, no delay, no distortion."*





# Key takeaways

## Enhancing presenter confidence

Providing presenters with tools like customized monitor setups, auto-cue systems, and dedicated prep rooms significantly improves their comfort and performance, ultimately enhancing the audience experience.

## Beyond technology: Creating connections

The ultimate goal of event production is to create meaningful connections and memorable experiences, transcending the technical aspects to inspire and engage the audience.

*"Truth is, none of these things really matter unless they serve the bigger purpose. And the bigger purpose is connection. So whether you're running a breakfast event in a boardroom for 20 people or you got 14,000 delegates in a stadium, plus another 100,000 online, or whatever it is, the mission stays the same. You want to inspire your audience to really feel something."*

## Color temperature: Beyond aesthetics

Color temperature in lighting affects perception of skin tone, food appearance, and overall ambiance, making it a crucial consideration in event design beyond mere aesthetics.

*"This warm light will make your skin look softer and healthier. And that's why restaurants and boutique stores and that sort of stuff will try and stick to this color temperature. Cooler lights on the other hand will actually make your skin look a lot pale."*

## Early production partner involvement

Involving production partners early and frequently in the event planning process can mitigate risks, potentially save costs, and lead to more effective solutions tailored to the event's goals.

## High-tech LED screen management

Managing large LED screen setups requires powerful media servers and redundancy systems to handle millions of pixels and ensure smooth content delivery.





# Key slides



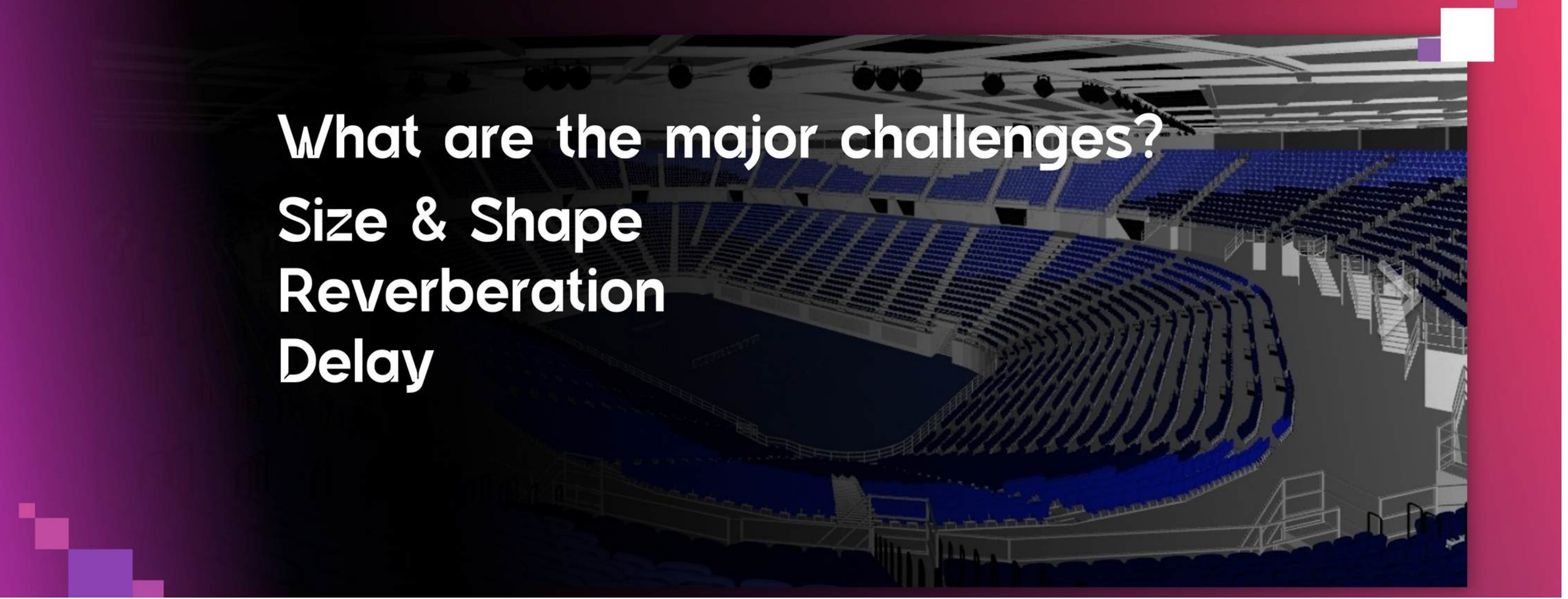
Sound Design  
Lighting  
Screen Technologies  
Presenter Experience

