

Moral Armor's Event Outline

Room Set-up Requirements

- Sound preparations typical for your venue should be satisfactory, but here are some general guidelines: Mr. Springer travels with an Audio-Technica Microset and wireless Receiver (1/4 & XLR output) for audiences of over 60 people. Please make sure a backup microphone is available at all times. Someone from your group familiar with the sound system should be there to make the connection and monitor adjustments needed for volume, bass, feedback, etc.
- Please provide (2) six-foot tables at the back of the room or in the most convenient standing area. We will drape them for use as a product center, should attendees wish to have them. Please plan for a minimum twenty-minute break after Mr. Springer's presentation for book-signing and personal interaction, prior to any further group announcements or activities.
- A lectern or table should be available for Mr. Springer's speech materials, along with bottled water please! (non-carbonated, "Aquafina" preferred). A riser is requested should there be more than 100 people.
- Please make sure the room is well lit, especially the stage area. Interaction, retention and fun is better had in a bright room.

Introduction

- Please read Mr. Springer's introduction, or stay fairly close to the way it's written:

"We have a special guest tonight with a remarkable new perspective on morality, aimed to streamline our moral choices in all aspects of life. He's the author of *Moral Armor*, a moral philosophy based *entirely* on nature itself; a book that's gained attention by describing the foundation of morality *in just four simple steps*.

Ron has been a guest on *The Mitch Albom Show*, FOX News and NBC Radio affiliates, and was recently featured in the *Detroit Free Press*. He's going to show how we can wipe out moral confusion and restore our society in a way that *most everyone, can agree on*.

Please welcome, author/philosopher Ronald E. Springer."

- Try to have the group in an upbeat mood before introducing Mr. Springer. For a constructive event, sad announcements or moments of silence shouldn't immediately precede the introduction.
- After his 60 minute speech, Mr. Springer will retire to the product tables to sign books and answer questions. Please make sure the room is available for a minimum of twenty minutes longer, or for the duration of your group's interest in remaining.

Recording Devices

Audio and/or video taping is permissible with prior written authorization. If you'd like to tape the presentation, please review the recording agreement. If you don't have a copy, please call 586-954-0194 to request one, or please download it from www.MoralArmor.com.