



# Speaker Packet Checklist

Within this packet are the following documents to be used in the planning of your speaker event.

- Speaker Event Planning Checklist
- Sample Memorandum of Understanding and/or Sample Contract Letter (to be used if a speaker does not provide their own contract)
- Photography and Audio/Video Recording and Distribution Release Form
- Speaker Viewpoint Statement
- Speaker Remarks Accessibility Guidelines
- Video Sharing Disclaimer

## SPEAKER EVENT PLANNING CHECKLIST

### \*REQUIRED ITEMS\*

Use this checklist for any speaking event you are planning on campus.  
For more detailed instructions and tips for planning your event, please see page 2.

1. **Collaborate with your divisional calendar manager** to determine the best calendar date(s) for your speaker before contacting your speaker. Continue to keep your [divisional calendar manager](#) informed of dates until the date is finalized with the speaker.
2. **Execute agreements and invoices.** Agreements should be sent to the chosen speaker confirming the engagement details and all the logistics that it entails (speaker fee, travel expenses, and logistics, venue, date, speech topic, point of contact, etc.).
  - a. If the speaker does not provide their own contract; you will need to write a contract letter or memorandum of understanding to be signed by the speaker and an Agnes Scott representative (for examples, see these templates for a [Sample Contract Letter](#) or [Sample Memorandum of Understanding](#)).
  - b. If you plan to make an audio or video recording of the speaker, they need to sign the [Photography and Audio/Video Recording and Distribution Release Form](#). Please see the [ASC Video Recording Policy](#) if you would like Media Services to record the event.
  - c. Share **Speaker Remarks Accessibility Guidelines** with speaker for their planning (required, not optional)
3. **Review the [Campus Calendar](#)** to determine best available date, then **Submit event date and details to the Campus Calendar**. Go [HERE](#) for calendar submission policies and procedures. Contact the Office of Special Events at 404-471-6902 or [emsevents@agnesscott.edu](mailto:emsevents@agnesscott.edu).
4. **Collect marketing materials.** You should request an approved bio and photo of the speaker for marketing purposes. With this information, you can begin to build ad campaigns, print materials, and other creative content pieces to help with promoting your event. Reach out to Alberta Tennant ([atennant@agnesscott.edu](mailto:atennant@agnesscott.edu)) in Communications and Marketing.
5. **When using a Speakers' Bureau, an Event Coordinator** assigned to you from the speakers' bureau will plan and confirm important logistics with the speaker and your firm. Details such as a pre-event conference call with the speaker to discuss the overall mission of the event, working through travel and day-of logistics, organizing the time table of the day and working through the best contingency plans in case of an emergency are all critical items to think about. Checking in with the event coordinator periodically to keep them in the loop is always a good way to stay ahead of any problems that could arise. Be sure to communicate event details including finalized timing, event set-up, green room space, and technology needs to the Special Events department ([emsevents@agnesscott.edu](mailto:emsevents@agnesscott.edu)).
6. **Pay any outstanding items/invoices.** Often enough, speakers and their representatives incurred expenses when traveling to the event. These expenses are typically sent to you within two weeks to be paid/reimbursed. Make sure all costs are covered and sent off. Then finalize



your event budget to see if all expectations and goals had been met. If you have questions, talk to your budget manager or Bobby Surillo in Accounting ([rsurillo@agnesscott.edu](mailto:rsurillo@agnesscott.edu)).

## SPEAKER EVENT PLANNING CHECKLIST

### \*DETAILED INSTRUCTIONS AND TIPS\*

To ensure you have a successful event, consider the following details which will guide you from the beginning planning stages to a completed, successful speaker event.

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**Step 1: Outline the goals and objectives of your event.** What do you want your audience to take away from the event? How can the speaker impact the overall experience for your group?

**Step 2: Identify your budget.** How much is allotted in the budget for a speaker? Take into consideration any additional expenses that may be incurred such as flights, hotel, ground transportation, and miscellaneous expenses.

