

# SEKOU.



## EVENT RIDER

2023

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## PRIMARY CONTACTS

### **Booking | Contracts | Billing**

Nessa Valerii

Nessa@SekouAndrews.com

Cell: (424) 444-0740

### **Calls | Calendar | Logistics | Event Prep | Tech**

Brittney Dorey

Brittney@SekouAndrews.com

Cell: (501) 609-6898

## MAILING ADDRESS

All packages or creative insight materials  
may be mailed directly to Sekou at:

**Sekou Andrews**  
**9018 Balboa Blvd. # 614**  
**Northridge, CA 91325**



## Personal Details

Name as it appears on ID:	Sekou Eusi Andrews	
Date of Birth:	November 13, 1972	
Global-Entry Number/ TSA Pre-check number:	996677228	
US Passport Number:	476124973	Exp. Date: 8/31/2031
Home address:	16440 Dearborn St., North Hills, CA 91343	
Cell phone number:	(310) 863-7095	

## Travel Concierge

Wade Benham  
 New Act Travel, a Virtuoso agency  
 972-510-7878  
 wade@wadestravel.com

## Flight Preferences

**Departure Airports:** LAX or BUR (please confirm before booking travel)

### Seating:

- Window preferred. If unavailable, aisle
- Absolutely **NO Bulkhead seats please**

Preference	Airline	Frequent Flyer Number
First	Delta	2190140828
Second	American	J41W358
Third	United	AH410613
Fourth	Any Delta affiliate	

\*If booking on a partnership airline (i.e. Delta operated by Alaska) please be sure to provide confirmation numbers for both airlines or Sekou may not be able to check in online or confirm seat until arriving at airport, leaving limited choices.

## Hotel Preferences

### Amenities:

- Hotel choice should have WIFI, Fitness Center and Room Service
- King bed
- Room location away from elevator and vending/ ice machines

### Locations (IF franchise):

Preference	Hotel Chain	Member Number
First	Marriott or Marriott family (Ritz, Renaissance, Autograph, etc.)	308 123 405
Second	Hilton or Hilton family	852312318
Third	Hyatt	G54968608Q

## Ground Transportation - Preferred Provider (worldwide)

Europe Limousine Service – (888) EURO-LIMO | (201) 477-3200 | [info@europe-limo.com](mailto:info@europe-limo.com)

TRAVEL



## CONTRACTUAL OBLIGATION

### Presenter Exposure

The Client shall include the Presenter in all of its marketing and promotional materials connected to the Event, including websites and handouts. The Presenter's exposure shall be commensurate with that of other participating speakers, including use of approved photo, bio, information slide(s), and onstage formal introduction, as outlined in the Presenter's Event Rider

### Formal Onstage Introduction

Because poetic voice is such a unique style of speaking, Sekou must be given a formal introduction at your event. If you want to get creative/ dramatic with how the presentation begins, Sekou is open to discussing options for his intro (such as a VOG before and formal intro after). Approved intro choices may be downloaded [here](#).

## BRAND INFORMATION

Press | Marketing | Publicity

### SEKOU'S OFFICIAL TITLE:

Please refer to Sekou as '**Poetic Voice**' or '**The world's leading Poetic Voice**' in all materials.

### Program/ Badge/ Slides/ Website, etc. should read:

Sekou Andrews  
Poetic Voice  
CEO/ Founder, SekouWorld, Inc.

### SEKOU'S BIO:

Short version for website/ print use may be downloaded [here](#)

### SEKOU'S PHOTO(S):

Please use approved photos only. Download [here](#) or contact us with your size/resolution needs

### SEKOU'S WEBSITE:

[www.SekouAndrews.com](http://www.SekouAndrews.com)

"I've been called all kinds of random titles on my journey to creating the poetic voice speaking category ("slam poet guy", "hip-hop street poet", etc.), so it's important to me that the way you introduce me to your community reflects the accurate brand language I've worked so hard to craft. **Please be sure to use the approved brand language provided here.** It's not about ego, but rather celebrating the uniqueness of poetic voice, and giving our audiences a proper context for the experience poetic voice gives them. Thanks!"

-Sekou









**SEKOU ANDREWS LOGO:**

Download [here](#)

**SEKOU'S WALK-ON/ WALK-OFF MUSIC CHOICES:**

Download [here](#) upon receiving confirmation of Sekou's selected titles

**SEKOU ON SOCIAL MEDIA:**

PLATFORM	HANDLE	LINK
 Twitter	@sekouandrews	<a href="https://twitter.com/sekouandrews?lang=en">https://twitter.com/sekouandrews?lang=en</a>
 Facebook	@sekouandrews	<a href="https://www.facebook.com/sekouandrews/">https://www.facebook.com/sekouandrews/</a>
 Instagram	@sekouworld	<a href="https://www.instagram.com/sekouworld/?hl=en">https://www.instagram.com/sekouworld/?hl=en</a>
 YouTube	@sekouworld	<a href="http://youtube.com/user/sekouworld">http://youtube.com/user/sekouworld</a>
 LinkedIn	@sekou	<a href="https://www.linkedin.com/in/sekou">https://www.linkedin.com/in/sekou</a>
 TikTok	@sekouandrews	<a href="https://www.tiktok.com/@sekouandrews">https://www.tiktok.com/@sekouandrews</a>

**SEKOU'S CLIENT VIDEO TESTIMONIAL GUIDESHEET:**

Download [here](#)

## SALES

Merchandise, Signing, etc.

