

# HOW TO: PUBLIC LECTURES

The ANU Public Lecture Series connects the local ACT and regional community with ANU, providing access to some of the world's top academics, scholars, public figures, artists and theorists. The series is a powerful platform for launching new research and innovation into the public arena. The ANU Public Lecture Series encapsulates lectures across campus.

We've prepared this checklist to help you work your way through organising a public lecture, but it doesn't replace getting in touch with us for help.

The checklist is a great way to keep track of your public lecture plans and guide you through the different stages of planning your lecture (we even use it!). It has been designed to help you keep track of all the details you have organised.

## WHY HOST A PUBLIC LECTURE?

Public lectures can help you engage with the local community, alumni or students, share knowledge, inspire donors or attract future students.

Public lectures are also an opportunity for ANU to engage with government, business and the public to inform and educate the community through leading open discussion of issues that confront our nation, our region and the world.

Before organising a public lecture you should think closely about what your goal/s and objectives are and what needs to be done to achieve them. See some examples in the checklist.

## HOW SCAPA CAN HELP

Before you start to plan your public lecture, it's a good idea to think about when to involve Strategic Communications and Public Affairs (SCAPA).

SCAPA can help you maximise the lecture's potential, boost your outreach and make sure protocol is met. If the event is on our horizon then we can identify media and promotional opportunities or potential research collaborations to help you achieve your goals. If you think you need to invite VIPs it is very important that you contact us.

Benefits of engaging with our team:

- VIP/ministerial protocol advice
- Broader communications leverage of event stories for news and recruitment purposes. This will help your event 'live' longer and reach more people
- Media opportunities
- Security coordination
- Venue advice and coordination
- Targeted promotional support
- Video/photography opportunities
- Invitation support
- Identification of specific audiences and how to approach them
- Measurement of success post event

Contact our Events & Public Lectures Coordinator on x54144 or email [events@anu.edu.au](mailto:events@anu.edu.au)

# AT THE VERY BEGINNING

Lecture name:
Presenter:
Date and time:

## OUTLINE YOUR GOALS AND OBJECTIVES

What is the reason for running this event? What do you want to achieve?

Keep in mind the differences between goals and objectives – goals are the achievement or accomplishment toward which your endeavour is directed, and objectives are specific targets within the general goal.

<b>Goals</b> <i>For example: Build stronger relationships with alumni</i>	<b>Why is this a goal?</b> <i>To increase awareness</i>
<b>Objectives</b> <i>For example: Increase email subscriptions by 10%</i>	<b>Why is this an objective?</b> <i>Shows stronger interest and engagement with ANU Community</i>
<b>Target audience</b> <i>For example: High School students</i>	<b>Why?</b> <i>To engage with students for future recruitment</i>

## DECIDE WHO YOU SHOULD INVITE?

Having an idea of why you want to host a public lecture and what your goal/s are will help you pinpoint who you should invite.

Some questions you should ask yourself:

- Who will be interested?
- Is the speaker a VIP? If so, you should get in touch with the VIP Visits and Protocol Coordinator, [vip.visits@anu.edu.au](mailto:vip.visits@anu.edu.au)
- Should a member of ANU Executive be there? An Executive should be invited if the speaker is an MLA, MP, Ambassador, Foreign Dignitary or a VIP. If this is the case you need to contact the VIP Visits and Protocol Coordinator, [vip.visits@anu.edu.au](mailto:vip.visits@anu.edu.au)
- Are they from a topic area that is of interest to the broader community?
- Does the speaker's talk have policy implications?
- Is the event targeted at a specific group of academics? (If so, a seminar is more appropriate than a public lecture, contact SCAPA for guidance).
- Who needs to be there to achieve the goals of the lecture? For eg High School Students, Local Members etc.

SCAPA can help you identify who should be invited once you have contemplated these questions.

<b>Guests</b> <i>For example: Alumni, students, general public etc.</i>
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# EIGHT WEEKS OUT



## CONTACT SCAPA

Take a look at 'How we can help' for the benefits of engaging with our office. It is essential to engage with us early so we can plan and deliver the best possible outcomes for your event.



## BOOK VENUE

Different spaces on campus are suitable for different types of events, for different reasons. If you're unsure of the most suitable venue for your event then give us a call.

