

SPEAKERS BUREAU GUIDELINES 2017–18

Overview

The Harvard Alumni Association (HAA) [Speakers Bureau Program](#) provides Harvard Clubs and Shared Interest Groups (SIGs) with the annual opportunity to host distinguished members of the Harvard faculty and administration for an educational event. The participating faculty and administrators generously volunteer their time and energy to keep alumni connected to the rich intellectual life of the University, and they receive no honorarium for their efforts.

U.S. and Canadian Clubs and SIGs may request one faculty speaker per academic year. Please review the program guidelines and the catalog of participating Harvard University faculty members. The speaker list includes faculty from all Harvard schools, and seeks to represent the evolving and diverse nature of the educators of Harvard. If you would like to host a Harvard speaker, please *consult with your Club/SIG officers* and submit your [request form](#) by the appropriate deadline. While it is not always possible to obtain your first-choice speaker, the HAA looks forward to working with you to create and execute a successful, engaging event.

Contact

If you have any questions about the Speakers Bureau, please connect with the HAA's Clubs and SIGs office via email at clubs@harvard.edu, or by phone at 800-654-6494.

PROGRAM GUIDELINES

1. Speaker request forms must be submitted to the HAA by the following deadlines: **October 13, 2017 for fall 2017 events** and **December 15, 2017 for spring 2018 events**. Please note that once the HAA contacts a faculty member for his/her availability, this is an invitation, *not* an inquiry.
2. If you or a member of your leadership decides to contact a faculty speaker directly, please notify the HAA in advance, and copy clubs@harvard.edu on all correspondence.
3. Clubs/SIGs must guarantee **an audience of at least 40 alumni** and guests for the event—and confirm this count to the HAA at least 10 days prior to the event. This minimum number ensures that faculty traveling for the program, as well as volunteers planning the event, feel that their participation is valuable both to the Club/SIG and to the University. If you are concerned about attendance, please contact the HAA for assistance.

Club/SIG Responsibilities

HAA Speakers Bureau request form: Complete the request form and identify one person to serve as the event contact. This person is responsible for managing all dealings with the HAA and the faculty member, arranging logistics, and either serving as the host or designating a host for the faculty member.

Marketing: As you are responsible for ensuring the program has a minimum of 40 attendees, please begin marketing the event as early as possible. Below are suggestions on how to market your event:

- Send a save-the-date email to your members as soon as the event date is confirmed
- Create an event web presence on your Club/SIG website
- List your event in HAA's monthly e-newsletter *eVENTS*
- Post your event on the HAA's social media channels: [Facebook](#), [Twitter](#), [Instagram](#), and [LinkedIn](#)
- Use telephone, text, and targeted email reminders as needed

Note: If your event is open to all alumni in your area, you may leverage the HAA broadcast email system in addition to HAA *eVENTS* and social media channels. Please contact the HAA for guidelines and deadlines for these services.

Speaker arrangements: The Club/SIG is responsible for the faculty speaker's hotel accommodations as well as transportation to and from the local airport or train station. If the speaker is traveling to a Club/SIG in the western United States, they may require a two nights' stay. Please make all hotel arrangements and confirm that the room has been paid for in advance. Advise both the speaker and the HAA when these arrangements have been confirmed. The Club/SIG is also responsible for any special needs the speaker may have in regards to the event (e.g., audiovisual equipment, dietary concerns, etc.).

Event logistics and communications: After the faculty member has accepted the invitation, your designated event contact should send a confirmation letter to the speaker, copying clubs@harvard.edu. Confirmation details should include:

- Event date and time
- Event location and address
- Expected event format and attendance
- Name and contact information of the host who will pick up the speaker from the airport/train station
- Hotel, address, and confirmation information
- Dress code, event flow/timing, including information on the introducer, etc.
- Audiovisual needs or other special arrangements for the event

Hosting: As host of the speaker during their time in your city, you are responsible for making the trip both enjoyable and rewarding. Recommendations are as follows:

- Pick up speaker from the airport or train station.
- Drive speaker to and from the event.
- Pay for incidentals, such as drinks at a cash bar, etc.
- If the speaker has family, friends, or colleagues in the area, consider inviting them as guests to the event.
- Send a thank you note to the speaker on behalf of your Club/SIG immediately following the event.

Feedback: You will receive a Speakers Bureau event summary survey following the event. Please complete the survey within one week. This summary is vital to the program's overall success and the HAA's ability to review speakers and determine ways to improve the Speakers Bureau program.

Harvard Alumni Association Responsibilities

Speaker invitations: After receiving the Club/SIG's completed HAA Speakers Bureau request form, the HAA is responsible for issuing invitations, and securing a speaker on behalf of the Club/SIG.

Speaker travel: The HAA arranges and pays for coach-class air travel to/from Boston, as well as ground transportation to/from Logan Airport and other incidental travel costs.

Bio, title, and description: The HAA provides the Club/SIG with the speaker's biographical information, presentation title, and event description for marketing. The HAA will also work with the faculty speaker's audio visual and other background information as needed.

Marketing support: On a case-by-case basis, the HAA may support event marketing by sending a broadcast email on behalf of a Club/SIG to all alumni in the club area a few weeks in advance of an event. The HAA may also assist in promoting the event in the monthly *eVENTS* e-newsletter and on the HAA's social media channels ([Facebook](#), [Twitter](#), [Instagram](#), and [LinkedIn](#)) as appropriate. For all event marketing, the sponsoring Club/SIG is responsible for creating and sharing the message content and the preferred date to send the message. (Please note that this email is in addition to the one broadcast email per Club/SIG allocated in accordance with the current Clubs and Shared Interest Groups broadcast email policy.)

Briefing the faculty member: The HAA provides briefings for faculty members/administrators before their trips on all event plans and logistics and serves as a liaison for the sponsoring Club/SIG both before and after the event.

Questions?

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