



# Setup Guide

[rowan.edu/ces](http://rowan.edu/ces)

Conferences  
& Event Services



## Purpose

This Setup Guide is designed to provide users with basic information about event setups, the advantages and disadvantages of each type of configuration, and other considerations related to event layouts. Each description is presented with one or more sample diagrams. These layouts can be duplicated or used as a starting point in the planning process.

For more information on the coordination of events and the Office of Conference & Event Services, visit [www.rowan.edu/ces](http://www.rowan.edu/ces).

## Types of Setups and Layouts

### 1. Theatre Style Layouts

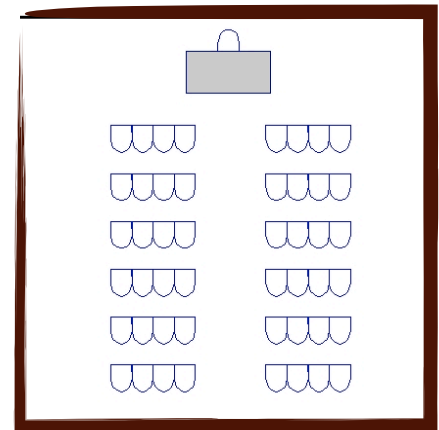
#### A. Theatre Style

**Definition:** Rows of chairs facing a stage, speaker or head table.

**Pros:** Easy to setup.

**Cons:** Does not encourage interaction among participants.

**A/V Considerations:** Depending on the size of the room or audience and any visual obstructions, more than one A/V setup may be required. Sound reinforcement should be considered based on the size and acoustics of the space.



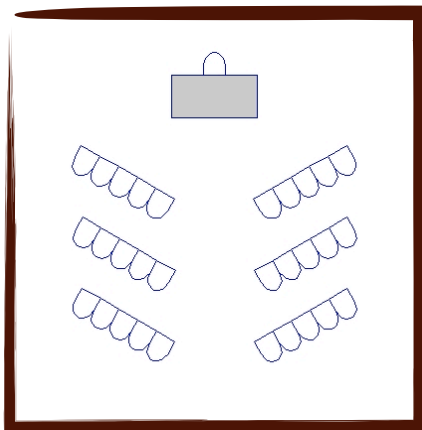
#### B. Chevron

**Definition:** Rows of chairs arranged in a V shape and separated by a center aisle. The chairs should face a head table or speaker.

**Pros:** Creates a more enclosed atmosphere for the speaker and participants.

**Cons:** Does not encourage interaction among participants.

**A/V Considerations:** All participants are seated focused on the speaker. Use of A/V should compliment, not take away from the set-up. In other words, if a screen is used, it should be centered behind the speaker or head table, within the line of sight of each participant.



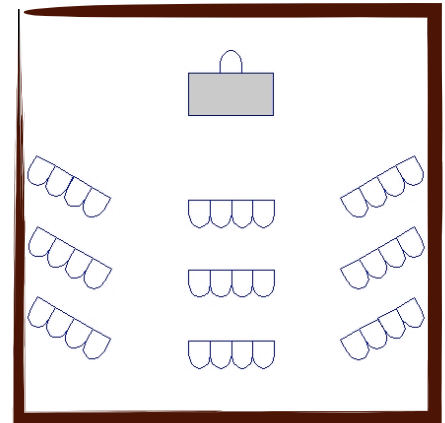
## C. Herringbone

**Definition:** Rows of chairs arranged in a V shape with a front facing center section and separated by center aisles. The chairs should face a head table or speaker.

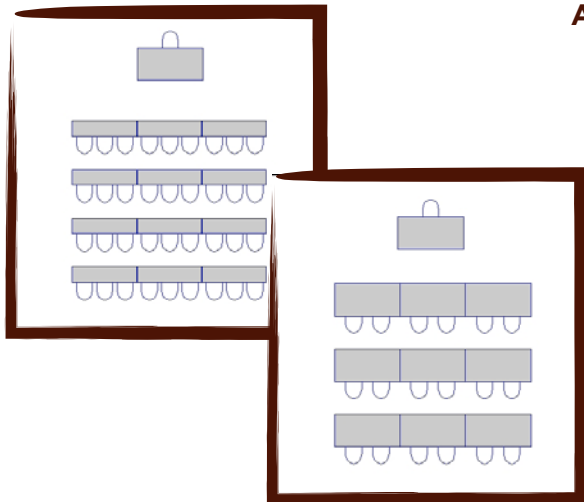
**Pros:** Creates a more enclosed atmosphere for the speaker and participants.

**Cons:** Does not encourage interaction among participants.

**A/V Considerations:** All participants are seated focused on the speaker. Use of A/V should compliment, not take away from the set-up. In other words, if a screen is used, it should be centered behind the speaker or head table, within the line of sight of each participant.



