HON 490 TEDxMarshallU Internship

The TEDxMarshallU Internship in the Honors College (HON 490) is an opportunity to participate on a student-organized and faculty-mentored organizing/planning team for the yearly TEDxMarshallU event. Working closely with Dr. Brian Kinghorn (the licensee and lead organizer), students selected for the internship will plan, organize, promote, and execute a full TEDxMarshallU event and produce the YouTube videos of the talks. Although this is an Honors College Internship, highly qualified students not in the Honors College may still apply and be selected for the internship here. Students may apply for the following roles on the TEDxMarshallU organizing team:

Event Manager (member of executive team)
Curation Coordinator (member of executive team)
Communications Director (member of executive team)
Sponsorships, Budgets, and Purchasing Manager
Designer
Ticketing and Promotion Manager
Social Media Manager
Video and Production Lead
TEDx Club President/Volunteer Coordinator

Student team members must **commit to participating for the full academic year** with a 1-credit course in the fall and 2-credit course in the spring semester. For Fall 2025 and Spring 2026, this course will be an experiential learning opportunity in the Honors College listed as HON 490. These 3 credits will count toward one of your Honors electives. Dr. Kinghorn will forward names of selected team members to the Honors College prior to Honors Advising and Priority Registration so that these students can be permitted to enroll. If all roles are not filled, some interns may be asked to cover additional responsibilities to ensure a successful organization process and event.

Students interested in serving as interns in HON 490 must apply with the faculty mentor and TEDxMarshallU licensee, Dr. Brian Kinghorn, here: https://forms.office.com/r/PaADQmz5kW.

Faculty Organizer/Licensee

The faculty organizer and TEDxMarshallU licensee serves as the lead of the executive team which includes the event manager, communications director, and curation coordinator. The faculty organizer is responsible for selecting the TEDxMarshallU team and all major decisions (especially related to purchasing and public facing information) must be signed off by the faculty organizer who has final veto power for all decisions.

TEDxMarshallU TEAM Student roles

Executive Team

The executive team is comprised of the Faculty Organizer and three students, the Curation Coordinator, Communications Director, & Event Manager. One of these three students will also be selected as the official Co-Organizer (see description below) in addition to their official role.

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. In the absence of a ticketing and promotion manager, the event manager will take on ticketing responsibilities. The event manager procures venues (MU Physical Facilities and Scheduling) and event contractors (Joan C. Edwards Playhouse staff, MU Videography Team) and serves as the liaison between 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 student pitch event in the fall and rehearsal dinner the day before the event) and receptions. The event manager is also responsible for selecting and managing volunteers (if needed) for the day of the event and making sure everything is in place at the venue in preparation for the event. Working with the communications director, 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 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. All team members will be assigned to a curation team for one or more speakers, and each team member will serve as the driver for at least one of those teams.

Curation Coordinator (Student Executive Team Role)

Although each member of the team will assist in speaker selection and curation under the direction of the executive team, the curation coordinator will work to coordinate all curation efforts. The curation coordinator will be responsible for assigning faculty/staff and student team members to help curate each speaker's talk and creating and keeping track of the schedule for speaker shaping 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 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 member of the executive team, the event manager will meet weekly with the faculty organizer to plan and prepare for the weekly team meetings.

Communications Director (Student Executive Team Role)

The Communications director will create and manage a strong online presence for the event, including updating the TEDxMarshallU website content and supervising all social media posts and promotion/marketing for the event. In the absence of a social media manager, the communications director will take on this role. In the absence of a ticketing and promotions manager, the communications director will take on the marketing

responsibilities. The communications director will also write and distribute all press releases and press advisories related to the event. This will likely include an announcement of the theme, team, and student pitch event in September/October, an announcement of ticket sales opening in November/December, an announcement of speakers in January/February, a press advisory inviting press to attend the event in early March, and (depending on whether any publications covered the event) a post-event and/or video release press release. These press releases must follow official TED guidelines and be approved by the faculty organizer before being sent out to the press. The communications director will supervise and assist the designer in submitting requests for posters (student pitch and event) and programs (single page and full booklet) and making sure that the student pitch event and official event are included on the University calendar and promoted through university email announcements and digital signage across campus. The communications director works as a liaison between MU Communications and other local media (WSAZ, Herald Dispatch, Parthenon, etc.). The communications director works with the ticketing and promotion manager to ensure that TEDxMarshallU email lists are maintained, and promotional materials are emailed to these individuals. All team members will be assigned to a curation team for one or more speakers, and each team member will serve as the driver for at least one of those teams.

