



Anton Gunn Event Success Guide (Rider)

Helping You Create a Legendary Event Experience

Thank you for choosing Anton Gunn to be part of your event.

Our mission is simple: to make working with Anton one of the easiest and most enjoyable parts of planning your event.

After thousands of keynote presentations around the country, we've learned that a few simple best practices can dramatically improve the audience experience. The recommendations below help us deliver the highest-quality presentation while remaining flexible to meet your event's needs.

If any of these recommendations create challenges, please let us know. Our team is happy to work with yours to find practical solutions.

Event Essentials

Presentation Technology (Required)

Anton presents from his own MacBook Pro to ensure the highest quality experience. His presentations include custom animations, embedded video, specialized fonts, and audio that may not display correctly on other computers.

Our team will bring all necessary adapters and will simply need:

- HDMI or compatible video connection
- Audio connection from Anton's laptop
- Confidence monitor (preferred)
- Clicker or Presentation Cue Remote

Whenever possible, we prefer a brief 30-minute walkthrough and AV check before attendees enter the room.

Audio

Preferred microphone:

Lavalier microphone

For audiences under approximately 50 people, a microphone is typically unnecessary.

Room Setup

To create the most engaging experience possible, we recommend:

- Audience seated from the front of the room first
- Projection screens positioned to the side of the stage whenever possible
- Full house lighting during the keynote so Anton can interact directly with attendees
- A visible timer or clock facing the stage

These simple adjustments create stronger engagement and better audience participation.

During the Presentation

To help attendees remain fully engaged, we ask that:

- Meal service begin before or after the keynote whenever possible.
- Plate clearing and beverage service pause during the presentation.
- Staff movement in the room be kept to a minimum during the keynote.

These small details make a significant difference in audience attention and learning.

Virtual Events

Anton delivers virtual presentations with the same energy and interaction as his live keynotes.

To ensure the best experience, we request:

- Presenter or Co-Host access
- Ability to share and advance his own presentation
- Dedicated event producer or moderator
- Chat monitored for audience questions
- Technical rehearsal when appropriate

Recording & Intellectual Property

We are happy to discuss recording Anton's presentation at your event.

If recording is planned, please notify our team in advance.

Unless otherwise agreed in writing:

- Recording is licensed only for the purpose agreed upon in advance.
- A downloadable copy of the complete, unedited, audio-synced recording should be provided to us after the event
- Presentation slides, handouts, videos, and presentation content may not be distributed outside the agreed use without written permission.
- Recordings may not be repurposed for training programs, online learning platforms, commercial products, promotional videos, or future events without written authorization.

Artificial Intelligence & Digital Likeness

Anton Gunn's name, voice, image, likeness, presentations, and intellectual property may not be used to create, modify, reproduce, or distribute AI-generated images, video, audio, avatars, digital

replicas, synthetic media, or other artificial intelligence-generated content without the prior written consent of 937 Strategy Group.

This includes using photographs, recordings, presentation materials, or publicly available content to generate artificial representations of Anton Gunn for commercial, promotional, educational, or internal organizational purposes.

Photography & Social Media

We love seeing attendees share their experience.

Attendee photography and video recording during the keynote is welcome.

Please tag:

@AntonJGunn

whenever possible.

If your event photographer captures professional images, we would greatly appreciate receiving several high-resolution photographs following the event.

Posting short video clips or audience photos is encouraged.

Posting full recordings or substantial portions of the presentation requires prior written approval.

Accessibility

We believe every audience member deserves an exceptional experience.

If your event includes captioning, interpretation services, accessibility accommodations, or other audience support, our team is happy to coordinate with yours.

Meet & Greet

Anton enjoys meeting attendees following his presentation whenever scheduling permits.

Book signings

Photos

Audience questions

Networking

are all welcomed immediately following the keynote.

Should you wish for Anton to participate in additional meetings, receptions, executive dinners, golf outings, or other activities, please coordinate those requests in advance so we can properly plan his schedule.

Travel & Hospitality

Hotel

When hotel accommodations are included, we request:

- Non-smoking King room
- Guaranteed late arrival
- Two-night reservation unless otherwise arranged

Meals

Anton appreciates healthy meal options whenever possible.

Please avoid:

- Eggs
- Coconut
- Avocado (preference)

Gifts

Your partnership is the greatest gift we could receive.

Please do not feel obligated to provide gifts or welcome amenities. Your investment in creating a meaningful experience for your audience is more than enough.

Our Promise

Our goal is to make working with Anton one of the easiest parts of planning your event.

We know every event is unique. If any recommendation in this guide creates challenges, simply let us know. We'll work alongside your team to find solutions that protect the audience experience while making planning as simple as possible.

Thank you again for trusting us with your audience.

Truly, we are honored and humbled to have the opportunity to speak to your audience and assist you in creating an epic experience.

Please let us know if you have any additional questions or if there is anything else we can be doing for you.

At Your Service,

Team Anton Gunn @ 937 Strategy Group