



ASHRAE DISTINGUISHED LECTURERS PROGRAM

SPEAKER PROTOCOL

- ❖ **Treat Speakers & Distinguished Lecturers as Special Guests**
 - Agree on an itinerary in advance and email it to everyone involved.
 - **Airport.** Arrange pick up and transportation back, if speaker is not using taxi. Hotels often have shuttle service to and from the airport.
 - **Escort/Host.** Identify escort/host for each event
 - **Meals.** Arrange for dining companions and pick up the check
- ❖ **Confirm Transportation, Lodging, and Remuneration**
 - **Travel.** Communicate with speaker to finalize travel arrangements.
 - **Lodging.** Make hotel reservations for speaker (standard, single occupancy for a maximum of two nights at a moderate rate hotel).
 - **Honorarium.** The local Chapter may give the speaker additional compensation paid directly to the speaker. Agree on the amount and how payment will be made in advance.
 - Have a copy of the final itinerary waiting for the speaker at the hotel.
- ❖ **Maximize Speaker's Full Schedule**
 - **Other Activities for Speaker.** Confirm the lecturer's availability for additional activities. Plan informal meetings with colleagues, students, Chapter Officers, or provide a tour of local business facilities.
- ❖ **Time Allotted/Program Planned**
 - Ensure that the guest speaker is aware of the time allocated for the speech and arrange a method of letting him/her know when they have three minutes remaining.
 - Tell the speaker if there are to be other guests or speakers on the same program, and if so, whom.
 - Tell the speaker whether or not a question and answer period is planned following their talk.
- ❖ **Prepare Introduction/Materials**
 - Use materials from Headquarters for publicity and introduction of the speaker.
 - Get advance copy of handouts from the speaker and make sufficient number for audience.
 - Distribute sufficient copies of the speaker Evaluation Form to the audience.
- ❖ **Identify Equipment/Audiovisual Needs**
 - Lighted lectern
 - Screen
 - Projector
 - Public address system
 - Extension cords
- ❖ **Audience Size, Room Size, and Expectations**
 - Adequate seating
 - Adequate ventilation
 - Lighting
 - Handicapped access
 - Reserved seating (place tents or cards)
 - Drinking water for speaker
- ❖ **Send a Thank You Letter**
 - Thank the speaker at least three times: in public from the podium, in private before departure, and in a letter from the chapter the following day.



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General Checklist

PUBLICITY:	
<input type="checkbox"/>	Use publicity recommendation outlined in the ASHRAE Distinguished Lecturer Media Kit
<input type="checkbox"/>	Send individual emails to all Chapter Members
<input type="checkbox"/>	Chapter newsletter
<input type="checkbox"/>	Chapter Website
<input type="checkbox"/>	Media interviews with lecturer
<input type="checkbox"/>	Industry blog or electronic chat room
<input type="checkbox"/>	Announcements to related industry organizations
SPEAKER:	
<input type="checkbox"/>	Introduction/biographical sketch
<input type="checkbox"/>	Housing reservation
<input type="checkbox"/>	Transportation (pick up at airport/local transportation)
<input type="checkbox"/>	Get advance copy of handouts from lecturer; make sufficient number for audience
<input type="checkbox"/>	List of local contacts
<input type="checkbox"/>	Honorarium check (to be paid by Chapter if agreed prior to lecture)
LECTURE ROOM:	
<input type="checkbox"/>	Adequate seating
<input type="checkbox"/>	Adequate ventilation
<input type="checkbox"/>	Handicapped access
<input type="checkbox"/>	Lighted lectern
<input type="checkbox"/>	Screen
<input type="checkbox"/>	Projector (and spare)
<input type="checkbox"/>	Spare projector bulbs
<input type="checkbox"/>	Pointer
<input type="checkbox"/>	Public address system
<input type="checkbox"/>	Extension cords
<input type="checkbox"/>	Projector operator
<input type="checkbox"/>	Lighting
<input type="checkbox"/>	Directions to lecture room posted
<input type="checkbox"/>	Drinking water for speaker
<input type="checkbox"/>	Doors to be unlocked
<input type="checkbox"/>	Distribute speaker Evaluation Forms with provided instructions
<u>Number in Audience</u>	<u>Width of Screen</u>
25 to 50	60"
75	70"
100	84"
150 and over	96"