Creighton UNIVERSITY

The University Communications and Marketing Office has prepared these guidelines and tips—as well as questions to consider—to help you create a script for your event.

What is a script?

A script provides a written outline for presenters to follow for an event, and can include the order of speakers, the text of their speeches and any special instructions. A more detailed script can be helpful for larger events, with multiple speakers. For smaller events and gatherings, a script is often too formal and more impromptu remarks can be more meaningful to the audience. A podium book positioned at the lectern for all speakers to use can be a helpful tool.

Formatting

- Is last year's script available? If so, use it for reference and possible updating.
- What will be the format for your script?
- Consider bullet points as opposed to writing out the entire speech.
- Provide phonetic spellings for names as needed.

- Consider stage directions/flow of event.
  - Directions for photographs
  - Applause
  - Award acceptance
  - Seating
  - Cue PowerPoint, videos, etc.

Speakers

- Assign someone as a point person to connect with speakers for the event regarding deadlines for prepared remarks, changes to the script and/or event.
- Do you need an emcee?
  - Who will coordinate with this person?

- Will speakers be providing you with their written remarks?
- Distribute the script to the appropriate speakers prior to the event for their review and preparation.

Presentations

- Don't just read from the script; interact with the audience.
- What are your key messages? Keep your audience in mind.
- Will there be additional features to the presentation such as AV aspects, co-presenters or props?

- Will there be special introductions or announcements?
- Will there be an opening/closing prayer?

Notes