## 2. Classroom Style Layouts



### A. Classroom or Schoolroom

**Definition:** Rows of tables with chairs facing the front of a room. Also referred to as a Schoolroom setup.

**Pros:** Good for teaching & learning or workshop type events. Affords each participant with a space for writing.

**Cons:** Does not encourage interaction among participants.

**A/V Considerations:** Depending on the size of the room or audience and any visual obstructions, more than one A/V setup may be required. Sound reinforcement should be considered based on the size and acoustics of the space.

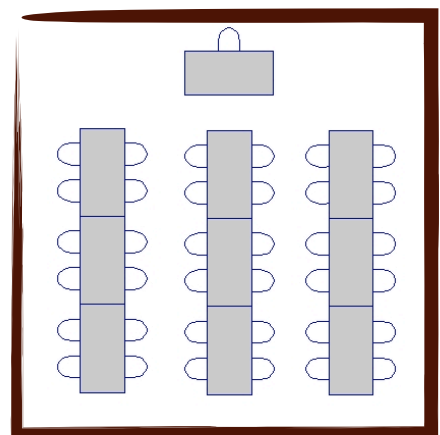
### B. Schoolroom Perpendicular

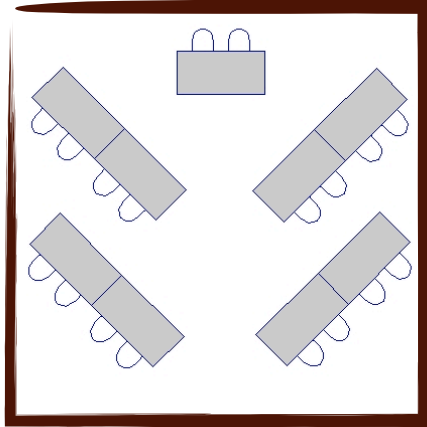
**Definition:** Variation of the classroom or schoolroom setup in which tables are perpendicular to the head table, and chairs are placed on both sides of the tables.

**Pros:** May increase seating capacity over a standard classroom setup in the space. Encourages discussion among participants (at each table). May be a preferred setup for workshops that include team break-out time or project work.

**Cons:** This setup could create a situation which makes classroom management difficult from the moderator's perspective.

**A/V Considerations:** Depending on the size of the room or audience and any visual obstructions, more than one A/V setup may be required. Sound reinforcement should be considered based on the size and acoustics of the space.





### C. Schoolroom Chevron

**AKA:** Schoolroom V-Shape Setup

**Definition:** Rows of tables and chairs (typically one or two chairs per table) are arranged in a v-shape facing a head table, stage or speaker.

**Pros:** Creates a more enclosed atmosphere for the speaker and participants.

**Cons:** Does not encourage interaction among participants.

**A/V Considerations:** All participants are seated focused on the speaker. Use of A/V should compliment, not take away from the setup. In other words, if a screen is used, it should be centered behind the speaker or head table, within the line of sight of each participant.

## 3. Conference Style Layouts

### A. Boardroom

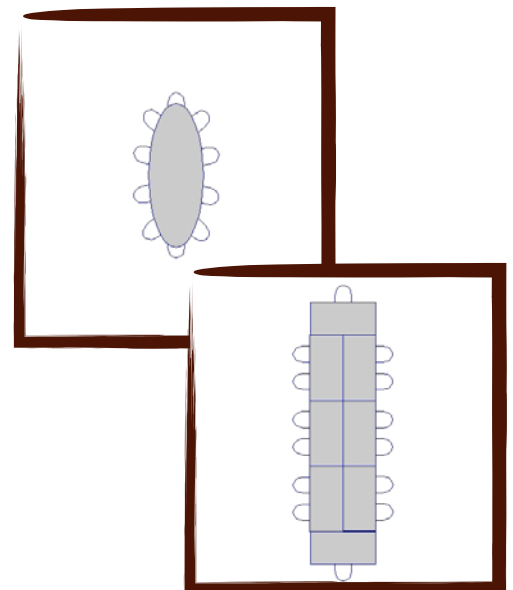
**AKA:** Conference or Closed Conference Setup

**Definition:** Rectangular or oval tables, set up with chairs placed around all sides. This set-up is often confused with Hollow Square Set-up.

**Pros:** Effective for group discussions or executive meetings.

**Cons:** Not effective for teaching & learning or workshop type events.

**A/V Considerations:** A/V set-ups for this style will always be at someone's back and there may be challenges with projection if not using a ceiling mounted projector. If planning for an A/V presentation using this style, leave one end of the table void of chairs to allow for a clear lane for projection and viewing by all participants.



