

# The TEDxMarshallU Internship in the Honors College for 2023-2024

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The [TEDxMarshallU](#) Internship in the Honors College is an opportunity to participate in a student-organized and faculty-mentored organizing/planning team for the TEDxMarshallU event. Students will apply for and be assigned different intern roles necessary for successfully planning, organizing, promoting, and executing a TEDxMarshallU event during the 2023-2024 academic year. They will also create a personal portfolio of their experiences to pass to the next organizing team and help them see how the internship experience can apply to their career development.

Student team members must **commit to participating for the full academic year** with a 1-credit course in the fall and a 2-credit course in the spring semester. This course will be an [experiential learning opportunity](#) in the Honors College listed as **HON 483**. *Only the full academic year can be applied toward the college's upper-division credit requirements.*

**Students interested in serving as interns in HON 483 must apply with the faculty mentor and TEDxMarshallU licensee, Dr. Brian Kinghorn, here: <https://forms.office.com/r/PaADQmz5kW>.**

## Faculty Mentor and Licensee

The faculty mentor and TEDxMarshallU licensee lead the executive team, which includes two student co-organizers. The faculty organizer is responsible for selecting the TEDxMarshallU team. All major decisions (especially related to purchasing) must be signed off by the faculty organizer, who has final veto power.

## Student Roles and Responsibilities

Students may apply for the following roles as **interns** on the TEDxMarshallU organizing team:

- Executive Producer
- Event Manager
- Curation Coordinator
- Sponsorships, Budgets, and Purchasing Manager
- Designer
- Communications, Editorial, and Marketing Director
- Video and Production Lead

### Student Executive Producer/Co-Organizer

Under the direction of the faculty organizer, the executive producer will lead all team efforts in production and planning for the day of the event. They oversee all the student team as they plan, organize, prepare for, and execute the event. The executive producer will also create agendas for team meetings, run team meetings, give individual and team assignments, and follow up on these assignments to make sure necessary tasks are being

done correctly and in a timely manner. The executive producer will step in to help with any of the other team members' responsibilities as needed. Working with the event manager and curation coordinator, the executive producer will also manage the TEDxMarshallU Gmail address and Google calendar. As a member of the executive team, the student executive producer will meet weekly with the faculty organizer to plan and prepare for the weekly team meetings.

### **Event Manager (Student Executive Team Role)**

The event manager manages most of the event's day-of logistics and is responsible for creating a "TEDx experience" for our guests. This individual will serve as the contact with the venue's staff and contractors' staff members, manage day-of event activities, and will oversee ticketing and registration needs. The event manager procures venues (Marshall University Physical Facilities and Scheduling) and event contractors (Creative AudioVisual Group, the MU Videography Team, etc.) and liaisons venues and the team. Other duties include managing the team calendar and to do lists, planning and coordinating rehearsals for the speakers, team, and vendors, and planning/facilitating any pre or post event activities (including the rehearsal dinner) and receptions. The event manager is also responsible for selecting and managing volunteers (if needed) for the event day and ensuring everything is in place at the venue in preparation for the event. The event manager will also coordinate a photographer for the event. This may be a team member or an outside volunteer. Working with the curation coordinator and executive producer the event manager will have access to the TEDxMarshallU Gmail account and calendar and use it to keep the team apprised of scheduling and events. As a member of the executive team, the event manager will meet weekly with the faculty organizer to plan and prepare for the weekly team meetings.

### **Curation and Speaker Relations Coordinator (Student Executive Team Role)**

Although each team member will assist in speaker selection and curation under the direction of the executive team (Organizer and Co-Organizers), one team member will coordinate the curation efforts. The curation coordinator will be responsible for assigning faculty/staff and student team members to help curate each speaker's talk, creating and keeping track of the schedule for speaker shaping meetings, and read through meetings. The curation coordinator will also be responsible for making sure all talks are fact-checked and that all slides contain information that is not copyrighted (but includes proper acknowledgments) or copyrighted materials with written permissions from the copyright owner. The curation coordinator will also request, collect, and organize all speaker: agreements, bios and photos, titles and talks, tickets and complimentary tickets for guests, speaker recognition and gifts, and speaker release forms, etc. They will also serve as speaker relations coordinator, setting up travel, lodging, and food and taking care of speaker needs before, during, and after the event. Working with the executive producer and event manager, the curation coordinator will have access to the TEDxMarshallU Gmail account and calendar and use it to keep the team and speakers apprised of scheduling and events as well as using it to invite speakers and team members to virtual and/or in person speaker meetings. As a executive team member, the event manager will meet weekly with the faculty organizer to plan and prepare for the weekly team meetings.

### **Sponsorships, Budgets, & Purchasing Manager (Student role)**

This team member is responsible for raising money from sponsors for event expenses and managing the event's finances. They will work closely with the licensee on the event's budget. They should have experience with fundraising and development since this is one of the most important components of the event planning

process. This person will also work closely with the designer and executive team to select and purchase items needed for the event (lanyards, nametag holders, snacks for the green room, etc.) and our event swag (t-shirts, gifts, bags, etc.). This person will also work closely with the curation coordinator to arrange and pay for travel, food, and lodging for speakers and with the event manager to make sure that contractors are paid in a timely manner and within budget restrictions.

### **Designer (Student role)**

The TEDxMarshallU designer will have experience in design and help the leadership team create the event logo, branding materials, programs, nametags, and other aesthetic components of the event. The designer will also work with the Communications, Editorial, and Marketing Director to manage the TEDxMarshallU website. The designer will primarily focus on the design of the website relative to the upcoming event. The designer will also work with MU Brand ambassadors (if necessary) to make sure the TEDxMarshallU brand aligns with Marshall University's brand expectations and will work in WRIKE to order all printing and digital signage on campus.

### **Communications, Editorial, and Marketing Director (Student role)**

The Communications director will create and manage a strong online presence for the event, including website content, a blog, and social media. This individual will manage the TEDxMarshallU Facebook, Twitter, and Instagram accounts. This person will also manage the marketing efforts to promote the event to the public. This includes working closely with the executive team, being a liaison with MU University Communications and other local media and creating and submitting press releases promoting the event (which must be preapproved by TED) and as a follow-up to the event. This person will post about TEDxMarshallU on social media at least weekly and will submit all documents to MU Communications and WRIKE (press releases, posters, etc.). This includes getting the event on the University calendar and on the digital screens throughout campus. This person will also maintain email TEDxMarshallU email lists and send promotional emails to these individuals.

### **Video and Production Lead (Student role)**

The video and production lead has the important task of overseeing the video and production of the event – from managing audio and video needs, camera operators and the livestream of the event. This person will also edit and upload each talk within one month of the event and work with the designer to create an intro for each individual video. The video and production lead will also produce any prerecorded content that may be shown at the event and will work with the designer and communications director to produce and share promotional videos about the event.