WHO WE ARE:

The Kellogg Speakers Bureau is a team of three dedicated to securing external speakers, supporting Kellogg students, faculty, and staff on outreach, developing content, and hosting strategic engagements across all university channels, in order to facilitate external insights, steward relations, and elevate the Kellogg brand.

We provide services, support, and resources including:

- **Speaker Sourcing**: We assist clubs in identifying the right speakers to meet their needs.
- **Candidate Review**: We review speaker prospects for event fit, to identify known university connections and potential conflicts.
- **Speaker Experience**: We assist in developing session content/flow and designing speaker on campus experiences.
- **Gifts**: We stock Godiva chocolates for your use as speaker gifts and may provide additional gift recommendations for prominent speakers.
  
  In this new virtual environment, we recommend that clubs pause on sending thank you gifts to speakers and instead consider mailing a handwritten thank you note. Please contact us if you have questions specific to your virtual speakers during this time.
- **Thank You Notes**: We work with the dean’s office to send thank you emails from Dean Cornelli for all submitted and confirmed speakers.

BEST PRACTICES AND PROCESSES:

In order for the Speakers Bureau to provide the above benefits, please review the below best practices and process:

1. **Plan in Advance**:
   - Notify Kellogg’s Speakers Bureau before inviting speakers with an intended audience of 100+ or those that have a strong connection to the university.
   - Best practice includes inviting speaker 4-6 months in advance.
   - The bureau can help strategize outreach including leveraging senior leader support, providing contact information, and enhancing invitation with other opportunities.
2. **Coordinate Schedule & Content:**
   - Prior to committing the speaker, review the student calendar and work with administrative support teams to avoid conflicts as much as possible.
   - Work with Speakers Bureau to develop informed and relevant content, program format, and create a speaker briefing.
   - Once confirmed, **submit speaker information via our web form**. The Speakers Bureau can assist in connecting clubs with other offices including Student Experience, Special Events, KIS, Facilities, Catering, Office of Government Relations, or NU Security.

3. **Actualize your Event:**
   - One month in advance, schedule & host a prep call with speaker to review content, format, logistics, visit schedule, travel, or any other special needs.
   - Review host checklist and prepare any day-of materials 5-7 days in advance (get parking pass, speaker gift, event time-keeping cards, catering order, print check-in documents, etc.)
   - Promote events to all relevant clubs, cohorts, and programs via newsletters, emails and appropriate slack channels (not general channel) to ensure your programming is accessible to as many students as possible.

**Online Resources:**
- [Speakers Bureau Website](#)
  - Invitation Email Template
  - Speaker Briefing Template
  - Event Promotion Email Templates
  - Student Host Checklist
  - Speaker-Event Planning Guide
  - Virtual Event Best Practices
  - Student Leader Training Deck/Presentation
  - Confirmed Speaker [Web Form](#)

**Administrative Contacts:**
- **Melinda Cervantes**, Senior Director: M-cervantes@kellogg.northwestern.edu
- **Allison Welton**, Associate Director: Allison.welton@kellogg.northwestern.edu
- **Emma Valind**, Senior Program Coordinator: Emma.valind@kellogg.northwestern.edu
- **General Contact**: SpeakerNotice@kellogg.northwestern.edu