

UNIVERSITY OF DELAWARE VIP SPEAKERS PROCEDURE FOR COORDINATION AND COMMUNICATION

BACKGROUND:

This procedure addresses the importance and value of coordinating and communicating the booking and logistics of external dignitaries and notable speakers before, during and after their visit to UD utilizing a central office (OCM) which will parlay information from the host office(s) while providing information to other pertinent offices. University of Delaware colleges, departments and administrative units have, at times, experienced a lack of coordination and communication as it relates to visiting speakers and events on campus. Benefits of a coordinated approach include: the outward representation that UD offers a well managed, top notch service to visiting speakers; assurance that development opportunities are recognized and capitalized on when appropriate; greater and more consistent communication to the University community and beyond; and enhancement of programs and events which might otherwise remain unnecessarily understated. This coordinated service will also provide up to date information regarding speakers who plan to be in the area and who are available to speak in Delaware, as well as cost and travel information.

PURPOSE:

- Facilitate the coordination and synchronization for visiting “notable” speakers at UD. Enhance the reputation of UD as a highly regarded host.
- Utilize the Office of Communications & Marketing (OCM) to serve as the liaison to departments across campus on behalf of the University at large in an effort to ensure a level of service that appropriately reflects the highest of standards.
- Communicate on campus and off campus publicity as circumstantially appropriate in a timely fashion.
- Coordinate UD President appearances and speaking responsibilities.
- Coordinate and communicate the names, dates and times of scheduled visiting speakers with critical offices within the University and through a centralized calendar posted on the University’s Web site, www.udel.edu.
- Optimize financial resources by bringing together units on campus to coordinate resources.
- Enhance development opportunities.
- Eliminate scheduling conflicts.
- Provide speaker contract review for consistency and appropriateness, e.g., ability to videotape for future use.
- Track and meter visiting speakers to eliminate duplicate efforts and maintain data for future consideration.

- Coordinate related issues and potential repercussions, including, but not limited to:

Venues	Transportation
Security	Parking
Media Services	Publicity/Media Relations
Contract/Legal Counsel	Logistics
Scheduling	Catering/Conferences
- Serve as a resource for departments seeking categorical speakers for future events detailed by budget:

US and World Leaders	POTUS Administration
Economy	Business
Sports Leaders	Journalists
Humor	Great Achievers
Motivation	Unique Attraction

RECOMMENDED PROCESS:

1. After selecting a preferred date and recommended external “VIP” speaker (and preferably before a speaker contract is signed) submit a “VIP Speakers Request Form” (available at www.udel.edu/ocm/speakers) to Susan Williams in the Office of the President (susanlyn@udel.edu) at least 60 days prior to the date of the event. This form should the following information:

- Date of event
- Location
- Names of proposed speaker(s)
- UD President, Provost or Executive Vice President introduction request
- Brief description/type of event:
 - Speech
 - Presentation (specify ppt, video)
 - Question & Answer Period
 - Moderator
 - Student Introduction
 - Faculty Introduction
- Contact name and information

2. Susan Williams will send event request form to OCM to include in the UD events calendar and check for conflicts with other VIP speakers scheduled to be on campus.

3. If UD President introduction is accepted, the following information will be needed 20 days prior to the event:

- Who the President is introducing
- Bio of the VIP speaker
- Complete program with background, timeframe and order of speakers
- Phonetic spelling of speaker name and any others that should be recognized

List of Potential Venues on UD Campuses:

Amy E. DuPont Music Building

Loudis Recital Hall

Capacity: 400

Recital Hall with no curtain, limited sound amplification and theatrical lighting available, no dance performances

Location: Amy E. DuPont Music Building, Corner of Orchard Rd. and Amstel Avenue

Contact: Laura Kerst-Way
302-831-0039 lkw@udel.edu

Arsht Hall

Room 105

Capacity: 300 theatre style

Lobby

Capacity: 250 Reception

Room 105 and lobby can be used in combination.

