

Checklist for a Successful Sponsored Event/Speaker

#1 Key to success:

Begin planning as soon as you know you will be having an event with an outside speaker!

- Identify the month in which you want the event to take place. Give yourself at least 6 weeks to finish these steps.
- Confirm the amount of your budget with the Dean's office. Make sure you know the sources, account numbers, and amounts available to fund your program/event.
- Estimate advertising (copy center), food (Sodexo), travel and lodging (Travel) expenses to determine amount available for speaker's honorarium (if any).
- Identify speakers whose lecture fees fit within your budget. Contact those speakers to determine availability and possible speaking dates.
- Have the Dean's office personnel check the University Calendar to determine which proposed dates are open.
- Check with Conference Services and Scheduling to determine if there is an appropriate room available for each of those dates.
- Contact the speaker to confirm the engagement.
- Have your AA reserve the appropriate venue for the program (i.e. Klymeyer, Mitchell, Carter Hall, the Forum, etc.). Indicate to Conference Services and Scheduling if you have any special needs (e.g. an extra table, special podium, sound equipment).
- Have the Dean's office personnel place your event on the University Calendar.
- Contact News & Information Services to discuss press release options.
- Send a blank W-9 and two copies of a contract letter that spells out what the speaker will be required to do and what we will do for the speaker. Use a format similar to this: "Dr. Emily Jones will give a public lecture on the USI campus entitled "The Quiz and The Quark" at 4 pm on May 7, 2009. In return, USI will pay for transportation, lodging, and meals, and will provide a \$200 honorarium." Ask the speaker to sign, date, and return one copy of the letter and the completed W-9; the other copy of the letter is for his/her records. **Your speaker cannot be paid without these two documents.**
- At least three weeks prior to your event, design your poster/fliers and deliver it to copy services. Your advertising should have the name of the event/speaker, date, time, location, **sponsoring organization and contact person.** It should also indicate if the event is free and if it is open to the public.
- At least two weeks prior to your event, contact Sodexo for food services (if any).
- At least two weeks prior to your event, send a campus-wide e-mail announcement. Send follow-up announcements within a few days of the event.
- As soon as your posters/fliers are ready to post, take at least 18 copies to the Student Scheduler in UC 208 to be posted on campus bulletin boards. Give 1-2 posters to the receptionist in the Liberal Arts main office (LA 3001) to post on 1st and 3rd floor boards.