

## AfH Brighton – talk guidelines

By Paul Sep 24th 2016

This gives guidelines for speakers and hosts for talks (currently at the Latest bar)

a) Talks should be within the AfH **national policy** (i.e. promoting evidence-based ways of making people happier), and be essentially charitable (not designed to make money as part of a business activity). The event should support at least one of the 10 keys to happiness, or it can be about the general topic of Happiness.

b) Small **donations** (typically £2, waived if there is resistance) can be taken to cover expenses of the speaker (printing, travel, babysitting, food and drink at the event), and also to cover AfH expenses (e.g. loss-making events, publicity, website etc). Speakers can advertise their own events and business in moderation.

c) **Large events** are usually at the Latest Bar, and we have to be reasonably sure that enough people (at least 30) will come (see below).

### d) *Latest Bar*

This venue is a valuable resource for AfH. It is free for us to use, with the assumption that we will bring in enough people for the bar to make money. Paul is the liaison with the bar, and Ali the (very helpful) manager. It holds up to 90; 30-40 is a viable number. There is a microphone. We have our own projector, or there is one which can be used for £15. Speakers bring their own laptops if needed. Macs need a special VGA adaptor to the projector. If the speaker wants to show a movie, then a sound connection will have to be requested.

A suggested running-order would be:

- i) Before an event at the Latest Bar make sure the speaker understands the time constraints and that the content must be compatible with AfH policy. Encourage them to bring and sell any books they have written. Clarify expenses situation with speaker (typically we can pay £20-50, for travel). Book a projector if necessary (£15 from Latest bar). Advertise event on meetup and maybe on our website. Make sure you have sufficient postcards and leaflets. Line up at least one other co-organiser to help (needs one to take care of door, one to take care of speaker).
- ii) Before the event takes place, prepare into introduce the speaker briefly. Easiest to is get their CV or webpage from the internet. Get their mobile phone number in case they do not show up on time.
- iii) Prepare room for the event by putting up our AfH banner and AfH posters (usually stored at the Latest Bar) and putting out the 10 keys postcards and Happy Café flyers.
- iv) By 7:20 ensure the door is manned, welcome new people, hand out the postcards and flyers, encourage new people to sign up to Meetup, take donations. If the event seems to be heavily booked, then you may want to give preference to people who have booked a place via Meetup (however bear in mind that about 20-30% of people who book will not come). The venue holds a maximum of 90 (if the floor is covered in chairs). Nominal start of event is usually set at 7:45pm.

- v) Welcome the speaker, check the audiovisuals work OK. Buy them a drink
- vi) at 8:00pm sharp: introduce AfH (national and local), then speaker
- vii) Speaker talks until about 8:45; encourage them to include a short ‘talk to your neighbour’ exercise.
- viii) 8:45-9:05 (about) break; encourage people to buy drinks and to mingle (‘talk to a stranger’)
- ix) 9:05 summarise next AfH events; maybe ask for volunteers for our co-organisers group
- x) 9:10-9:40: discussion; usually needs to be chaired to keep people on topic and well-behaved. Hazards are: a questioner may start a conversation with the speaker. Stop them after their 2<sup>nd</sup> speech. Beware questions which are actually speeches. Pay attention to whether the audience is engaged or bored. Ensure questions from the front can be heard at the back (if necessary repeat the question).
- xi) close; pay speaker expenses; take money, postcards and flyers home, put banner and posters away (in Latest Bar room).