Event Capture, Media Release and Content Distribution for Guest Speakers

Event _____ Event Date _____

Speaker's Name (please print) _____ Panel Name (if applicable) _____

PART I: RECORDING (Audio, Video) /VIDEOSTREAM for Distribution

The program will be digitally recorded and stored on servers owned, leased, operated or otherwise accessed by the Kellogg School of Management for future download and/or remote viewing and/or listening.

☐ **Yes,** I agree to the videotaping and/or audio-taping of my panel session/keynote address for distribution ***without*** **Password Protection** to the general public, including on social media such as YouTube.

☐ **Yes,** I agree to the videotaping and/ or audio-taping of my panel session/keynote address for distribution ***with*** **Password Protection** to the Kellogg community (students and Kellogg alumni, faculty or staff) only.

☐ **No,** I would not like my panel/keynote address recorded.

PART II: EXTERNAL MEDIA

Due to the popularity of our student events, the Kellogg School is frequently approached by external media representatives requesting to attend and/or cover a conference. Please tell us whether you consent to having external media present during your event.

☐ **Yes**, external media representatives may attend my event.

☐ **No**, please deny any requests from external media representatives to attend my session.

PART III: IMAGE (Photo) and CONTENT for Distribution

Please tell us whether you grant Kellogg School your permission to capture and distribute (print, share, post) your image and content, such as quotes, from the event on Kellogg's social media channels or websites, in emails, in print and/or in any other content streams or communication collateral.

☐ **Yes,** the Kellogg School may capture, share and/or post **content,** such as quotes, and **my image(s)** from the event for use on all Kellogg's communication channels including but not limited to: websites, email, social media, including Facebook, Twitter, YouTube, LinkedIn, Tumblr, Instagram, and marketing collateral digitally and in print.

☐ **No,** please do not capture or distribute content or my image from the event.

MarComm/03-2015 LA

Speaker or Agent Name's Signature _____ Today's Date _____

Please print Speaker or Agent's Name _____

Thank you again for agreeing to participate in this event at the Kellogg School. Please complete and return this form, *10 business days prior to the event*, to the Kellogg event owner:

Name Email Phone Fax

It is the responsibility of the event owner at Kellogg listed above to communicate the decisions in this form to Kellogg's Marketing & Communications team.