Speakers Bureau Host Information

Thank you for your participation as a Vermont Humanities 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.

Host responsibilities:

Before the Program:

- ☐ Reconnect with the speaker to confirm additional fees such as mileage
- ☐ List the program on your website and other local media
- ☐ Read the enclosed policies and please reach out to Vermont Humanities if you have any questions or concerns
- ☐ Pay the program host fee (if it is not a Vermont Reads program. A payment form will be sent to you if you want to pay by credit card; otherwise you will be invoiced)

At the Program:

- ☐ Please acknowledge Vermont Humanities as the sponsor of this program
- ☐ Share the online audience survey link with those in attendance

After the Program:

- ☐ Complete the Host Survey form that will be emailed to you via Submittable after your event – this is particularly important for our reporting

The following information is enclosed in this packet:

- Publicity suggestions and other policies
- An explanation of fees and payments
- Sponsorship Acknowledgement Statement

If you have any questions regarding your program, please contact **Jacob Pelletier** at jpelletier@vermonthumanities.org or **(802) 262-1353.** Thanks!

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 calendar and any social media outlets (Facebook, Instagram, etc.) you use.
- ☐ So we help boost your program on social media, be sure to tag Vermont Humanities or add us a co-host for Facebook Events and as collaborator for Instagram posts.
  We are @VermontHumanities on Facebook and @VTHumanities on Instagram.
- ☐ List the event in the calendar section of local and statewide newspapers, radio stations, event websites, and listservs such as *Seven Days*, Front Porch Forum, and your Chamber of Commerce.
- ☐ 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.
- ☐ Create posters to promote the event. After your booking we will email you a digital image to use to help promote your event (either online or in print form).

Please inform both Vermont Humanities and the speaker if any event details change as soon as possible.

Please include the following text in any press releases you create:

> This talk is free, open to the public, and accessible to those with disabilities.
>
> This is a Vermont Humanities program hosted by [Your Organization.] It is 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 Vermont Humanities.

Payment Information

Vermont Humanities' sponsorship of this program helps to pay for the majority of the costs associated with the event. Unless otherwise stipulated, the host should not owe the scholar a direct payment. Exceptions include if the speaker has asked for mileage reimbursement or an additional speaker's fee. These additional fees should be clearly listed in the program description on our website. Please confirm with the scholar if these are expected before the program and reach out to us if there are any issues. The sooner you confirm these details the better.

We require the host location to pay a $75 host fee to offset some of the program expenses. *However, if you are a Vermont Reads host and the Speakers Bureau event that you are interested in is a Vermont Reads affiliated program, that program will be free to your organization. Please reach out to us at community@vermonthumanities.org with questions.*

You will receive either an online payment form or an invoice from Vermont Humanities within 30 days of your scheduled event for the $75 host fee, if applicable to your event. Payments can be made online by credit card, or you can mail a check to:

Vermont Humanities
11 Loomis Street
Montpelier, VT 05602

Accessibility

Because Vermont Humanities receives federal funding, we must ensure that all our events are free and accessible to everyone. Please reach out if this presents an issue, we are happy to help you brainstorm ways to meet this requirement if needed.

Health & Safety

For any in-person event, host organizations must comply with current health and safety mandates for both federal, state, and local levels when applicable.

Recording

Anyone wishing to make an audio or video recording of a Vermont Humanities program should request permission from the speaker and others who would be shown on camera, outlining how the recording 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 recorded. 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 or link to Vermont Humanities.

Evaluation

We rely on you to help us track participation and audience feedback, which helps inform future Vermont Humanities programming. Feedback is particularly valuable as we translate programs from in-person to digital. During the program, share the Vermont Humanities' attendee survey link and encourage attendees to complete it.

- Attendee Survey: **http://bit.ly/vhsb-survey**

After the program, we will email you via Submittable a Host Survey where you share your own comments, which will help us to better serve you in the future.

Please note that you must complete this Host Survey before you can book future Speakers Bureau events.

Sponsorship Acknowledgement

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

> We are pleased to host [Scholar], who will be presenting [Title of the Program] today/tonight.
>
> This presentation is sponsored by Vermont Humanities through its Speakers Bureau program. In addition to providing public talks, Vermont Humanities sponsors book discussion programs, a wide array of literacy programs, and other humanities events statewide. They also support community projects through their grant programs.
>
> Using the humanities, Vermont Humanities connects with people across Vermont to create just, vibrant, and resilient communities and to inspire a lifelong love of learning.