



# FRIENDS *of* THE **BOTANICAL GARDENS**

SHEFFIELD

## GUIDELINES FOR SPEAKERS

Thank you for agreeing to give a lecture for the Friends of the Botanical Gardens in Sheffield. These guidelines confirm the admin arrangements for the talks and aim to help our speakers to deliver an engaging and accessible session. While these guidelines are aimed mainly at lecturers using Zoom, many of the points also apply to our in-person talks.

Your talk is one of a series offered by the Friends - details of others can be viewed at:

<https://www.fobssheffield.co.uk/events>

- ❖ **Background** - The Friends of the Sheffield Botanical Gardens was established in 1984 as a membership organisation whose primary aim is to support the Botanical Gardens in Sheffield by raising funds, providing volunteers to maintain and improve the gardens, helping to manage the various National Collections and promoting the Gardens within Sheffield and beyond. Significant financial support is provided by the Sheffield Botanical Gardens Trust, the charitable arm of the Friends; the Gardens are owned by Sheffield Town Trust and are leased by Sheffield City Council who maintain them;
- ❖ **Preparing to Present Online:**
  - We are currently using Zoom for our talks so please ensure you are registered to use Zoom and have access to the program (<https://zoom.us>)
  - If you would like a run-through ahead of your session, we are happy to arrange this
  - Aim to have a plain or neutral background if possible to avoid distracting the audience
  - Experiment with the height and angle of your screen so that the audience will have a clear view of you - not too close or far away.
  - Check and adjust your lighting so you appear clearly on the screen
- ❖ **Planning Your Content:**
  - The title of your talk will have been agreed in advance - please ask if you are unsure which topic we have chosen
  - You are encouraged to make your session as visual as possible - pictures work best online
  - Speak clearly and try not to leave long pauses
  - Use bullet points for any slides with written information
  - The inclusion of short videos or other excerpts is useful but please ensure that they are compatible with Zoom
  - Please try to offer both Latin and common names for any plants etc that you identify during your talk - if these could be given in print, this would be much appreciated for note taking.
  - If you wish to promote any publication, event or opportunity to visit your premises, please feel free to include a slide or provide further details at the end of your talk
- ❖ **Audience:**
  - Our Members come from a variety of backgrounds and all walks of life. Most are knowledgeable gardeners and horticulturalists, but many are interested amateurs who may or may not also be gardeners and some just enjoy the Gardens and all they offer.
  - Since offering talks online and with a growing social media presence, we have been delighted to find that our audience now has a broader and more global dimension. Recent sessions have included participants from further afield including USA, Europe and Australia as well as new Members who have discovered the joys of gardening during the pandemic.
  - Although most audience members are English speakers, having an increasingly diverse audience means that we ask speakers to avoid idioms, euphemisms or colloquialisms which may be

misinterpreted or misunderstood. Whilst talks can be informal, we ask you to ensure that language is appropriate and inclusive and avoids eg 'off-colour' jokes, swearing or anything that is likely to be offensive to people on account of their race, gender, age, sexual orientation or disability.

❖ **Timing:**

- At present our talks take place from 7.30pm (UK time) on Monday evenings, or 10.30 am (UK time) on Tuesday mornings - any variation will have been agreed in advance
- Experience suggests that 45-60 minutes of formal input is ideal, with an opportunity for Q & A at the end, to avoid breaking off the session mid-flow.

❖ **Recording:**

- All speakers are asked to agree to their talk being recorded
- If agreed, the recording is available to our Members only via the password-protected Friends area of our website.

❖ **Publicity and Promotion**

- All talks are listed in the Events Calendar on the Friends website (<https://www.fobssheffield.co.uk/events>)
- Details will also be included in our social media in the weeks prior to the talk
- Speakers are welcome to include details via their own channels
- Tickets for individual online talks are available for non-members of the Friends via our website (as above)
- Talk details may sometimes be promoted by appropriate external organisations eg local garden groups

❖ **Fee or Donation Payment:**

- Any payment of speakers is agreed in advance and can be made as a fee or as a donation to a chosen charity if preferred
- All payments are made via BACS and speakers are asked to provide account details
- Cheques can be issued in exceptional circumstances

❖ **And finally** - we look forward to sharing a successful event with you. If you have any questions or concerns, please don't hesitate to contact either:

**Gill Rogers Talks Programme Organiser**

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