

Visiting Lecturer/Speaker Standard Procedures

Coordinator Responsibilities

- Once speaker is secured, do a timeline for the event – pre-planning, day of and post. Send this to all who may be involved.
- Identify appropriate location based on speaker and reserve space/tables/chairs (coordinator should consult with marketing/events team.)
- Draft a budget and get approval from the Dean or Department Chair.
- If honorarium will be given to speaker, discuss with Business Manager appropriate forms that need to be completed.
- If international speaker and any expenses will be paid, discuss with Business Manager and Office of International Support for Faculty & Staff appropriate forms and requirements.
- Do a site visit and determine the set up of the stage. If plants are needed to enhance, then order through facilities.
- Draft itinerary and email it to everyone involved at least a week in advance.
- Ask speaker if he/she has any special needs/requests: accommodations, campus tour, meet with students, power point, special diet, etc. Details should be met and included in the itinerary.
- If accommodations are needed, can get special USC rate at local hotels (such as Inn at USC, Courtyard by Marriott).
- If needed, coordinate transportation for speaker to and from the airport and/or to and from hotel.
- Secure and notify IT personnel (HRSM IT and Distance Ed/UIS) about A/V needs, and all pertinent details: i.e. time, location, etc. Determine the time for a sound and A/V check.
- Take presenter to presentation location and be SURE AV WORKS well before presentation begins, especially if it is after hours.
- Secure the plaque, certificate, or gift for the presenter. It should be consistent for the various speakers (class, departmental, Dean/College.) Suggestion—varying sizes of the Palmetto.
- Send out announcement to faculty and students, inviting them to attend. The Dean/Department Chair/Faculty should also make sure faculty and students are well aware of the event. If planning is done the way it should (well in advance), faculty could write into syllabus requirements.
- If any faculty is giving extra credit to students to attend the lecture, faculty needs to provide course roster to coordinator in advance.
- Send all details to Marketing as soon as the speaker is booked.
- If advertising in The Daily Gamecock, complete ad insertion order and have marketing design ad. (note: USC General Counsel does not have to review this insertion order).
- Confirm the itinerary with the speaker the week of the event. Make sure any changes are communicated to all.

- Secure visitor's pass for parking before guest arrives. If reserved parking space(s) is needed, complete online USC Parking Services Parking Reservation Space Request.
- If appropriate, include students in meal(s). Students may be identified by Dept. Chairs.
- If lunch is planned, make reservation at McCutchen House. Identify guest list and get Dean's approval. Invite guests. Fill out reservation form in advance.
- If a reception is planned, a Contract Approval Form must be completed for the catering (note: even contracts with on-campus caterer Carolina Catering has to be reviewed by USC General Counsel).
- If needed, solicit student volunteers to assist at the lecture.
- Request presenter's presentation in advance so it can be loaded onto a college laptop that can be set up by college IT staff. Also request bio, introduction/story (if relevant), and headshot.
- If appropriate, make copies of speaker's bio in IPC to distribute to attendees at lecture.
- Develop list of supplies/equipment that need to take to presentation (i.e. signs, easels, bottled water for speaker, extra copies of schedule, copies of bio, course rosters, pens, HRSM camera(s), etc).
- Post-event- send thank you and package/send all news clips, copy of video and any other materials. This may be coordinated with Alumni and/or Development Directors.

Alumni/Development Responsibilities

- Alumni Director should be present and involved in the visit if the speaker is an alumnus (coordinator should discuss/assign responsibilities and may even ask director to assume some of the coordinator responsibilities if so desired.)
- Director of Development should be present and involved in the visit if the speaker is a potential donor (coordinator should discuss/assign responsibilities and may even ask director to assume some of the coordinator responsibilities if so desired.)
- Work with appropriate Department Chair to determine people to be involved. Also ask Dean, Director of Development, Director of Marketing, and Director of Alumni Relations if they have constituents that should be invited to the lecture.

Marketing Department Responsibilities

- Marketing will receive all information from Coordinator. Announcement will be posted to the college homepage, poster and signs can be designed, and University Media Relations should be notified. Marketing will coordinate photography, videography (?), and post-story. Clips and tapes will be gathered and given to coordinator to send to speaker. Marketing will coordinate any media requests. Event will be placed on college calendar as soon as information is received.