FROM FIRST CALL TO YOUR NEXT EVENT

You'll always know what happens next, and who is looking after it.

Every Straight Street event follows the same eight stages. One Senior AV Producer designs and owns your event from the first conversation to the follow-up, and experienced operators run every position on the day. Here is what happens at each stage, what we need from you, and what you receive.

The journey at a glance

1	2	3	4	5	6	7	8
Connect	**Design and quote**	**Confirm**	**Plan**	**Final details**	**Show**	**Wrap**	**Stay in touch**
Your first call or email	Before you sign	When you confirm	The weeks before	The last two weeks	Your event day	The days after	Through the year

Our standards, in numbers

1 day	A Senior AV Producer replies within one business day.
1 price	One all-in quote covering equipment, labour and transportation. Nothing added later.
2 days	Certificates of insurance within two business days of your request.
1 chat	A show-day group chat reaches your lead event staff and the whole crew at once.
24 hrs	If anything wasn't right, you'll hear from Keith directly within 24 hours of telling us.
1997	Producing live events since 1997 across the GTA, Waterloo Region and Southern Ontario.

Keith Kissner · Mike Greco · Jeff Blain

Our three Senior AV Producers, in live events since 1976, 1986 and 1996. One of them is your producer from start to finish, so you never have to brief someone new halfway through.

STAGE BY STAGE

What happens, what we need, what you receive

1 Connect

Your first call or email

WHAT WE DO

- Reply within one business day, from a producer, not a salesperson.
- Have a short conversation about your event, your room and your audience.

WHAT WE NEED FROM YOU

- The date, venue (or the kind of room) and rough guest count.
- The program in a sentence. You don't need to know AV.

WHAT YOU RECEIVE

- Clear answers and an honest view of what your event needs.

2 Design and quote

Before you sign

WHAT WE DO

- Walk through your whole event with you in detail.
- Design it before we price it.
- Check the venue. For larger events, that always means a site visit.
- Read your venue's AV clause with you if you haven't signed yet, at no charge.

WHAT WE NEED FROM YOU

- Your budget, if you have one, so we can show you the best way to spend it.
- Who approves the quote.

WHAT YOU RECEIVE

- For medium and larger events, the room layout and design drawings first, then one all-in quote built from that design, so the price holds.
- For smaller events, often a quote the same day.
- Every quote in plain language, with assumptions written down.
- Revisions until the quote is right for your event and budget.

3 Confirm

When you confirm

WHAT WE DO

- Send a personal welcome from your producer the day you confirm: who they are, what happens next and how to reach them.

WHAT WE NEED FROM YOU

- Your order confirmation and deposit.
- Any venue insurance requirements.

WHAT YOU RECEIVE

- A short dated list of what we need from you and when, with a friendly reminder a few days before each date.
- Certificates of insurance within two business days.

4 Plan

The weeks before

WHAT WE DO

- Coordinate load-in, power, rigging and floor plans with the venue.
- Plan for any accessibility needs.
- Confirm the details with you, by phone and email, as often as it takes.

WHAT WE NEED FROM YOU

- Presentations, videos and speaker details by the dates on your list.
- Any changes as early as you know them.

WHAT YOU RECEIVE

- A clear production plan.
- A revised price before anything is added, if plans change.

5 Final details

The last two weeks

WHAT WE DO

- Confirm the run of show, timings and who is who on the day.
- Prepare and test every piece of equipment, and brief the crew.

WHAT WE NEED FROM YOU

- Your event schedule, including load-in and rehearsal times booked with the venue.
- Final content as early as you can. Late changes happen, and we do our best to accommodate them, even on the day.

WHAT YOU RECEIVE

- An invitation to the show-day group chat with your lead event staff and crew.

6 Show

Your event day

WHAT WE DO

- Load in early and test everything before doors.
- Rehearse with your speakers when the venue schedule allows, and coach them on microphones.
- If you'd like a run-through ahead of time, we can do one at your office.
- Run every position with experienced operators.

WHAT WE NEED FROM YOU

- Rehearsal time booked with the venue, if you can.
- Your speakers at rehearsal, and one person who can make decisions on the day.

WHAT YOU RECEIVE

- A calm, polished event. Changes handled on the spot, and anything that affects the price raised with you first.

7 Wrap

The days after

WHAT WE DO

- Say thank you the same day or next morning.
- Ask three short questions about how it went.
- A short debrief call: what worked and what to change next time.

WHAT WE NEED FROM YOU

- Your honest feedback, good or bad.

WHAT YOU RECEIVE

- Recordings, caption files and show files, usually within a day or two and sometimes before you leave. An archive for next time if you'd like one.
- An invoice within a couple of days that matches your quote, plus any changes you approved.

8 Stay in touch

Through the year

WHAT WE DO

- Check in a few months later and around your event's anniversary.
- Keep your room and set-up notes on file for next time.

WHAT WE NEED FROM YOU

- Your next date, as soon as it is set.

WHAT YOU RECEIVE

- The same producer and a quicker start every time.

What if something goes wrong?

Live events change, and we plan for that. Every event is backed by our Comfort Warranty: transparent budgeting with no hidden fees, constant communication, confidentiality, and a direct line to your lead event staff on show day.

If something isn't right, we do everything within our power to make it right.

Common questions

Do I need to know about AV?
No. Tell us about your event and we will translate it into the right production.

What changes the price?
Usually the hours on site, the number of operators, the program, what goes on screen and any streaming. You will always see the effect before anything is added.

Can you take on just one part?
Yes. Sound for a keynote, lighting for a gala room or the whole production.

Do we have to use the venue's in-house AV?
Usually not. Send us the venue's AV clause before you sign and we will read it with you.

Can you help with accessibility?
Yes: live captions, translation, ASL support, assistive listening, accessible stage ramps and wheelchair sightlines.

Working through a planner?
We work under their lead, and they stay your main contact.

Where do you work?
Across the GTA, Waterloo Region and Southern Ontario, with experience producing events across Canada and the U.S.

Talk to a Senior AV Producer

(519) 893-3668 · info@straightst.com · straightst.com

STRAIGHT STREET