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

- **Identify Equipment/Audiovisual Needs**
  - Lighted lectern
  - Screen
  - Projector
  - Public address system
  - Extension cords
  - Handicapped access
  - Reserved seating (place tents or cards)
  - Drinking water for speaker

- **Audience Size, Room Size, and Expectations**
  - Adequate seating
  - Adequate ventilation
  - Lighting
  - Adequate seating
  - Adequate ventilation
  - Lighting

- **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.
**GENERAL CHECKLIST**

**PUBLICITY:**
- Use publicity recommendation outlined in the ASHRAE Distinguished Lecturer Media Kit
- Send individual emails to all Chapter Members
- Chapter newsletter
- Chapter Website
- Media interviews with lecturer
- Industry blog or electronic chat room
- Announcements to related industry organizations

**SPEAKER:**
- Introduction/biographical sketch
- Housing reservation
- Transportation (pick up at airport/local transportation)
- Get advance copy of handouts from lecturer; make sufficient number for audience
- List of local contacts
- Honorarium check (to be paid by Chapter if agreed prior to lecture)

**LECTURE ROOM:**
- Adequate seating
- Adequate ventilation
- Handicapped access
- Lighted lectern
- Screen
- Projector (and spare)
- Spare projector bulbs
- Pointer
- Public address system
- Extension cords
- Projector operator
- Lighting
- Directions to lecture room posted
- Drinking water for speaker
- Doors to be unlocked

<table>
<thead>
<tr>
<th>Number in Audience</th>
<th>Width of Screen</th>
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<tbody>
<tr>
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<td>84&quot;</td>
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<td>150 and over</td>
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