

## **TIPS FOR HOSTING A LECTURE OR PRESENTATION ON CAMPUS**

### **Define your Audience**

Student-focused or Faculty-focused?

Is there a community component?

Would the external community be interested or care about this topic, and do you believe, based on research or other information, that an external audience could be attracted to this talk?

Some speakers are willing to do a research-based or more academic talk for faculty/students than a more publicly-accessible talk for the community, but consideration should be given to where the bulk of your audience may come from.

It is important to match the audience size to the venue, based on your knowledge of the speaker, the topic, any research which indicates the type of audiences they have attracted in the past, or some type of confirmed audience number (ie you have brought this person in as part of a class program and thus have a guaranteed number of people through that process, or the person is a guest speaker at a conference to which you know a defined number of people are attending)

A speaker in a large empty hall doesn't reflect well on the organizers, so please give serious consideration to audience volume.

### **Choose your venue**

If primarily an academic faculty or student focused talk during the day, a classroom could be suitable. Some speaker hosts combine classes into a larger venue, and invite the general public as a courtesy.

If you believe there could be a larger volume evening community component to this talk, a venue such as the University Theatre (450 seats) PE250 (300 seats) the University Recital Hall (225 seats) the SU Ballrooms (50 seat to up to 400 seats) AH100 in Anderson Hall (80 seats) or some of the larger lecture halls in Markin Hall, UHall or the Library ( 80 – 120 seats) would be suitable. As well, classrooms in Anderson Hall are quite accessible to the public and hold up to 60 guests, if they are available.

Off-campus venues (which would cost) could include the Public Library (200 seats, downtown, 100+ seats at the Crossings Branch) the Galt Museum Viewing Gallery ( up to 175 seats), Southminster United Church (1000+ seats) the Yates Theatre ( 500+ seats) City Hall (up to 100 seats) some venues at Lethbridge Community College ( 100 – 500 seats) and area hotels (100 to up to 1200 seats)

### **Arrange for promotion**

At minimum, you should do the following:

1. Contact the Communications Office or the communications officer assigned to your Faculty or School as soon as possible once your details are confirmed. We can help you set up a timeline for releasing the information, creating and placing ads (if required) and making sure the relevant promotional aspects of the talk are covered off.

2. Post a notice on the campus Notice Board in the Campus Life, Academic column. This copy could potentially serve several purposes (poster, advertising, a news release, etc) so it should be as complete as possible prior to releasing it.

The copy must include:

- Date, time, and location of lecture.
- Include the building name, and location of the talk within the building.
- If additional directions are required to get your audience to the venue, please include them. Nbot everyone from off-campus knows their way around.
- Any other info on admission costs, ticket sales outlets, shuttle bus arrangements, etc.
- A title and topic description
- A short paragraph about the talk itself. Sometimes the titles and topics are not clear enough to gain the attention of an external audience, so this serves to further explain why the talk may be of interest to the public.
- A 75 to 100-word bio of the speaker, and a photo, if possible
- A website about the speaker, if one is availble that is clear and simple to access
- A paragraph or sentence on any relevant sponsors or supporters. They're paying, so should receive some recognition for their investment
- Additional Notice board posting tips:
  - i. The Notice board is read by a wide variety of audiences. Students, faculty, staff and community readers view the pages daily. Postings on the Notice Board are often quite internal and can be confusing to a community reader who wants to attend a talk or an event on campus if the information is not presented clearly.
  - ii. Make the headline relevant, timely, brief and easy to read. Think of who you are trying to attract and what would motivate them to read the posting. Some recent examples include the following notice examples and suggested headline adjustments:
  - iii. No: Brown Bag Seminar / Yes: Chemistry Researcher Discusses XXX topic, XXX date
  - iv. No: Wine and Cheese / Yes: Meet a Doctor! Learn about a career in the medical profession
  - v. No: Interoffice Envelopes / Yes: Do You Want Mail? Send your extra envelopes back to Mail Services!
  - vi. Have as much information in the body of the notice as possible, including a date, time location and sponsoring group. A contact phone number is helpful, as is an e-mail address. A website referral for additional information is also effective if you want the reader to gain more information.
  - vii. The main Notice Board posting page can be found at this website:  
<http://www.uleth.ca/notice/central.html>

2. Create a one-page poster incorporating the basic information as described above that can be photocopied and sent to all campus departments via the interoffice mail. This can be a simple 'black print on coloured paper' item, or you can contact Printing Services and have them create a larger poster with some design elements and colour to make your poster stand out. Some speaker hosts do both to ensure the information gets to as many people as possible.

3. Make a request to the Communications office for a TV screen, as well as a listing in the Legend, our monthly campus newspaper, and UWeekly, the campus electronic newsletter. The material from your poster or Notice board posting is also required for this process. E-mail: [communications@uleth.ca](mailto:communications@uleth.ca)
4. Send an e-mail with the relevant details of your speaker as described above ( a PDF of the poster is often the best method) to your immediate colleagues and other interested faculty members/departments on campus or off so they can announce it to classes or transmit the information to other community organizations. It is also helpful to check with your colleagues to see if your speaker fits into the curriculum of a course; students could be encouraged to attend as part of a class or assignment.
5. If funds are available, purchase print advertising in the Lethbridge Herald. At minimum, two ads that run at least one week prior to the lecture will ensure there is some exposure in the media. The ad copy includes all the basic information as described above; the Communications Office will place these for you on reasonable notice – 3 weeks prior to your event, at minimum. Costs can range from \$500 to \$1,000.
6. If the speaker is an author, call the University Bookstore (403) 329-2611. They can order books in to be sold at the venue or in the Bookstore, and can assist with book signings.