So, You Want to Bring a Speaker to UCM
Here are some tips to get you started….

Determine the Speaker You Want to Bring to UCM

UCM welcomes and can accommodate many student-run events, including those with guest speakers. However, the scope of your event will greatly affect the resources available to you. To be on the safe side, review the campus event policies before you get started. Next, decide which speaker you want to bring to campus and identify potential benefits of hosting that speaker *(tip: this will help you secure funding later).* Contact that speaker or their agent to discuss a visit.

Estimate the Cost of Your Event

Break down the cost of hosting your speaker as much as possible, so you don't encounter any surprise fees later. Listing costs is also valuable when writing a grant proposal, as potential financers can see exactly what they're funding.

Here's an example of a cost breakdown:

Item	Price
Speaker's Fees	$3,000
Airfare or the cost of gas	$350
Lodging	$150
Venue rental	$100
Advertising	$75
Total	$3,675

Note: Prices can vary greatly depending on the speaker and the scale of the event.

Conduct an Informal Needs Assessment

A needs assessment is a systematic approach to assessing needs or wants within a group or community. Your needs assessment is informal when it can be performed immediately, without extensive planning. This will determine how interested the public is in your event. Most needs assessments occur in the following forms:

❖ Surveys and polls

❖ Interviews with stakeholders or potential audience members

❖ Focus groups

❖ Community meetings

Summarize event cost details and community interest levels in your needs assessment. This will help as you speak with people who can generate support for your event. Examples of needs assessments can be found here.

Find Contacts

Contacts are a great (and often necessary) way to get support for your event, whether they offer you help in the form of guidance, fund-raising, or generating interest on campus.

On-Campus Contacts

Reach out to campus organizations that may be interested in your event. Here are some great groups to get you started:

❖ Student Life and Engagement

❖ Resident Life

❖ Student Government

Information for student organizations is listed on **My Central > Student Services > Activities**.

Off-Campus Contacts

Off-campus organizations may be an additional source of funding. They can also extend interest in your event to the surrounding community. Your town's chamber of commerce can help you reach out to groups and businesses who may be interested in your event.

Use your needs assessment to make financial information and community interest levels for your event available to your contacts. These are the people who can help you secure funding.

Apply for and Secure Funding

You may have to get funding from multiple sources. Your contacts will be able to help with this step. In addition to fundraisers and help from campus organizations, you can apply for local and federal grants. Search the internet for foundations and federal grants to find local grant opportunities. You can also sell tickets for your event to offset costs. If you go this route, you should open the event to local residents and give students free entry (simply require that they bring their ID card). If you decide to sell tickets, you'll need to visit the Central Tickets Box Office, located in room 100B in the Administrative Building on campus. You can also reach Central Tickets via phone: (660) 543-8811.

Reserve a Room for Your Event

Will your speaker need a screen, podium, or any other technological assistance? How many people do you expect to come to your event? The answers to these questions will help you determine what kind of space will be appropriate for your needs. Speak with your campus's Meeting and Conference department to set up your reservation.

Additional Resources:

- ❖ If you're not sure which venues are available, they're listed on the "Available Spaces" page of the UCM website. You can also view a map of rooms available at the Elliot Student Union here.
- ❖ Visit the UCM Event Technology Support webpage to view options for technical equipment, such as laptops, projectors, and microphones.
- ❖ If you want to provide food and refreshments at your event, UCM offers catering through Sodexo. You can learn more about campus catering here.

Get the Word Out

Once you've secured funding for your event, you'll want to advertise it to ensure people attend, especially if you're relying on ticket sales to offset costs. You can promote your event through word-of-mouth, local newspapers, radio, and social media sites like Facebook and Twitter.