**Step 3: Brainstorm the type of thought leader** you would like at your event based on the steps above. The message you would like to convey to your audience, the budget you have to finance speaker fees, and travel are vital components.

**Step 4: Collaborate with your [divisional calendar manager](#)** to determine the best calendar date(s) for your speaker before contacting your speaker. Continue to keep your divisional calendar manager informed of dates until the date is finalized with speaker.

**Step 5: Contact a Top Speakers' Bureau where needed.** To book a top-rated speaker or thought leader, using a speakers bureau is *highly* encouraged. The bureau you are partnered with will send a list that contains ideas and speakers who fit both the budget and topic. Once you've found your partner, planning becomes a lot easier.

**Step 6: Choose the speaker you would like to extend an invitation to.** Keep in mind that in most cases, once a signed invitation is presented to the speaker, it is binding. If the speaker declines, the bureau will either send another list of ideas or move on to speaker option number two, until a speaker has been confirmed.

**Step 7: Execute agreements and invoices.** Agreements will be sent the chosen speaker confirming the engagement details and all the logistics that it entails (speaker fee, travel expenses, and logistics, venue, date, speech topic, point of contact, etc.).

- a. If the speaker does not provide their own contract; you will need to write contract letter or memorandum of understanding to be signed by the speaker and an Agnes Scott representative (for examples, see these templates for a [Sample Contract Letter](#) or [Sample Memorandum of Understanding](#)).

- b. If you plan to make an audio or video recording of the speaker, they need to sign the [Photography and Audio/Video Recording and Distribution Release Form](#). Please see the [ASC Video Recording Policy](#) if you would like Media Services to record the event.

*Step 8. Review the [Campus Calendar](#) to determine best available date, then **Submit event date and details to the Campus Calendar**. Go [HERE](#) for calendar submission policies and procedures. Contact the Office of Special Events at 404-471-6902 or [emsevents@agnesscott.edu](mailto:emsevents@agnesscott.edu).*

*Step 9. **Collect marketing materials**.* You should request an approved bio and photo of the speaker for marketing purposes. With this information, you can begin to build ad campaigns, print materials, and other creative content pieces to help with promoting your event. Reach out to Alberta Tennant ([atennant@agnesscott.edu](mailto:atennant@agnesscott.edu)) in Communications and Marketing.

*Step 10:* When using a Speakers' Bureau, an **Event Coordinator** assigned to you from the speakers' bureau will plan and confirm important logistics with the speaker and your firm. Details such as a pre-event conference call with the speaker to discuss the overall mission of the event, working through travel and day-of logistics, organizing the time table of the day and working through the best contingency plans in case of an emergency are all critical items to think about. Checking in with the event coordinator periodically to keep them in the loop is always a good way to stay ahead of any problems that could arise. Be sure to communicate event details including finalized timing, event set-up, green room space, and technology needs to the Special Events department ([emsevents@agnesscott.edu](mailto:emsevents@agnesscott.edu)).

*Step 11: **Brief your team**.* Take time to sit with your events team and let them know the quick facts about the speaker and how they are involved in the overall program. For example, how to address them adequately when speaking to them, what items they like in their green room, who is responsible for the speaker's introduction, etc. Teamwork makes the dream work.

*Step 12: **The day before**.* Confirm with the bureau or speaker's office all travel logistics are on course and that they have either arrived or are arriving at the hotel/venue. Confirm that all flights, trains, ground transportation, greeters and hotel rooms should be confirmed as well. Additionally, make sure that the final invoice has been paid on time to prevent any issues with the speaker. Your event itinerary and program timeline should be finalized by this time.

*Step 13: **Event day**.* Arrive early to the venue to guarantee that all is set up correctly and everything is in place. Contact the speaker/speaker point of contact to confirm their arrival time is set and still on track. Designate the person who will greet the speaker and direct them to their room or space where they can prepare for their presentation.

