



## Expectations for *Hot Science - Cool Talks* Speakers

### About *Hot Science - Cool Talks*

*Hot Science – Cool Talks* provides front row seats to world-class research! Events are held six times a year. Our speakers are leading researchers, passionate about research and excellent communicators.

### Our Audience

Talks typically have 400 - 1000+ audience members, consisting of the general public; K-12 teachers, students and parents; university students, faculty, and staff; and professionals in private business, public service, and scientific research sectors.

### What We Ask of Speakers

- **Media footage (8 weeks prior to talk)**  
ESI will provide talk title suggestions, talk description and speaker bio for review and approval of speaker. Speaker provides one high-resolution headshot and up to two high-resolution images that may be used in publicity materials.
- **Rough draft of presentation (4 weeks prior to talk)**  
Draft for talk submitted to ESI for review. ESI can provide feedback on accessibility, focus or length of material submitted.
- **Presentation review and feedback (3 weeks prior to talk)**  
ESI offers to review and provide feedback on accessibility of the presentation to our audience. The speaker decides which changes to adopt, and ESI staff can make all changes.
- **Event publicity (3 weeks prior to talk)**  
ESI requests speaker participates in potential publicity activities, such as interviews and media appearances. ESI will promote the talk through social media platforms and speakers should promote the talk through their college/school's or personal social media.
- **Media resource and credits (3 weeks prior to talk)**  
ESI asks the presenter to identify any media for which credit/attribution/permission is needed. ESI will obtain and provide proper source credit and attribution.
- **Media release for recording and broadcasting release (2 weeks prior to talk)**  
ESI streams each talk live and will be recording the talk and various aspects of the event. Speaker slides are shared through ESI and The University of Texas' social media platforms and repositories.

### Overview of the Event Day

- Speaker arrives no later than 5 p.m. to event location.
- Audiovisual check done with speaker at 5:30 at the lectern in talk location.
- *Cool Activities* (hands-on activities and demos related to the topic of the talk) and attendee check-in available from 5:30 – 6:45 p.m.
- Talk starts at 7:00 PM. Dr. Banner provides a brief 5-minute introduction.
- Talk is about 45-50 minutes long, with a 15-20 minute Q&A session afterwards. Questions will come from both live in-person and web audiences.
- ESI may arrange pre-talk receptions or post-talk dinners with friends of *Hot Science - Cool Talks*, and the speaker is invited to join these.