

# Planning a Lecture

Activities involving lectures and guest speakers on campus are symbolic of the collegiate experience. Student organizations can sponsor campus lectures, which challenge a wide range of issues and interests. A well-planned and executed lecture program can successfully provide information, entertainment, and points of debate to the University community.

When discussing the lecture activity with your organization membership and faculty advisor, be sure to consider the lecture and lecturer's relationship and relevance to the interests and purposes of your organization. When contracting a speaker, remember that a legal contract must be developed. You may develop a contract, but keep in mind the basic components including:

Names of the parties to the agreement

- × What service will take place
- × What will be provided in exchange for the service
- × When and where will all this happen (include directions to the facility and parking instructions)
- × Other conditions or circumstances that are agreed upon
- × Signatures of both parties

You can also use a performer's contract, but keep in mind the following

- × Hidden expenses
- × Payment in advance
- × Cancellation Clauses
- × Who is the responsible party

## **Selecting a Facility**

When planning your lecture programs be sure to consider an adequate facility on campus with appropriate lighting and of suitable size for your program. Be sure you know what your speaker will require in the way of microphones, podiums, tables, etc., before firming up your location. Whenever possible, seek a room which is handicap accessible.

## **Audio and Visual Equipment**

Depending upon the expected attendance, your lecturer may want a podium and a microphone. If you are allowing time for questions and answers, and the room is large enough, you may want to provide a microphone in the aisle.

## **House Management and Security**

Members of your organization should greet audience members at the door. Some lecture programs feature speakers who are public personalities, while others may draw protest based on the nature of the topic. In these cases, you may want to request Campus Security to be present at the program.

## **Reception**

To add to the program, you may plan to have a reception in conjunction with the lecture to allow guests the opportunity to informally continue discussion of points raised during the program. Catering services may be arranged with Sodexo.

## **Publicity**

Your publicity should focus on the speaker and the topic. Send letters to faculty members teaching classes who may be interested in the topic and request that they announce the program to their classes.

Adapted from Lecture Programming, Boston University.

