

Running your Science Seminar

By Alfia Wallace – marinscienceseminar@gmail.com

Once you have secured your meeting place with LCD projector, screen, and sound system (if you want one), you need to know how to make it all happen.

The Week Before:

- **Email your speaker** with details about how to get to your event, your cell phone number, when you will be there. Including a link to your location in Google maps is a good idea. Make sure s/he confirms before your event.
- **Email your distributions lists** (teachers, students, etc.) about your event. Include a link to your blog or web page, Facebook event, and the flyer.
- **Remind the facilities manager** at your location that your event is coming up so that the room will be open.
- Remind the people at your local school to **include the event in the school's daily bulletin and on their website** the week up to the event. If you, a teacher or student can put flyers up around school, that's great.
- **Social networking:** Use whatever social networks you've set up to promote your event. If you have student volunteers or interns (good idea!), have them help. Create a Facebook Event and invite people. Tweet, blog and post relevant links to your networks.
- Make sure you have a **thank you** card and some small token of appreciation for your speaker. Our home and school club provides a \$100 honorarium for speakers (optional, but nice) and we put that in a thank you card. That goes into a recycled little gift bag with a bottle of sparkling apple cider and a bar of nice chocolate. I also include a copy of the speaker's flyer and the semester's flyer in the bag.

The Day or Evening of Your Event:

- Social networking: Last minute reminders are good!
- **Arrive half an hour before your event** with (ideally) a couple of helpers. One person should be available to meet the speaker when s/he arrives to escort to the event location. Put up last minute flyers.
- When in the event location, **check the LCD and sound system**. Put out any sign-in sheets (clipboards!), extra credit forms and flyers for participants. Having pens for sign-in and extra pencils for taking notes is nice. Prop open doors, open windows if necessary. Have markers for whiteboard available. Assign someone to adjust lights during the talk if necessary.
- Help speaker check that her/his presentation is working on your equipment.
- Find out if the speaker is comfortable with people asking questions during the talk. If so, make sure they (or you) tell the audience.
- Having **water** for your speaker is nice.
- Introduce your speaker and get audience to applaud.
- Feel free to model question-asking. ☺

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The Day or Evening of Your Event (continued):

- At the end of the talk, thank and applaud the speaker and give the gift bag.
- Clean up the room and leave it as you found it. (wipe boards, turn off machines, return chairs to proper location, close windows, close doors, throw out garbage, etc.) Remember to take any sign-in sheets and extra forms and flyers with you.
- Take down flyers for that evening's event. Optional: Replace with flyers for the next, upcoming event.
- Have someone walk the speaker to his/her car if desired.

The Day After Your Event:

- Email the speaker to thank them.
- Add new emails received from sign-in to your email distribution list.
- Update website and social networks
- Get ready for the next event. ☺

Questions or Comments?

Contact Alfia at marinsscienceseminar@gmail.com