



# Event Audio Communications

**Planning Guide**

# How to Make a Sound Decision

Creating an exceptional experience for event guests starts with ensuring that they can hear your message loud and clear; for the people behind the scenes, having access to real-time communication is key to making sure everything runs smoothly.



SOUND  
DECISION



In this guide you'll find recommendations for both, including considerations for:



**Event communication headsets for presenters and attendees**



**Headset configurations and accessory selection**



**The benefits of on-site technical support**



**Two-way radios for logistics teams**





# Event Communication Headsets

Audio communication headsets are used for several types of events to enhance attendee experiences, but there are a number of systems available, making it difficult to know which is right for you. Below are recommendations and features to look for based on your event needs.

## TOURS

### Trade Shows & Expo Tours

Trying to be heard above the noise of a busy expo hall is nearly impossible, and multiple personnel shouting above the noise is unprofessional and detracts from the experience. Tour guide headset systems are the ideal solution because they offer multi-channel communication, allowing several presenters at the same time. Guests simply slip on a headset that's pre-programmed to the channel/presenter they want to listen to.

- Curated topic tours and presentations
- Tours for special guests, media and content creators
- Interactive product demonstrations
- Expo hall industry booth tours
- Q&A sessions
- And more



#### RECOMMENDATION:

### ListenTALK Tour System

- Noise-canceling technology
- One-way or two-way communication
- Allows for multiple presenters at a time
- Up to 20 simultaneous groups
- Push-to-talk feature
- Professional appearance

#### ALTERNATIVE:

The **TourGuide Solutions TGS-900** system is suitable for one-way communication and can include a hand-held microphone — a nice option for interview style presentations during booth tours where you can pass the mic between speakers.



# Did You Know?

Casual conversations occur at 50 to 60 decibels. The audio decibel levels on a convention show floor or music festival are **consistently above 90 decibels**—the equivalent of standing next to a running lawn mower!



## Silent Sessions & Innovation Theaters

Conferences are often limited by the number of available rooms in a venue or may feature multiple speakers at one time. Silent sessions, sometimes referred to as innovation theaters, are increasingly being leveraged by event organizers who need to maximize space and offer more value to attendees. Audio communication headsets allow guests to easily join the session, cut through background noise in high-traffic areas, and hear the presenter of their choice with clarity.

# SILENCE

### RECOMMENDATION:

#### ListenTALK Tour System

- Up to 20 simultaneous sessions in one area
- Unlimited audience sizes
- Push-to-talk feature for Q&A and panel discussions
- Operates in conjunction with your AV sound or as a stand alone system

### ALTERNATIVE:

Consider the one-way **TourGuide Solutions TGS-900** system for single presenters and minimal interaction.



## VIP Facility Tours & Open Houses

It's important to put your best foot forward when conducting open house tours or VIP events, and you don't want to shout above ambient noise or loud machinery. Offering your guests a premium-quality headset so they can hear clearly and ask questions demonstrates that you care about their experience.

## Offer Language Interpretation & Assistive Listening

Large events may host individuals with hearing impairments or guests from around the world who require language interpretation services. We typically recommend the following ADA-compliant systems:

- **ListenTALK** — Features a technologically advanced “interpretation mode” so multiple interpreters can listen to a presenter on one channel and speak to guests on another
- **Sennheiser 2020** — Features a hand-held microphone, allowing translators to hand it off rather than switching headsets

**TIP:** Use mobile programming stations to allow users to change channels on their own **without requiring a staff member to assist them**. The result is a single, simple Assistive Listening solution for the entire venue versus a separate system for each room. This is done through a Near Field Communication (NFC) stand placed at the entrance to each room or session.



### RECOMMENDATION:

#### ListenTALK Tour System

- Noise-canceling
- Hands-free operation for presenters
- Multi-channel two-way communication
- Portable, lightweight, wireless units
- Professional appearance
- Guest headsets with or without microphone
- Push-to-talk feature for Q&A
- Group language interpretation

### ALTERNATIVE:

The **Sennheiser 2020 Audio Communication System** has exceptional audio quality, is completely wireless and is comparable to the quality of ListenTALK with the exception that it is a one-way system.



When speaking with your audio communications specialist, ask which of the following are appropriate for your event, including quantities:

Have a unique application? No problem. We will work with you and our network of manufacturers and experts to explore your application, align with technology and proceed into proof of concept.

## Accessories

- Receivers or Transceivers
- Standard headsets
- Earbuds
- Headphones
- Headset microphones
- Wireless handheld microphones
- Neck loops
- Extra batteries or chargers
- Other

# Programming

- One-way communication units
- Two-way communication units
- Number of channel assignments
- Number of presenters
- Estimated audience size
- Other







# Do You Need an On-Site Technician?

Event coordination and communication go hand in hand; you can't have one without the other. Full-service event audio communication providers like Implecho offer expert on-site service to help ensure everything goes smoothly. For a minimal investment, everything is taken care of from start to finish, including:

- Receiving and setup
- Programming channel assignments
- Working with A/V teams
- Distributing units and assisting attendees
- Sanitizing between users
- Managing equipment
- Packing and return shipping



WE STRONGLY RECOMMEND

## On-site service for:

- High-stakes events
- Complex events with multiple presenters and transitions
- Large events requiring multiple units and accessories
- Short-staffed events
- Event planners who don't have the capacity to manage equipment



"Our on-site representative was super helpful, knowledgeable and easy to work with...we would have been in real trouble if we hadn't had [Implecho] for our event."



# 2-Way Event Radios for Logistics

TRADE SHOWS | FESTIVALS | CONFERENCES | VIP TOURS | FILM PRODUCTION

Nearly every type of event will benefit from the use of two-way radios — “walkie-talkies” — to allow all critical team members to communicate in real time. Available with two to 16 channels, they can include an “all call” feature to broadcast emergency needs to all channels quickly.

## 2-WAY



### RECOMMENDATION:

### 2-Way Event Radios

#### Motorola Solutions MOTOTRBO™

- Superior range and audio
- Easy operation
- Rugged solution

#### Motorola Solutions CP200d™

- Sleek design
- Simple push-to-talk operation
- Lightweight

#### Motorola Solutions TLK100™

- Connected with nationwide cellular network
- Powerful and slim design
- Wi-Fi connectivity
- Private and group push-to-talk



Event organizers work feverishly behind the scenes to ensure every detail is in place, and they need the ability to respond quickly and accurately. Work closely with one of our two-way radio consultants to determine which system is best for your event.



## Radio Channel Assignment Checklist

Indicate which teams will need dedicated channels to help determine an appropriate two-way radio system:

- Security
- Medical teams
- Crowd control
- Programming
- Production
- Stage crews
- Logistics and setup
- Vendor coordinators
- Amusement ride operators
- Volunteers
- Maintenance
- Ticket tent/Admission
- Cleanup crew
- Clear/unassigned channels

## Event Radio Etiquette

Avoid confusion and multiple conversations at once by following these simple tips.

1. **Listen for 3 seconds** — Confirm a conversation isn't already taking place
2. **Identify yourself and the person you wish to reach** — "John to Mary"
3. **Respond to the call** — "This is Mary" or "Go for Mary"
4. **Deliver the message** — Keep it short and to the point
5. **Acknowledge receipt** — Recipient confirms message with "Copy that"

## Request a Consultation

The event experts at Implecho are here to guide you through the selection process and help you determine exactly what you need to deliver a superior audio communication experience. Contact us today.

LET'S CONNECT

REQUEST A QUOTE

