

The purpose of the ASU Speaker guidelines is to ensure speakers at all Albany State University (ASU) events provide high level of quality information and training that is relevant and value-added for the faculty, staff, and student participants. It is the responsibility of the sponsoring department to ensure that all speaker guidelines are met.

### **Speakers**

Here, “speakers” is defined as any individual or group who is seeking to provide information in the form of a presentation, at any of the regularly scheduled ASU lecture, training, webinar, or workshop.

### **Criteria for Speaker’s Conduct:**

1. The speaker’s primary function is to:
  - Maintain a high level of ethics and responsibility standards
  - Deliver a high quality product (high-value information, training development).
  - Provide the materials required and needed to present and disseminate his/her deliverables
2. The speaker is expected to be a qualified professional career person with specific skills and information related to training and development of ASU faculty, staff and students.
3. The speaker’s information and presentation must be informational and educational, and not commercial in nature.
4. ASU strongly advise that the speaker provide handouts and or demonstrations to reinforce the transfer of knowledge and skills to his or her audience.
5. Handouts and other products may have the speaker’s name, organization, and contact information on them.
6. The speaker cannot advertise upcoming fee-based seminars, fee-based training offerings, products, or services for hire in the course of his/her presentation.

### **University Expectations**

The University expectations and events are designed to:

- Ensure that attendees find the event engaging and worth their time and investment.
- Ensure presenters and speaker’s deliverables align with their area of expertise and profession and provide maximum value to their audience.

Requirements and Recommendations for Materials/Resources at ASU Events:

- The speaker’s materials should be educational and informative.
- The speaker must provide a list of materials and resources available at the session at least weeks prior to presentation/program, noting which are at no charge and which will be for purchase.
- The speaker must provide materials that allow the attendees to have tangible pieces during engagement and must provide enough materials for all attendees.
- Handouts and materials may have the speaker’s company name, contact information and logo on them.
- Business cards, brochures, white papers and/or books to be distributed or purchased should be available before and after the presentation/program.
- The presenter/Speaker is responsible for handling all distribution and sales of materials and resources.
- Soliciting contact information from members of the audience in exchange for materials and resources is not acceptable.