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 be someone who has 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 green room, etc.) and our event swag (tshirts, gifts, bags, etc.). This person will also work closely with the curation coordinator to arrange and pay for travel, food, and lodging for speakers. They will also work closely with the event manager to make sure that contractors are paid in a timely manner and within budget restrictions. All team members will be assigned to a curation team for one or more speakers, and each team member will serve as the driver for at least one of those teams.

Social Media Manager (Student Role)

Working under the direction of the communications director, the social media manager will manage the TEDxMarshallU Facebook, X (Twitter), LinkedIn and Instagram accounts and make determinations whether additional social media accounts would be beneficial to begin using. This person will post about TEDxMarshallU on social media at least weekly. Early on, these posts will be about the student team members, then about the student pitch event, then about ticket sales opening, then about speaker announcements, and then a final push to promote the event and ticket sales. After the event, this individual will create and share posts about sponsors who reached a certain sponsorship level (being careful to follow TED's strict guidelines about these posts). When the talks have been uploaded to YouTube, the social media manager will work with the video and production lead to create 30-60 second teaser reels of each video to post along with the links to each talk on YouTube. The social media manager will also post or repost any press about the event. It is crucial that the social media manager works closely with the designer to include official event designs in all posts and ensure a consistency in branding. All team members will be assigned to a curation team for one or more speakers, and each team member will serve as the driver for at least one of those teams.

Ticketing and Promotion Manager (Student Role)

Working under the direction of the communications director and event manager, the ticketing and promotion manager will manage all ticketing through Eventbrite and facilitate marketing efforts to promote the event to the public. Eventbrite responsibilities include, creating the event on Eventbrite and updating information contained in the previous year's event to reflect the upcoming event, creating ticket types and limits, creating/editing emails to be sent to ticketholders, creating and managing promotions, keeping track of the complimentary ticket list (VIPs, Sponsor tickets, and other invited guests), and adding those tickets to Eventbrite. On the day of the event, the ticketing and promotion manager is responsible for organizing and facilitating attendee check-in and at the door purchases and selecting and managing volunteers to assist with check in. The ticketing and promotion manager will also maintain the TEDxMarshallU email lists and send promotional emails to these individuals. This person will also be responsible assigning poster distribution to the team and making sure that the event is promoted in other ways. All team members will be assigned to a curation team for one or more speakers, and each team member will serve as the driver for at least one of those teams.

Designer (Student role)

The TEDxMarshallU designer should have experience in design. Under the direction of the communication coordinator, the designer will work with the rest of the team to create the event logo, branding materials (banners for social media and online promotion and posters for printing and distribution), programs, nametags, and other aesthetic components of the student pitch event and main event. As necessary, this individual will also create QR codes for these promotional materials. The designer will also work with the Communications 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 with the designated Honors College University Communications representative (currently Clark Davis) and the Learning Resource Center (LRC) to order all printing and digital signage on campus. All team members will be assigned to a curation team for one or more speakers, and each team member will serve as the driver for at least one of those teams.

Video and Production Lead (Student role)

Under the direction of Ryan Vance and his AV team on campus, 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 individual 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. This individual will also work closely with the social media manager to create 30-60 second promotional reels of each talk once they are posted on YouTube. All team members will be assigned to a curation team for one or more speakers, and each team member will serve as the driver for at least one of those teams.

TEDx Club President and Volunteer Coordinator (Student role)

The TEDx Club president will complete the paperwork to update the TEDx Club on campus. This individual will work closely with Andy Hermansdorfer and/or Corey Cunningham to make sure the club is active in HerdLink, in compliance with all Student Affairs guidelines, and receives the funding each club is entitled to receive. Each member of the organizing team will automatically be members of the TEDx Club, but the president will take the lead in planning monthly TEDx Club meetings (talk watch parties and discussions, etc.) and recruit members of the club from the student body. Recruiting activities could include promotions on HerdLink, setting up a table at Green and White Days, and other events on campus. The club president will be responsible for coordinating volunteers who and creating a pipeline for future organizing team members to get some experience volunteering with TEDxMarshallU before applying for the TEDxMarshallU internship. All team members will be assigned to a curation team for one or more speakers, and each team member will serve as the driver for at least one of those teams.

Co-Organizer

The co-organizer is an additional responsibility for one member of the student executive team. Under the direction of the faculty organizer, the co-organizer will assist in directing and overseeing the student team as they plan, organize, prepare for, and execute the event. Following each weekly executive team meeting, the co-organizer will create agendas for team meetings, help run team meetings, assist in giving individual and team assignments, and follow up on these assignments to make sure necessary tasks are being done correctly and in a timely manner. As a member of the executive team, student executive producer will meet weekly with the faculty organizer to plan and prepare for the weekly team meetings. Although this is not necessary, in some instances the co-organizer has been an individual working on a J-School internship for the course who needs additional hours and deliverables for that internship's requirements.