Overview

Speakers List for Clubs and Societies

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Leslie Smith, Stewardship Coordinator Alumni Scholars Program
Leslie Shoaf, Regional Engagement Officer: Western US

The Ohio State University Alumni Association
Overview

• Speaker Lists Basics
• Requesting a speaker
• Best Practices for events
• Q & A
Where is the List?

https://groups.alumni.osu.edu/speaker-list/

You can find all the information about the speakers on the alumni group leaders website. Once you are on the homepage, please

• Hover the mouse on RESOURCES
• Click on SPEAKERS LIST
• Look over the categories
• Click on the category that fits your needs
• Read the bios for the speakers
Calendar Planning

Lay out your calendar for the coming year during the summer. Plan July 1 through June 30. Why?

**Because, we need speaker requests 3 months in advance!**

Need help with calendar planning? View documents on https://alumnigroups.osu.edu/groups/symposium/2017-symposium/

We suggest you review these sessions:
- Programming for all Ages
- Let’s talk about Events
- Deep Impact: Service Builds Community
- And under RESOURCES, listen to the webinar on planning category 1 events

Identify the event for which you want a speaker.
Using the List

- Review the list – we have many choices.
- Reach out to interested fans, friends and alumni who prefer something other than sports.
- You are now getting reimbursements for your events, take a risk.
- A scarlet or gray club gets one free visit from a speaker per year.
- Complete the request form with at least 4 choices of speakers and preferred 4 choices of dates.
- Note that golfers are indicated and some speakers have videos you can watch.
- Make sure to read expectations and guidelines! Click on SUBMIT.
- Do not ask for speakers who are not on the list. We can’t provide them for you.
- But, you may always suggest speakers to be added. Leslie will investigate for addition to the list.
Speaker List Request Form

- **Group Expectations and Guidelines**

- **Alumni Association Responsibilities**

**Contact Information**

Alumni Group Name (required)

Event Coordinator's Name (required)

Phone (required)

Email (required)

**Preferred Event Date:**

1. Date and Approximate Time of Day (required)

2. Date and Approximate Time of Day
<table>
<thead>
<tr>
<th>Event</th>
<th>Speaker</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scholarship banquet (category 1, 2)</td>
<td>Student Retention/Diversity/Education</td>
</tr>
<tr>
<td>Spirit event (category 2)</td>
<td>Sports</td>
</tr>
<tr>
<td>Alumni Career (category 1)</td>
<td>Networking, Personal or Corporate Brand</td>
</tr>
<tr>
<td>Life long learning (category 1, 2)</td>
<td>Health; History; Veterinary Medicine</td>
</tr>
<tr>
<td>Masters in life (category 1)</td>
<td>Special Interest-Engineering; World Issues</td>
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<tr>
<td>Buckeye Masters (category 1)</td>
<td>Arts</td>
</tr>
<tr>
<td>Buckeye Smart (category 1 or 2)</td>
<td>Depends on what sport figure you invite, but any of the other Any of the other categories above work.</td>
</tr>
</tbody>
</table>
OSUAA is responsible for giving the speaker a complete travel itinerary and briefing several weeks prior to the event. Please provide several months in advance to OSUAA -

- Date, Time, Venue, Directions
- Names and phone numbers for emergency contact purposes
- Approximate attendance, attire, miscellaneous group info
- Flight, Hotel and car/transportation information
- And …the timeline or agenda for the event. This must be detailed and complete.

*Group Contact is responsible to contact the speaker several days prior to the event to confirm details and to cover the speaker’s meal.
### Speaker Travel Itinerary & Briefing

#### Group

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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#### University Speaker

**AV Needs** do not book a venue that can’t comply with speaker’s AV needs

**Venue** include address of the venue

**Agenda for Event** be detailed and leave room for an OSUAA representative on the agenda to bring greetings and information from the University, about 2-3 minutes.

**Introducing speaker**

**Dress**

**Expected Attendance**

**Travel Instructions** include name of volunteers that will escort/drive the speaker. If venue is hard to find, include specific travel instructions if speaker is traveling to the venue on their own.

#### Flight

<table>
<thead>
<tr>
<th>Day</th>
<th>Date</th>
<th>Flight #, Airport</th>
<th>Depart Time</th>
<th>Arrival Time</th>
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#### Hotel

at least a 3 start hotel, usually a choice between an airport hotel or hotel near the event, let us know which is best

#### Contact Information (cell numbers)

- Group president –
- Speaker –
- Regional Engagement Officer –
- OSUAA Staff – Leslie Smith, 614-563-5188

#### Miscellaneous Information

Leslie will complete this information but if you have a copy of the invitation or specifics you want the speaker to know, please let us know

- Website –
- Facebook -
- Scholarships –
- Miscellaneous –
Advertising Your Event

- Email (both club email and OSUAA email)
  - Follow Best Practices
  - 4 weeks from event, 2 weeks from send date (OSUAA)
- Post on your group website
  - Email regionalcommunications@osu.edu inbox for updates
  - Post event details/registrations
- Post on the club Facebook page
  - Encourage club leaders to share on personal Facebook page
- Tweet it out (4 weeks/2 weeks/1 week/ day of reminder)
- Instagram the speaker photo with a caption (request high quality photo from OSUAA)
- Utilize BigTen Network of clubs to promote if registrations are low
• Don’t forget timelines! For Web updates, email: ADV-regionalcommunications@osu.edu

• For print requests/email requests, submit a workmajig!
  • For print pieces, 6 week window minimum, must have all/majority of details
  • Mailing to West Coast can take 3 weeks
Best Practices

• Driver for the speaker who is able to pick up and drop off at hotel or airport.
• Host to introduce the speaker to guests in the room and sit with the speaker if serving dinner.
• The event coordinator needs to call the speaker before to confirm details, and send thank you after the event.
• The dinner, if serving dinner, should not be more than half an hour at most.
• If having a speaker, that should be the highlight of the event, not an “also” with 3 or 4 other key events during the event.

Other event reminders:
• Review “Category 1 Events & You”
• Ask your REO for suggestions!
• Signage – is it clear where the event is, and where in the building?
• Accessibility? Location should be handicapable, consider food restrictions.
• Registration for guest counts is highly suggested
• Is parking available and are parking directions clear on the invitation?
• Make sure to let everyone know what the attire is for the event (confirmation email to guests)
• Assigning Group Greeter – everyone likes to feel welcome and the greeter can also answer questions about coats, room for the event, bathrooms, where to get a nametag.
THANK YOU!

Leslie Smith
smith.6863@osu.edu
614-292-6576

Leslie Shoaf
Shoaf.45@osu.edu
614-247-8022