Northwestern | Kellogg

Corporate Engagement

STUDENT HOST CHECKLIST

BEFORE INVITING A SPEAKER
- Preview the ==speaker briefing template== to review considerations needed to communicate to your speaker.
- Conduct initial research to identify industry experts, companies, and/or Kellogg alumni that are of interest to you for your event.
- Contact the Corporate Engagement team for approval of keynote speakers or very senior leaders/alums.

2-3+ MONTHS IN ADVANCE
- Send ==invitation== to speaker
- Confirm speaker's arrangements for travel and lodging.

1+ MONTH IN ADVANCE
- Confirm engagement by sending completed ==briefing== and ==calendar hold== with details.
- Schedule a prep call for 1-2 weeks in advance.
- Submit confirmed speaker information.

1-2 WEEKS IN ADVANCE
- Hold prep call with speaker. Make sure to review event flow, logistics, content, slides, arrival time, etc. Be sure to inquire about special needs and request speaker's cell phone number for day-of use.
- Coordinate internally on parking (Student Life), slides and AV (KIS), classroom setup (Facilities), food & beverage, or other needs.

1 WEEK IN ADVANCE
- Email speaker to check in. Share prompt for draft remarks or materials & final/full briefing.

WEEK OF EVENT
- Send final logistics information to the speaker
- Prep/send/bring a thank you gift as needed. On campus, you can pick up a box of chocolates from Student Life. Purchase bottled water.

DAY OF
- Prepare speaking area, i.e. make sure the AV is ready, chairs are placed correctly, bottled water is set out and gift is ready to present after the session.
- Greet speaker at pre-arranged location. Make comfortable / sit and chat for 10-15 minutes.

AFTER EVENT
- Email the speaker the same day with a thank you note.

***All resources highlighted in ==yellow== can be found in the Related Resources box on our webpage.*