



# Profit Launch

Conference Room Set Up



# Overview

Congratulations on your decision to attend Profit Launch virtually. The decision to commit to creating a strategic business plan will position you and your team to succeed. Business is a sport, and a strategic business plan is your spring training, building your agility and memory muscles for game time.

Proper technology set up for Profit Launch will significantly enhance your experience. No matter if you are a team of one or 20, we strongly recommend hosting Profit Launch away from the office. Doing so will reduce distractions, build comradery among your team, raise the level of significance, and ultimately it will improve overall company culture.

Use the following pages as a guide to assist you with your technology setup. We strongly suggest that you have a minimum of two screens; one for the presentation and the other to complete your breakouts.



# Technology Needs

Your exact technology needs will vary; however, we have provided you with the following list to assist you:

✓ Screen:

Use two screens in any combination

- TV screen connected to laptop via cable
  - recommended.
- TV screen connected to laptop via screen mirroring
  - this method has some risk as the connection may drop during session
- Screen and projector connected to laptop
- Desktop monitor connected to laptop

✓ Computer

- Each scribe (person completing worksheets during the breakout) will need a computer
- Laptop computer is ideal as it is portable and can be taken to an offsite location
- We do not recommend the use of mobile phones or tablets

✓ Docking Station

- This will be used to connect all the peripherals to one laptop



# Technology Needs

Your exact technology needs will vary; however, we have provided you with the following list to assist you:

## ✓ Sound

Depending upon the size of the room, you may need a more robust sound system than a laptop can offer. *If you really want to recreate the live Profit Launch experience, you can play music during the breakouts.*

- Conference phone for a large room is ideal. If you are required to maintain social distancing, you may need additional speakers
- Microphones will be used during the coach breakouts and other special events. Imagine a Zoom meeting and conversing with the attendees.

## ✓ Internet

- As you can imagine, a virtual meeting will be using a lot of internet bandwidth. Ensure the venue you are hosting the event at has reliable high-speed internet access

# Technology Needs



Your exact technology needs will vary; however, we have provided you with the following list to assist you:

- ✓ Video / Webcam
  - Video is not required however it may enhance your experience during the various breakouts
  - Most laptops have an integrated camera, if not you can purchase a video camera for under \$50 that will suit most needs
  - If you plan on sharing video of an entire room, you will need a more sophisticated system. Speak with your IT professional if you choose this option

# Technology Needs



- Team Members will NOT GATHER
  - If you and your team members will not be gathering in one location, each team member will need:
    - Computer and two screens
    - Microphone, speakers & webcam
    - High speed internet
  - UPDATE:
    - During breakouts, your team will enter a private virtual meeting room.
    - This virtual room is built on the Zoom platform. You will be able to converse and see each other if you choose to use webcams
    - This will require a separate link for each attendee



# Computer Setup

Ideally, you have chosen to use two screens for the Profit Launch virtual session. The purpose of two screens is so one displays the workshop discussion, and the other can be used for completing breakouts.

- *If you want to get crazy, you can add a third screen displaying your PrePlanning Workbook documents*

## ✓ Extended Display

- If you are using one computer for the event, you will need to have a docking station to connect the monitors to one laptop. Once connected you will set up the laptop for “extended display”
- Alternatively, you can use multiple laptops connected to a single display
- [Click here](#) for a link that will assist you in setting up multiple monitors in extended display mode



# Team Member Roles

Assigning responsibilities to team members for Profit Launch is highly recommended. We recommend assigning a lead and a backup for each of the roles. Doing so will provide your team with clear communication on who is responsible for what and allow ample time for them to prepare.

## 1. The Scribe

- Completes the breakouts while screen sharing
- Access to SharePoint folder for business planning and financials
  - Financial access must be approved in writing by the owner

## 2. Venue Coordinator

- Ensures your venue will meet the needs of the planning session

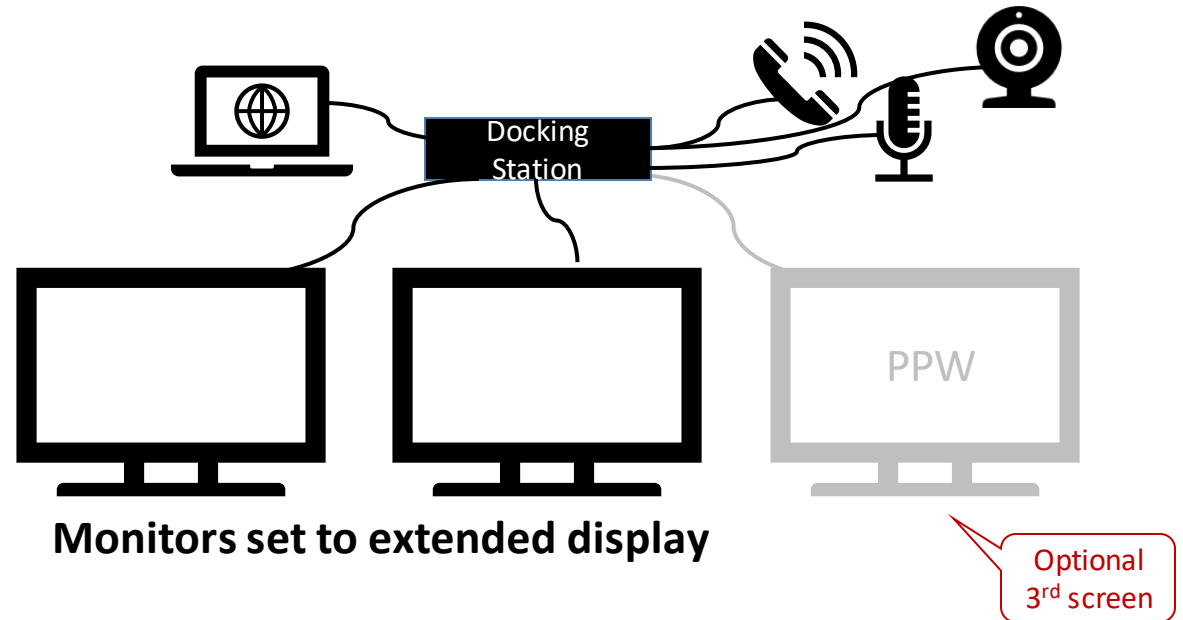
## 3. Technology Coordinator

- Sets up and offers support for the monitors, workstations, internet, speakers and webcams

If you are using a single laptop set up, one person may fulfill all roles.



# Example Set Up



- Presentation
- Webcam
- Vendor Showcase
- Happy Hour
- Breakout worksheets
- Preplanning workbook (PPW)