### B. Hollow Square

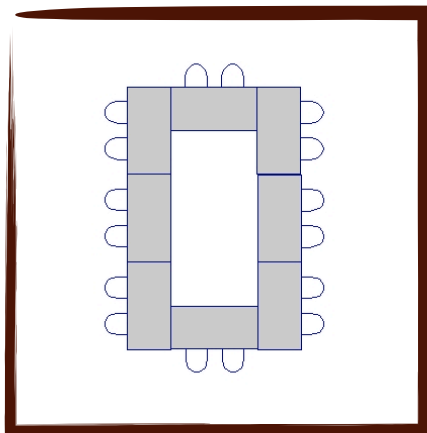
**AKA:** King's Conference or Open Conference

**Definition:** Tables set in a square (or rectangle) with chairs placed around the outside of the table. Center of the set-up is empty or hollow.

**Pros:** Effective for group discussions or coordination meetings.

**Cons:** Less effective for meetings or events that require moderation, presentations, or key speakers.

**A/V Considerations:** A/V set-ups for this style will always be at someone's back and there may be challenges with projection if not using a ceiling mounted projector. Sound reinforcement should be considered based on the size and acoustics of the space.



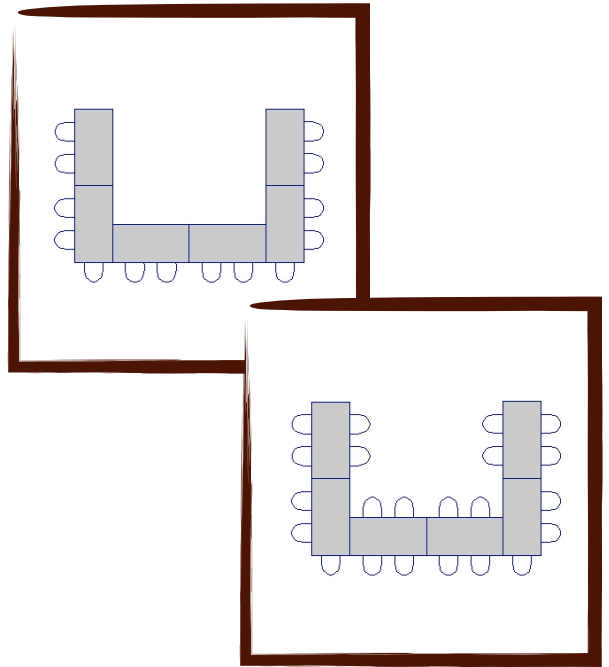
### C. U-Shape Setup

**Definition:** Tables set up in the shape of the letter U with chairs set all around on one or both sides.

**Pros:** Effective for group discussions, workshops, and events that require interaction among the participants.

**Cons:** Chairs on the inside of the “U” limit the effectiveness of teaching & learning or workshop events because the speaker and A/V setup will be at some participants’ backs.

**A/V Considerations:** Set-ups that include seats on the inside of the “U” may affect A/V set-ups. There may be challenges with projection if not using a ceiling mounted projector. Depending on the size of the room or audience and any visual obstructions, more than one A/V setup may be required. Sound reinforcement should be considered based on the size and acoustics of the space.



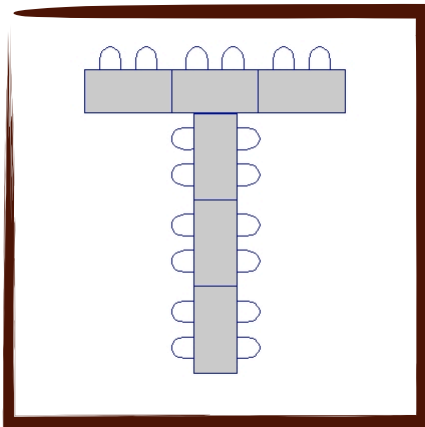
### D. T-Shape Setup

**Definition:** Tables set up in the shape of the block T with chairs set all around except at the head table.

**Pros:** Effective for group discussions or executive meetings.

**Cons:** Not effective for teaching & learning or workshop type events.

**A/V Considerations:** A/V set-ups for this style should be set up at the foot of the “T” to allow for a clear lane for projection and viewing by all participants. There may be challenges with projection if not using a ceiling mounted projector. Sound reinforcement should be considered based on the size and acoustics of the space.



## 5. Banquet Style Layouts

**Definition:** A grouping of round, square, or rectangular tables set in such a way as to facilitate the serving of food, most often a hexagonal or square pattern. The size of the tables affects the number of guests seated at each table.

**Pros:** Good for events that include a formal meal component or small group discussion.

**Cons:** Challenging for formal presentations unless the set-up is done in a way that only about  $\frac{2}{3}$  of the table is used for seating and all participants have a line of sight to the front of the room, speaker, or presentation area.

**A/V Considerations:** A/V set-ups for this style may be at someone's back or out of their line of sight and there may be challenges with projection if not using a ceiling mounted projector. Depending on the size of the room or audience and any visual obstructions, more than one A/V setup may be required. Sound reinforcement should be considered based on the size and acoustics of the space.