Join the  
conversation



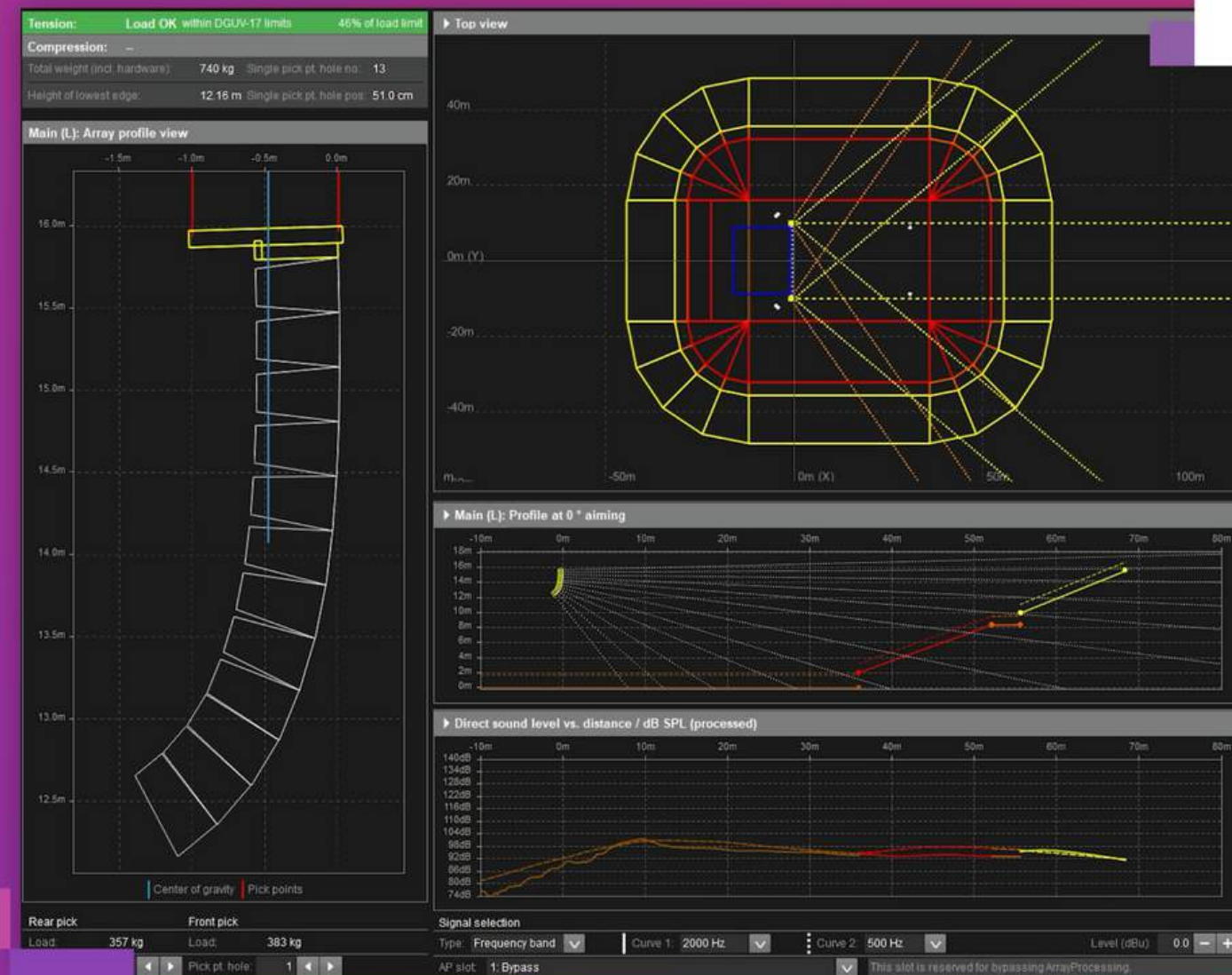


# Key slides



What are the major challenges?  
Size & Shape  
Reverberation  
Delay

# Key slides



## Solution

Using line array system  
3D calculator software  
Directional speaker control

Join the  
conversation





# Key slides



Lux  
Lumens  
Colour  
Temperature