Things to consider when booking an event include:

- How many people are you expecting?
- Location for where catering will be served
- Where you will set up a registration desk?
- What sort of audio do you need? Most lecture theatres will have a lapel mic, but you may want to hire some handheld mics to capture questions from the audience. [avhire@anu.edu.au](mailto:avhire@anu.edu.au) can help you book any additional audio equipment.
- Do you need to hire any additional furniture? Tables can be booked through [venue.hire@anu.edu.au](mailto:venue.hire@anu.edu.au)

Venues on campus have different avenues of booking:

- Most theatres in the JG Crawford Building [crawford.marketing@anu.edu.au](mailto:crawford.marketing@anu.edu.au)
- Most theatres in the Coombs Precinct [cap.bookings@anu.edu.au](mailto:cap.bookings@anu.edu.au)
- Theatres in The John Curtin School of Medical Research [jcsmr.reception@anu.edu.au](mailto:jcsmr.reception@anu.edu.au)  
For most other theatres [venue.hire@anu.edu.au](mailto:venue.hire@anu.edu.au)
- A list of theatres and capacity can be found here <http://timetable.anu.edu.au/bookings/availability.asp>

### Venue details

*For example: Address, details requested etc.*



## CATERING

If you plan on catering yourself or hiring external contractors you need to ensure you have appropriate insurance and approval <http://facilities.anu.edu.au/documents/functions-on-campus.pdf>

We can provide advice on internal and external caterers.

### Catering details

*Who have you booked, what have you requested etc*

## PREPARE YOUR INVITATION LIST

- Decide if your invite will be hardcopy or via email. Collect your data/list, if you're looking to capture alumni or donors then get in contact with [advancement.services@anu.edu.au](mailto:advancement.services@anu.edu.au) for help
- Inform the VIP Visits and Protocol Coordinator, [vip.visits@anu.edu.au](mailto:vip.visits@anu.edu.au) if you would like to invite any ambassadors, politicians or VIPs
- How will you take RSVPs? If you are looking at capturing data to feed into Raisers Edge then contact [advancement.services@anu.edu.au](mailto:advancement.services@anu.edu.au) otherwise Eventbrite.com is our preferred system, we would be happy to show you how to use it.
- If you think your lecture needs a member of the ANU executive to be present then contact the VIP Visits and Protocol Coordinator, [vip.visits@anu.edu.au](mailto:vip.visits@anu.edu.au) who will help you determine who should represent ANU, request their attendance and prepare an executive briefing.

## SIX WEEKS OUT

### PROMOTE YOUR PUBLIC LECTURE (UNLESS IT IS BY INVITATION ONLY)

Important things to think about when promoting your event is who do you want to target and why? The list below will help you come up with some ideas.

If you're new to ANU, it's worth getting in touch with the Marketing Office and booking yourself in for some brand/template training. This will familiarise you with the ANU brand as well as some basic knowledge in InDesign Software. This will help you to start creating your own flyers and posters.

For a targeted promotional strategy give SCAPA a call.

To help formulate your promotions you will need to obtain an abstract, bio and high-resolution photo (at least 1MB) of speaker.

Possible ways to promote:

- **Billboard** – For general promotion among the ANU community. ANU staff, students or approved affiliates can post events, notices and classifieds on the billboard website. Events and notices must be related to an aspect of the University's research, teaching, outreach or administration.
- **Flyer/posters** – A flyer is only as good as the attention it grabs. Event flyers/posters especially have to stand out, since they're usually competing with a sea of other flyers/posters. Think about where and when you will use and distribute them. It is no good having a beautiful flyer that sits in a cupboard. SCAPA can provide advice on who to post your flyers to.
- **Social media** – Social media is playing an increasingly vital role in promotions, especially when targeting the 18-29 age bracket. We can help you target this audience. For access to ANU social media accounts contact SCAPA.
- **Newspapers/advertisements** – The outlet we use will depend on your target audience.
- **Media** – is your event 'newsworthy'? If so, SCAPA can help develop and implement a media strategy to support your event.
- **ANU newsletters** – SCAPA sends out three regular newsletters: the public lectures email to over 5,000 people who have registered for the email and What's On and On Campus to staff and students
- **Daily Capital**, an external website that sends a daily email to subscribers with events in Canberra
- **Your School's and/or College's website**
- **Local street press magazines** such as BMA

## SEND OUT INVITATIONS

Things to consider before sending out your invitations:

- Will they be electronic or hardcopy? The ANU HTML template can be found here [https://www.anu.edu.au/mo/content/html\\_email\\_templates](https://www.anu.edu.au/mo/content/html_email_templates) For hardcopy invitations contact the marketing office on 02 6125 0794 or [advertising@anu.edu.au](mailto:advertising@anu.edu.au)
- Will they be sent out via Outlook or Net Community?
- Who will the invitation come from? If the VC or another member of the executive is hosting then the invitation should be sent on behalf of them through SCAPA.
- Will you send a reminder to those who have not RSVPd?

