

HOSTING A GUEST SPEAKER



Sun Devil Suggestions

Hosting a guest speaker is a great way to introduce others to your student organization, convey a message that is important to your organization, or to educate others on campus. Below you will find a few tips to that will enhance the success of your program:

Choose an Appropriate Guest Speaker

Think about why your organization wants to host a guest speaker...what message are you trying to convey? Do you want an interactive presentation? Do some research to find a speaker who is knowledgeable and engaging. Then take into account your budget. How much can you afford to pay someone? Once you have a potential speaker in mind, verify their fees and availability.

Choose a Suitable Location

First, obtain the speaker's opinion concerning the location. In what environment does he or she believe his or her presentation would be most appropriate? A small classroom? A room with a stage? Outside? Once this has been determined, begin to find the ideal location on campus. For a small to medium-sized audience, the Memorial Union might be just the location for you. As a registered student organization, you can reserve room space for free! If you do hold your event in the MU, you will also be able to reserve audio/visual equipment for your event if necessary. If you are interested in an outdoor presentation, consider Hayden Lawn or the Student Services Lawn.

Publicize

Get the word out about your event! As a registered student organization, you have FREE access to copies and posters. Consider reserving a table in the mall area to spread the word as well. Be creative!

Confirm Details and Logistics

...at least one month in advance! Confirm the date, time, and location with the speaker, and also determine if he or she will require audio/visual equipment, a podium, or any other specific equipment for the presentation.

Be Gracious

ALWAYS remember to send a thank you note, and possibly a small gift depending on the nature of the guest speaker's presentation. Flowers, plants, or ASU paraphernalia (t-shirts, pens) would all be appropriate ways to thank a guest speaker who goes above and beyond your needs.

And remember...

The most important aspect of hosting a guest speaker is to PLAN AHEAD. Book the guest speaker at least two months in advance. Provide the speaker as many details as possible in terms of the nature of the presentation (interactive, informative), the time frame, how the speaker will be introduced, the audience demographics (freshmen, democrats, women), and the expected attendance. Allow the speaker to rehearse in the location sometime before the actual presentation.

Resources

Be sure to attend the Student Organization Information Sessions. These helpful sessions provide specific information about your rights and responsibilities as a registered ASU student organization.

To learn more about hosting guest speakers, review the *Student Organization Resource Guide and Policy Manual*. Visit the Event and Meeting Services website for additional information:

<http://www.asu.edu/mu/reservations.htm>

And check out these other *Best Practices* that will help you when planning your next event:

- *Event Planning*
- *Hayden Lawn Events*
- *Collaborating with other student organizations/ Coalition Building*
- *Reserving Space on Campus*
- *Requesting Funds from ASASU*