Join the  
conversation



# Key slides





# Ideas cloud



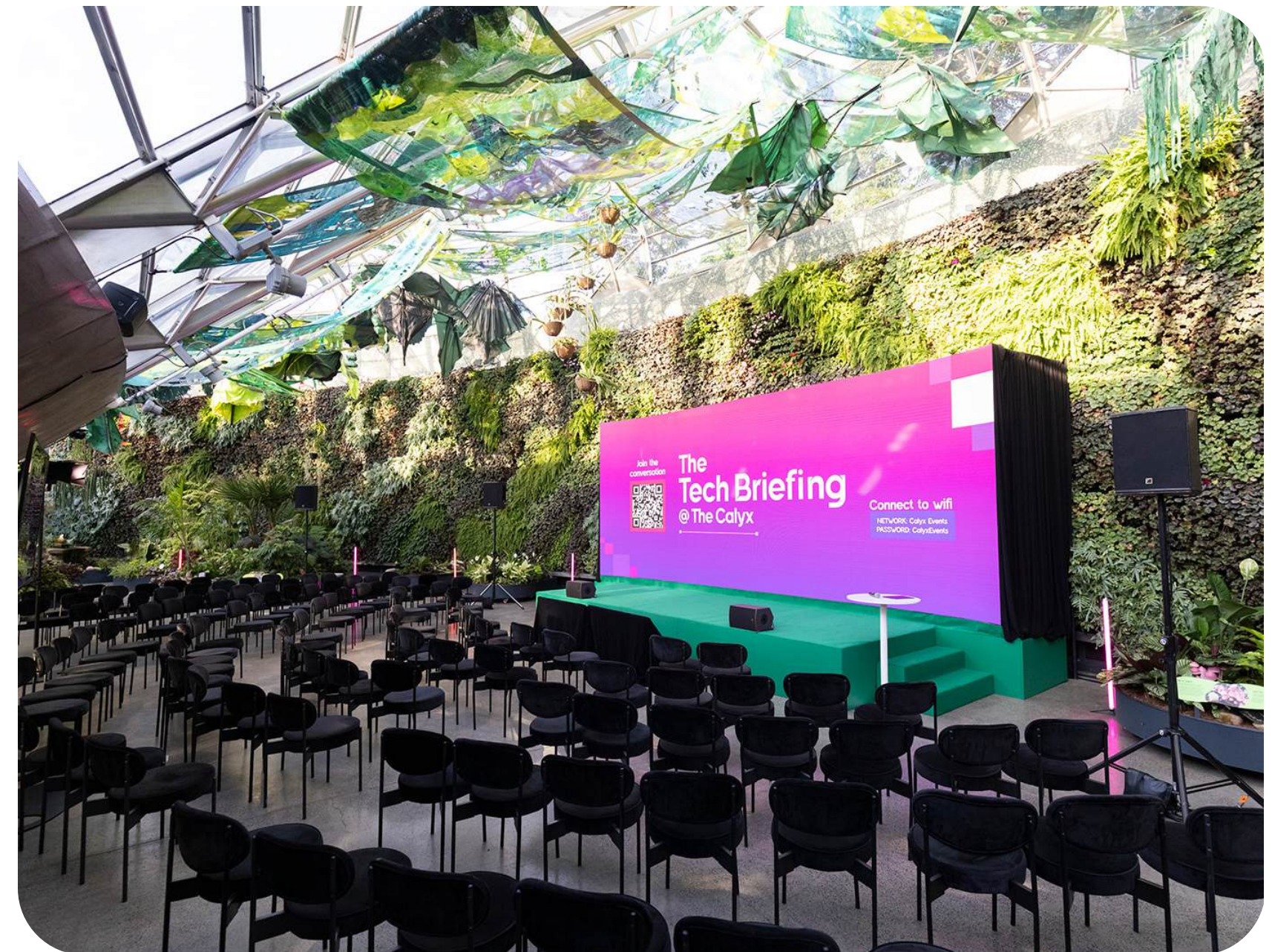
Key terms and ideas discussed throughout the session





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The logo consists of the lowercase letters 'av1' in a white, sans-serif font, centered within a red, irregular, teardrop-like shape.