Location: 2700 Pennsylvania Ave

Contact: Lea Asti, Conference Manager
302-573-4401 astil@udel.edu

Bayard Sharp Hall

Capacity: 75 for seated dinner (without stage area)

Location: corner of Elkton Road & West Delaware Avenue

Contact Melissa McDerby, Assistant Registrar 831-8153

Bob Carpenter Center or Bob Carpenter Sports/Convocation Center

Capacity: 4,924

Other attributes: ~20,000 sq. ft of exhibit space /adjacent parking

For reservation, contact:

Location : South College Avenue Newark, DE

Primary contact:
Domenick Sicilia
(302) 831-4015
dbs@udel.edu

Reservation Contact:
Karen Lofthouse
(302) 831-4507
kloft@udel.edu

Potential client must complete a questionnaire If questionnaire (including references) checks out, then a meeting with the Director is set up Pending outcome of meeting, reservation(s) can be made

<http://www.udel.edu/BCC/about.html>

<http://www.udel.edu/BCC/vendors/>

Clayton Hall:

Clayton 101A/B

Capacity : 460 seats banquet
1000 theater style
7011 sq. ft.

Clayton C128

Capacity: 500 seat auditorium fixed seating with tablet arms
state of the audio visual capabilities

Location: Just off Route 896 on David Hollowell Drive

Contact: To book or check availability speak with our Sales Manager
Cathy Matthews call: 302-831-2214 or 800-832-2214
Matthews@udel.edu

<http://www.udel.edu/conf/submit.html>

Gore Hall Rotunda:

Capacity: 1st floor only 100 reception style
In combination with the 2nd level 150 reception style

Location: South College Avenue

Contact: Melissa McDerby, Assistant Registrar 831-8153

Goodstay Center

Ballroom

Capacity: 120 theatre style
Entire Site (home and gardens) can be utilized as a cocktail reception for 150

Location: 2700 Pennsylvania Avenue

Contact: Lea Asti Conference Manager
302-573-4401 astil@udel.edu

Mitchell Hall

Capacity: 649
Other attributes Proscenium style theater; 36 x 39 stage (included 8' thrust)
ETC Lighting; Crest/JBL House Sound (new 2009)

Location: Intersection of Amstel and South College (Rt 896) Avenues

Contact : 302-831-3557

Technical contact Kyle Martin 302-831-4229 ulmo@udel.edu

Scheduling Kyle Martin or Carl Asti asti@udel.edu

<http://primus.nss.udel.edu/buildings/displayBuilding.action?building.code=NC02>

Roselle Center For the Arts

Gore Recital Hall

Capacity: 200

Installed projector available, limited theatrical lighting, no curtain

Thompson Theater

Capacity: 430

Proscenium theater, no installed projector, full theatrical lighting, full curtain, dressing rooms

Studio Theater

Capacity: occupancy depends on configuration, theatrical seating about 220 maximum

Black Box Theater with or without flexible seating

Puglisi Orchestra Hall

Capacity: 300 for seated performance

200 for seated dinner

500 for standing reception

Theatrical seating available, installed projector, no theatrical lighting or curtain

Location: on Orchard Road, between Winslow Road & Kent Way

contact Laura Kerst-Way, 302-831-0039, lkw@udel.edu

<http://primus.nss.udel.edu/buildings/displayBuilding.action?building.code=NW94>

Viriden Center

Schooner

Capacity: 770sq ft 72 theatre 48 banquet

Pilot

Capacity: 1280sq ft 100 theatre 50 banquet

Harbor 1

Capacity: 665 sq ft 50 theatre 40 banquet

Harbor 2

Capacity: 665sq ft 50 theatre 40 banquet

Lighthouse

Capacity: 510 sq ft. 36 theatre 32 banquet

Windjammer

Capacity: 490 sq ft. 36 theatre 32 banquet

Location: 700 Pilottown Road, Lewes, DE 19958

Contact: 302-645-4100

FURTHER INFORMATION:

Deans, Department Chairs and Administrators should contact either of the following individuals well in advance when consideration is given to invite a speaker to UD:

Dave Brond, Vice President for Communications & Marketing, dbrond@udel.edu

Susan Williams, Assistant to the President, susanlyn@udel.edu

Sample Speaker Bureau Resources (this list should not to be considered exhaustive):

American Speakers Bureau Corporation
www.speakersbureau.com

Key Speakers
<http://www.keyspeakers.com/index.php>

Leading Authorities
<http://www.leadingauthorities.com>

Premiere Speakers Bureau
<http://premierespeakers.com/>

Washington Speakers Bureau
<http://www.washingtonspeakers.com/>

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