*Step 14: **During the event**:* Be on top of any last-minute problems or questions that could arise. Read the audience and make sure that the speaker is being received well and appropriately. When their presentation is over, direct them to either their next obligation (such as a reception, photo-op line, or

dinner) to their transportation. Note that while the speaker is on-site, a member of your team should always be with them and ready to assist if needed.

**Step 15: Follow up.** When the event has passed, take a moment to follow up with your teammates, supervisors, and audience members to collect their feedback and takeaways from the event. Did the speaker presentation meet all standards? What was the best part of the program and how did it help accomplish your overall goals?

**Step 16: Communicate back to the speaker.** Let the bureau and/or speaker know how they did from helping you with logistics and handling to how the speaker's presentation impacted your group. Communicating expectations and thoughts is the key to ensuring a successful partnership in the future and continually securing great speakers for other events.

**Step 17: Pay any outstanding items/invoices.** Often enough, speakers and their representatives incurred expenses when traveling to the event. These expenses are typically sent to you within two weeks to be paid/reimbursed. Make sure all costs are covered and sent off. Then finalize your event budget to see if all expectations and goals had been met. If you have questions, talk to your budget manager or Bobby Surillo in Accounting ([rsurillo@agnesscott.edu](mailto:rsurillo@agnesscott.edu)).

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By following these steps, you are ensuring a successful outcome and a positive experience for your speaker, audience and event staff. Despite the many components, this checklist will only be a significant tool to keep you and your team ahead of the potential hiccups and accomplish a perfect speaker event. By investing the time in preparation and details, a fantastic result will follow. Ensure your next event's success!



**SAMPLE**  
**Memorandum of Understanding**  
**Between**  
**Agnes Scott College and XXXX**

(must be shared with the speaker if they do not provide their own contract)

**Purpose:**

**Contact Information:**

Agnes Scott College (hereinafter called "ASC")

XXXX

Phone: xxxx

Email: XXXX

Speaker (hereinafter called "XXX")

Phone: xxx

Email: xxx

**Scope of Work:**

- I. *Sample - Speaker will arrive on Friday, November 17, 2020 and depart on Monday, November 20, 2020. Their commitment would include the following. First class housing will be provided at xxxxx. Ground transportation will transport speaker to xxx.*

**Details and/or Schedule**

**Special Instructions**

- Be as specific as needed

II. **ASC will ensure the following (details and timeline)**

III. **Timeline to begin and end work/service/activity.**

IV. **ASC will pay Decorator a total of \$XXXX for all aforementioned successfully completed services in full by Monday, November 22, 2017.**

**Signatures:**

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XXXX, Speaker or Speaking Agency

Date

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XXXX, ASC Vice President for XXXX

Date



## SAMPLE Contract Letter

(must be prepared for the speaker by sponsoring department if the speaker does not provide their own contract)

Date

Dear XXXX,

General introduction - *I am delighted that you have agreed to be the distinguished alumna guest writer at Agnes Scott College's 46<sup>th</sup> Annual Writers' Festival, April 6-7, 2017. We are very excited about your participation in the festival. Demetrice Williams, copied above, will contact you to make all travel arrangements when we get closer to the festival. This letter will serve as your contract for the festival. Please sign and return to Ms. Williams by DATE. Failure to return this agreement by \_\_\_\_\_ may impact your participation and Agnes Scott College's ability to fully promote your participation.*

Share information about the program they are participating in - *As you know, the Writers' Festival (<http://www.agnesscott.edu/writersfestival>) is the oldest continuing literary event in Georgia and one of the oldest in the southeast. Recent guests have included Julia Alvarez, Anita Desai, Paul Muldoon, Junot Diaz, Danzy Senna, Scott Russell Sanders, Paul Guest, Rita Dove, Percival Everett, Li-Young Lee, Chitra Divakaruni, Suzan-Lori Parks, Joy Harjo, Cristina Garcia, Gish Jen, Nick Flynn, Terrance Hayes, Tracy K. Smith, Chris Abani, Dani Shapiro, and Richard Blanco. The festival includes a statewide college and university writing contest in four genres (poetry, fiction, nonfiction, and the one-act play), the production of a festival magazine publishing the finalists' works, the two-day festival of readings and workshops, and selection by the visiting writers of a top prize winner in each genre.*

