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:
     o Speech
     o Presentation (specify ppt, video)
     o Question & Answer Period
     o Moderator
     o Student Introduction
     o 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


Virden 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

Leading Authorities
http://www.leadingauthorities.com

Premiere Speakers Bureau
http://premierespeakers.com/

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

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