If the event is one where speaker merchandise will be sold or speakers will be signing books/ products, and Sekou has arranged to participate, his needs are:

- + **Booth / Table** – 6 ft or larger for his merchandise, mailing list, and print materials
- + **Staff Support** – A person to help process orders, take payments, direct attendees
- + **Time slot** – mutually agreed upon time slot on same day of Sekou's main stage presentation (ideally within 1-2 hours after) that will not interfere with Sekou's preparation or any additional presentations he may be giving at event. Contact SekouWorld Inc. team member to discuss best options
- + **Announcement** - Mention in program/ agenda the table/ booth location and time

# STAGE REQUIREMENTS | HOSPITALITY

## Onstage

- Bottled water
- Small face towel (black preferred, as stage make-up stains can be distracting to audience, or show up on video)
- Ideally stage should be cleared. However, depending on which presentation Sekou is doing, he may want to keep a chair on stage
- If existing set/ furniture must remain onstage (couches, etc.), please minimize the amount of space it takes up and notify Sekou at rehearsal
- If a podium must remain onstage, please move to the side if possible and notify Sekou in advance

## Backstage/ Green Room

- Bottled water (room temperature)
- Tissues
- Towel (small face towel)
- Sekou will need a "green room" or some relatively removed backstage space to run lines, prepare, and "get in the zone" directly before going onstage. It is understood that certain agreed upon entrances (ie: entering from the audience or from the back of the room) may render this space inapplicable.

## Food Preferences

- No pork
- Chicken or turkey instead of beef or fish
- Simple, healthy protein snacks (nuts, protein bars, hard boiled eggs, etc.)
- Hot, Grande double-shot latte (coconut milk preferred, otherwise almond milk)





# TECH REQUIREMENTS

**\*\* Waiver of any of the following tech requirements must be approved in advance by SekouWorld, Inc. and confirmed in writing. If there are any problems please contact your SekouWorld, Inc. rep immediately to discuss \*\***

## TELEPROMPTER

For Scrolling Text (Not Slides!)

Due to the language-specific nature of the poetic voice style of speaking and the time constraints that often accompany creating a personalized piece, **Sekou requires a SCROLLING TEXT teleprompter during his presentation.** This critical component allows Sekou to deliver his best for your event, so please follow the guidelines below very carefully.

## Monitors

- Two or more 45” – 55+”, flat screen floor monitors (NOT “Presidential” or Podium-style)
- Unless Sekou has confirmed he needs a monitor for slides, please ensure ALL monitors can display teleprompter scrolling script
- Monitor Positioning – it is very important that you balance between positioning the monitors far enough from the stage (toward the audience) for Sekou to see them as he moves across the stage, while also preventing audience from seeing the script scrolling on the monitors.
  - + If two monitors, position them downstage left and right. If three monitors, downstage left, center and right.
  - + Best final positioning can be determined at tech rehearsal so, when possible, avoid finalizing/ taping down monitor positions until after rehearsal
  - + Please use Dog House or Barn Doors on the monitors to block audience line-of-sight when monitors are visible to the first few rows of audience

## Operator

A professional teleprompter operator to scroll text

## Software

- Professional teleprompter software should be used (ex. Telescript AV)
- Software must be able to:
  - + scroll forward and backward easily
  - + input text formatting (line breaks, font color, bullet points, highlighting, etc.)
  - + be scrolled manually (not on automatic speed, as Sekou’s tempos change drastically)
  - + be operated with a professional “dongle” for scrolling (as opposed to a mouse or trackpad)

**IMPORTANT:** Please be sure that the tech team has inputted this [sample teleprompter script](#) onto the software to test the loading process. This allows us to discover and address any formatting incompatibilities in advance. Please be sure that the tech team not only receives this document but actually goes through the process of testing it. If any formatting problems are discovered (i.e. the software doesn't input line breaks or font colors), please let us know immediately so we can co-create a solution

- Sekou will arrive to tech rehearsal with a flash drive containing the final script. Because his scripts are carefully pre-formatted, and because your team will have tested the upload using the sample script, script load-in at rehearsal will be quick and painless. Therefore, there is no need to request Sekou's script in advance.