Spell out details - *Your reading, reception, and book signing will be Friday afternoon starting at 2:00 p.m. (April 7). There will be two other writers participating in the festival. We advertise the festival throughout the metro Atlanta area in various media including NPR, with other colleges and universities, with Agnes Scott alumnae, and with other groups and constituents. If you have published, our bookstore will arrange to sell your works before and during the festival. Here's an approximate schedule of the two-day festival events.*

### **46<sup>th</sup> Annual Writers' Festival**

#### **Thursday, April 6**

*11 a.m.-12:30 p.m. Three visiting writers meet to select prize winners in four genres and have lunch together (magazine will be sent to you ahead of time)*

*12:30-2:30 Reception for contest finalists framing Q&A*

*1:00-1:50 p.m. Q&A with three visiting writers for Agnes Scott community*

*4:00 p.m. Reading by **Patrick Phillips** followed by reception and book signing*

*6:00-7:30 p.m. Dinner for finalists, English department, and visiting writers*

*8:00- 10:00 p.m. Reading by **Claudia Rankine** followed by reception and book signing*

#### **Friday, April 8**





*10:30 a.m.-12:30 p.m. the two main visiting writers lead workshops for contest finalists including lunch*

*2:00-3:00 Reading by **Kayla Miller '11** followed by reception and book signing*

*4:00 p.m. Festival concludes*

*Payment for service (if applicable) We are offering an honorarium of \$XXX plus economy travel to and from the college, as well as meals and accommodations while you're at the college. The visiting writers stay at the Anna Young Alumnae House, the equivalent of a very nice bed and breakfast.*

*Closing - The XXXX department and I look forward to welcoming you back to Agnes Scott next month. You will be an inspiration to our aspiring creative writers and other students and a wonderful addition to the 2017 festival.*

*Sincerely,*

Name

Professor of XXX

Chair, Department of XXX or Vice President

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Guest Writer Signature

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Date



**Photography and Audio/Video Recording and Distribution Release Form**  
(must be shared with the speaker)

I, \_\_\_\_\_, hereby consent to unrestricted use by Agnes Scott College of my photograph, picture, portrait, image, video or voice recording, or biographical information, however captured or stored (hereinafter, collectively, Image), for use in magazines, newspapers, videos, trade journals, booklets, pamphlets, newsletters, advertisements, the Agnes Scott website, or other social media site or internet presence or any other promotional or informational materials (hereinafter, collectively, Agnes Scott Media).

I waive any right to inspect or approve my depictions in these works. I agree that Agnes Scott College may use my Image with or without my name and for any lawful purpose, including for example such purposes as education, publicity, advertising, and Web content.

In exchange for the professional recognition and stature gained by me in connection with the publication, program, speech, or other activity described below, I hereby:

- a) Warrant that the work presented by me is my own, that it does not infringe the copyright or any other rights of any other party and that it does not contain anything that is libelous or defamatory of any person;
- b) Agree to indemnify and hold harmless Agnes Scott College from and against all actions, proceedings, costs, damages, demands, expenses, including court costs and attorney's fees, losses, and liability whatsoever arising out of or by reason of breach of the above warranty, specifically including any alleged infringements of any copyright, patent, trademark, or trade-name interest.

Agnes Scott College will take handwritten preferences under consideration, but is not bound to comply with any handwritten notations to this document.

My Image may only be used for restricted educational purposes for the next two years from the program date, after which the above will apply. (Check box to apply this stipulation.)