## ORGANISE CO-OP BOOKSHOP

Has your speaker published any books? If so, you could consider selling copies at your event. Contact [dskinner@coop.com.au](mailto:dskinner@coop.com.au) if you are interested in having the ANU Co-op Bookshop sell copies on the night.

## ORGANISE WELCOME TO/ACKNOWLEDGMENT OF COUNTRY

At the beginning of every event a Welcome to Country or Acknowledgment of Country needs to be performed.

Information on how to organise a Welcome to Country:

[http://www.dhcs.act.gov.au/atsia/welcome\\_to\\_country/how\\_to\\_organise\\_a\\_welcome\\_to\\_country](http://www.dhcs.act.gov.au/atsia/welcome_to_country/how_to_organise_a_welcome_to_country)

Information on performing an Acknowledgment of Country: <http://reconciliation.anu.edu.au/>

# TWO WEEKS OUT

## PREPARE A RUNNING ORDER AND SHARE WITH TEAM AND SPEAKER

Things to consider when preparing your running order include:

- Who will do Welcome to/Acknowledgment of Country
- Who will introduce your speaker
- Who will moderate questions
- Who will give the vote of thanks

## ORGANISE EXTRA STAFF (IF NEEDED)

If you decide to check names off at the door because the event is at capacity or the speaker is high-profile

You will need to ensure you have enough staff to do this without creating a backlog on the night. If you don't have enough staff to help you, then you may want to look at hiring some casual staff.

## SEND OUT A REMINDER (IF NEEDED)

How are your RSVPs looking? Do you need to send out a reminder email? You should keep in mind that there is usually a 20-30 per cent drop off rate from RSVPs to attendees.

# ONE WEEK OUT

## CONFIRM DETAILS

At this point you should confirm all the arrangements of your event, including venue hire, your speaker and catering.

Things to confirm with your venue:

- Additional tables: For Co-op Bookshop, registration desk, print publications etc. (Remember to bring some tablecloths with you so the tables look nice and tidy)
- Security – that the doors remain open until your event is finished, car parks will be cordoned off etc.
- Air conditioning/heating remain on during your event

## CONTACT SCAPA FOR PUBLIC LECTURES POWERPOINT

Contact SCAPA for a PowerPoint to display at your event, highlighting upcoming events and ways of staying in touch with ANU.

# ON THE DAY

Collect water glasses/bottles/jug for speaker

Ensure you have a copy of speaker's PowerPoint (if necessary) on thumb drive

Other things you may have to bring with you include:

- Banners, generic ANU banners can be borrowed from SCAPA
- Camera
- Signs, if it is a hard to find location or venue has moved
- Flowers
- Name cards, if you're having a panel discussion
- Publications/printed material for display (Contact [Reporter@anu.edu.au](mailto:Reporter@anu.edu.au) to get some copies of ANU Reporter to hand out at your event)
- Doorstops, to keep lecture theatre doors open
- Tablecloths
- Permission to record forms
- Clicker, to count attendees
- Slide changer/laser pointer
- Staff name badge
- Pens
- Run sheet
- Wording for Acknowledgment of Country

# AT THE LECTURE

(Be there at least 45 minutes before hand)

- Meet with the speaker and host before the lecture
- Set up banners
- Make sure venue is clean and tidy
- Set up any equipment such as PowerPoint for the speaker
- Check to ensure sound and lighting equipment is working
- Make sure nothing is blocking the emergency exits
- Put down reserved seating cards if required
- Reserve an area for media if you have been told they are attending
- Count attendees
- Set up jug and glass of water for the speaker
- Help with radio mics for Q&A
- Thank speaker
- Wait until venue is empty
- Pack up and head home

# AFTER THE EVENT

The biggest indicator of whether your event was a success or not is whether you met the goals you outlined at the very beginning of the process. Did you meet your goals? If not, why not? What would you do differently next time? Do you think the event achieved the expected goal/s and objectives?

<b>Goals</b>	<b>How was this achieved?</b>
<i>For example: Build stronger relationships with alumni</i>	
<b>Objectives</b>	<b>How was this achieved?</b>
<i>For example: Increase email subscriptions by 10%</i>	<i>People who RSVP'd were invited to sign up to newsletter</i>
<b>Target audience</b>	<b>Did this target audience attend? How did you measure this?</b>
<i>For example: High School students</i>	<i>People who RSVP'd were invited to answer how they found out about the lecture/age bracket</i>
<b>Other measures</b>	
How many people attended the event?	<i>People who RSVP'd where invited to answer how they found out about the lecture/age bracket</i>
What other things did you achieve?	
If you were to run this lecture again, how might you change it?	

Do you have any general comments and were you satisfied with the service provided by SCAPA? You should let us know.