- **Click on the following link to download our sample prompter script in .docx or .rtf format:**

[https://drive.google.com/drive/folders/14FPs1E5wYG2SPqBZrRC3\\_zdM1Yi5usil?usp=sharing](https://drive.google.com/drive/folders/14FPs1E5wYG2SPqBZrRC3_zdM1Yi5usil?usp=sharing)

## MICROPHONE

- **Type:** Thin, "Broadway style" headset mic with **2 ear loops**. DPA 4088 or Countryman H7 strongly preferred.
- **Accessories:** Clear medical/ surgical tape that adheres well to wet skin to secure the mic's position due to Sekou's dynamic movements during presentations

## VISUALS

- **Poetic Voice Information Slide** (if Sekou is NOT using a deck for your presentation)
  - + to be displayed onscreen from walk-on to walk-off during Sekou's entire presentation (if you don't already have your own branded graphics to display), or
  - + used in conjunction with your own branded graphics if you have them (can be your graphics for Sekou's entrance/ exit and then his slide during presentation, or vice versa)
  - ++ If used for walk-on/walk-off...the slide should be displayed for 30 seconds at the beginning of Sekou's presentation, and again for 30 seconds when he finishes his presentation during the applause
  - + Visit this link to download the full size, high-resolution slide, or click on the link below:  
[https://drive.google.com/file/d/15LZpsgvhhNaROa-mDuR\\_YPsyQP5EYxbl/view?usp=sharing](https://drive.google.com/file/d/15LZpsgvhhNaROa-mDuR_YPsyQP5EYxbl/view?usp=sharing)
- **PowerPoint /Keynote Deck** – If applicable, Sekou will bring deck to rehearsal on flash drive (or email in advance if able)

## MUSIC

- **Upon receiving confirmation of Sekou's selected titles**, download clips of Sekou's walk-on/ walk-off music choices [here](#).



## TECH REHEARSAL

Rehearsal will most likely take place the day before or morning of presentation. All timelines below are flexible and can be adjusted based on Sekou's travel/ availability and event schedule:

- **SCRIPT LOAD-IN:** [3-5 min] Sekou will arrive to rehearsal and deliver flash drive with final script to be uploaded into the teleprompter system. Script will be 95% formatted but minimal tweaks may be made with teleprompter operator at rehearsal.  
*+NOTE: Additional tweaks may need to be made to script between rehearsal and presentation, depending on factors such as last-minute customization, approved client notes, etc.*
- **SOUND CHECK:** [3-5 min] Check mic level and walk the stage and house to check for audio feedback hotspots. Also check walk on/walk off music.
- **SLIDE CHECK:** [3-5 min] Check information slide (poetic voice slide) and/or PowerPoint deck.
- **PROMPTER CHECK:** [5-10 min] - Partial run-through of select presentation sections to familiarize teleprompter operator with Sekou's reading style, rhythms, visibility needs, etc.
- **WALK-THROUGH:** [5-10 min] Sekou will walk the space to get a feel for the stage, floor/ house, entrances/ exits, stairs, etc.
- **LIGHTING CHECK** [5 min] Unless there are more involved lighting cues and capabilities, this will just be a discussion of lighting options and looks. Please anticipate that Sekou will leave the stage a few times during his presentation. He may present from the floor in front of the stage for longer sections and may walk up to the audience for brief moments of interaction (probably not past the first row or two unless pre-arranged).
- **VIDEO CHECK:** [3-5 min] Sekou encourages his presentations to be filmed for archival purposes (refer to contract for agreed upon usage terms/ fees). If presentation will be filmed, video check will just be a discussion about camera position and Sekou's suggestions on how to best capture his presentation. Please see next section for shot list and filming suggestions.



## VIDEO | PHOTOGRAPHY

## Filming Suggestions:

Because of the dynamic range of motion in Sekou's presentations, a two-camera shoot is typically best

- + **CAM 1:** Back/center of room capturing wide angle shot and occasional close ups
- + **CAM 2:** Side Angle and/or Roving capturing mid-waist shots, side angles, audience reactions, over the shoulder shots, following Sekou as he moves through the room
- + Microphone should be patched directly to camera for optimal audio recording
- + We also strongly suggest you **MIC THE AUDIENCE** as well. Nothing worse than watching video later that sounds dead because it didn't capture how lively and vocal your audience was in the room (laughter, call and response, etc.)
- + Lighting, background and camera-related wardrobe needs should be discussed in advance
- + Please be sure that video edit begins at Sekou's introduction (by host/MC) and ends after applause, standing ovation, and any comments made about Sekou by the host or speaker following.
- + Some clients have also found it very useful to film attendee commentary/ testimonials after Sekou's presentations, as attendees are often delighted and abuzz with discussion about the experience, which makes for great archival / testimony footage.

## Suggested Shot List for Videographers and Photographers:

- + Wide Front Angle, Full Stage
- + Side Angle
- + Close-ups
- + Audience Reactions (laughter, leaning in, smiles, etc.)
- + Roving shots – Sekou moves a lot and getting moving camera shots often adds a beautiful and artistic energy to your video
- + Sekou loves getting over the shoulder shots (from behind his back /profile with audience in shot). Please encourage camera operator to get those shots without worry that they will interrupt his presentation (however, please try to avoid getting the teleprompter screen in the shot)