Print name of lecturer/performer \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

\_\_\_\_\_  
Title of Speech, Program, Work, Presentation, etc. Date of Program



## **Speaker Viewpoint Statement**

"Agnes Scott College supports a vibrant, robust program of speakers with viewpoints that enable students to think critically and engage the intellectual and social challenges of our times. Remarks by invited speakers reflect those individuals' opinions and not the viewpoints of the college, its trustees or the administration."

**A Note on Language and Accessibility for Campus Guests and Speakers**  
(must be shared with the speaker)

Welcome to Agnes Scott College! We are excited to host you on our campus as a guest and speaker. These suggested guidelines highlight ways in which guests and speakers can lead the way in proactively speaking inclusively and avoid pitfalls that may unintentionally lead to marginalization, offense, misrepresentation, or the perpetuation of stereotypes. If you have any questions, please reach out to the [Gay Johnson McDougall Center for Global Diversity and Inclusion](#).

Agnes Scott College is committed to an inclusive, welcoming, and equitable learning environment for every member of our community. Agnes Scott's academic goals of teaching, research, and service are greatly enriched by our diversity of thought, experience, perspective, culture, and background. In addition, because our students are ambitious and curious about career paths and creative ways of working, we suggest that, if time allows, you include in your remarks or during the Q&A a brief description of how you got to be where you are.

**Inclusive Language**

The use of inclusive language is an important way to reflect our commitment to diversity. Inclusive language acknowledges diversity, conveys respect to all people, is sensitive to differences and promotes equitable opportunities.

We also know that language is fluid, and that the meaning and connotations of words can change rapidly. It is more important to apply inclusive language principles rather than use memorized phrases that may have changed in meaning over time. As such, we encourage campus guests and speakers to avoid using words, expressions or assumptions that would unnecessarily exclude people. Words have the power to unite or divide us, or to make members of an audience feel accepted or rejected. Please use words that apply to everyone, regardless of their backgrounds.

**Gendered Language**

Agnes Scott College is a women's college. However, we pride ourselves on being an institution that supports and addresses the needs of marginalized genders. Our student body, faculty and staff include individuals who identify as women, men, non-binary, genderqueer, and more. We invite all guests to join our ongoing effort to create an environment that is welcoming to people of all identities. Please be thoughtful about the language you use when addressing members of our community and strive to use non-gendered words. Alternatives that we recommend: instead of guys/gals, ladies/gentlemen and other gendered terms, try: guests, new friends, students, folks, y'all, everybody, and of course, Scotties!

## **Content Warnings**

We welcome the remarks that you will be sharing with our campus! However, we ask that you inform the audience at the beginning of your talk if you will be covering any potentially contentious or upsetting topics that may trigger those negatively impacted by those topics. Such topics include any explicit discussion of violence and abuse (sexual, gun-related, domestic, childhood, etc), suicide, self-injury, and substance abuse. Previewing the content this way will allow those in the audience who may be living with trauma to prepare themselves for what is about to be shared or self-select out if necessary.

## **Accessibility**

Please be mindful of the potential for differing ability levels in your audience. If we provide a microphone, please use it! While some people may be able to hear you adequately when you use your speaking voice, there are many who would benefit from the use of a microphone to amplify your voice. We also request that you be thoughtful about visibility and legibility when preparing all visual presentation materials. Consider font and text size, visual aids, etc. We also would like you to consider the differing mobility levels of your audience when asking them to stand or move about the room.

Please reach out to the event organizer if you have additional questions regarding this policy or your remarks. We are pleased to work with you to ensure that members of our campus community and external guests are able to fully understand, appreciate, and participate in your event.



With the exception of sharing video files and links with media outlets for distribution; the following will be included in any email in which we are sharing a video file for which a video release form has been signed:

\* Confidentiality Notice: This email message, along with any attachments and/or links contained therein, is for the sole use of the intended recipient(s) and may contain confidential and privileged information. Any unauthorized review, use, disclosure or distribution of the email, attached files or links is prohibited. If you are not the intended recipient, please contact the sender by email and destroy all copies of the original message.