



Speakers Bureau Host Information

Thank you for your participation as a VHC Speakers Bureau host. We rely on organizations like yours to bring our programs to local communities, providing an accessible venue and an engaged audience. We truly appreciate your support.

As the host, your main responsibilities are:

Before the Program

- Exchange Speaker/Host Contract with speaker (optional, but encouraged)
- Read enclosed policies
- Hang posters and distribute flyers
- List the program on your website and other local media
- Pay the \$75 program fee to VHC

At the Program

- Circulate sign-in sheets
- Acknowledge VHC sponsorship
- Distribute and collect Audience Surveys

After the Program

- Complete the online Host Survey
- Mail sign-in sheets and Audience Surveys back to VHC

The following materials are enclosed:

Publicity Suggestions and Other Policies
Sponsorship Acknowledgement Statement
Sign-In Sheets
Audience Surveys
Invoice
Posters and Flyers

If you have any questions, please contact us at community@vermonthumanities.org or (802) 262-1355.

Publicity Suggestions

Local publicity is one of the most important factors in ensuring a sizable audience. Here are some great ways to promote a Speakers Bureau event:

- List the event on your website and any social media outlets (Facebook, Twitter, etc.) you use.
- List the event in the calendar section of local and statewide newspapers, radio stations, event websites, and listserves such as Seven Days, Front Porch Forum, and your Chamber of Commerce.
- Hang posters or leave stacks of flyers in prominent spots around town (libraries, general stores, coffee shops, etc.).
- Send a news release to local papers and radio stations.
- Extend invitations by e-mail, mail, phone, or in person to other local groups or individuals.
- Talk with the speaker about the possibility of arranging an advance interview with a local newspaper or radio talk show.

Please inform both VHC and the speaker if any event details change.

You're welcome to write your own listings or press releases, or use the text below:

On [Date] at [Time], [Speaker] will be speaking at [Location] on [Title of Talk].
[Copy talk description from [Speakers Bureau Catalogue](#).]

This talk is free, open to the public, and accessible to those with disabilities. For more information, contact [Your Name] at [Phone] or [Email Address].

[Title of Talk] is a Vermont Humanities Council program hosted by [Your Organization]. (Supported in part by the National Endowment for the Humanities. Any views, findings, conclusions, or recommendations expressed in this program do not necessarily represent those of the NEH or VHC.)

Other Policies

Accessibility

Because VHC receives federal funds, we must strive to ensure that all of our events are accessible for persons with disabilities. This means the following:

- 1. Wheelchair Accessibility.** Doorways and aisles must be wide enough for a wheelchair and must have space enough for the wheelchair to be turned around. The building must have a level access ramp. A temporary ramp is acceptable.
- 2. Accessible Bathroom.** An accessible bathroom must be provided if there are any public bathroom facilities in the building.
- 3. Accessible Parking Space.** A designated parking space if parking for others is provided. (For example, some buildings only have street parking available. In this case, you would not have to provide an accessible parking space.)
- 4. Auxiliary Aids and Services.** Auxiliary aids and services must be provided when requested prior to the event. For example, you may receive a request for an American Sign Language (ASL) interpreter. Please contact us immediately if you receive such a request. VHC will cover the cost of the ASL interpreter.

Videotaping

Anyone wishing to make an audio or video recording of a Vermont Humanities Council program should request permission from the speaker and others who would be singled out on camera, outlining how the tape will be used. The speaker and others may decline.

If the program is being recorded, we request that you announce, during the introduction, that the program will be taped. Keep in mind that the presence of a camera may change the interaction of your audience. Additionally, news or community access organizations may want to tape a portion of the program.

If a recording is made, please provide a copy to VHC.

Evaluation

We rely on you to help us track participation and audience feedback, which helps inform future VHC programming. During the program, please circulate the enclosed sign-in sheets and Audience Surveys, and encourage attendees to share comments.

After the program, use our online Host Survey to share your own comments, which will help us to better serve you in the future.

Sponsorship Acknowledgement

Before introducing the speaker, please acknowledge the sponsorship of the Vermont Humanities Council. Please describe the event as a Vermont Humanities Council program with your organization as the host. In describing the VHC and its work, feel free to use your own words or read/paraphrase the following:

[Your Organization] is pleased to host [Speaker], who will be presenting [Title of Talk] today/tonight.

This presentation is sponsored by the Vermont Humanities Council through its Speakers Bureau program. In addition to providing public talks, the Council sponsors book discussion programs, a wide array of literacy programs, and other humanities events statewide. The Vermont Humanities Council's mission is to make Vermont a state in which every individual reads, participates in public affairs, and continues to learn throughout life.



Speakers Bureau Audience Survey

**** New! Complete this form online at: bit.ly/vhc-sb ****

Vermont Humanities Council uses your feedback to better understand our audience and improve our future programs. All responses are optional and confidential – we do not share or sell personal information. Please return this form to the host organization.

Program: _____

Age: Under 30 30-49 50-69 70+ **Gender:** Male Female

Town of residence: _____ **Occupation:** _____

1. Have you attended a Vermont Humanities Council program before? Yes No

2. How did you learn about this program?

- Host organization
- Word of mouth
- Poster
- Newspaper
- Front Porch Forum
- Vermont Humanities Council web site
- VHC email
- VHC social media (Facebook, Twitter, etc.)
- Other – please specify: _____

3. Please indicate the level to which you agree with the following statements:

| | <i>Strongly Disagree</i> | <i>Disagree</i> | <i>Neutral</i> | <i>Agree</i> | <i>Strongly Agree</i> |
|---|------------------------------|-----------------|----------------|--------------|---------------------------|
| Overall, this was an enriching experience. | 1 | 2 | 3 | 4 | 5 |
| The speaker was knowledgeable in the subject. | 1 | 2 | 3 | 4 | 5 |
| This program was thought provoking. | 1 | 2 | 3 | 4 | 5 |
| This program was entertaining. | 1 | 2 | 3 | 4 | 5 |
| I will pursue this subject further on my own. | 1 | 2 | 3 | 4 | 5 |
| I got to know community members better. | 1 | 2 | 3 | 4 | 5 |
| I plan to attend VHC programs in the future. | 1 | 2 | 3 | 4 | 5 |
| The sponsor organized the program well. | 1 | 2 | 3 | 4 | 5 |

(continued)

4. Would you recommend this program to others? Why or why not?

5. Please share any comments about this program or the Vermont Humanities Council.

6. Do you have any suggestions for future Speakers Bureau topics or programs?

May we use your comments in future VHC publications or press materials? Yes No

If so, may we share your name? Yes No

Name: _____ Email: _____