Corporate Resources Training: Online Resource

Spring 2020

**Goal:** To equip student leaders with knowledge and resources to enhance club interactions with companies regarding:

- Recruitment Events & Communication
- Engaging Speakers
- Soliciting Sponsorships
**Who We Are:**

We are three different administrative teams which all work and communicate directly with companies and students. We may offer your club support and resources to meet different goals.

- **Career Management Center**
- **Recruitment** related corporate interactions

- **Speakers Bureau**
- **Speaker** tracking, sourcing, approvals, engagement practices, and resources

- **Corporate Partnerships**
- **Sponsor** solicitation process, best practices and guidelines
WHY WE’RE HERE

**Full Time Student Events Per Month**

- **2,600+** Events listed in Campus Groups September through May
- **700+** in the month of October
- **500+** Corporate Sponsored Events
- The Hub has about **20** Classrooms to host events; Only **8** that may accommodate **70+**
- **284** CMC activities including plaza hours, coffee chats, KNN’s & presentations
- **1,200+** speakers hosted at Kellogg

There are a lot of events! Our 3 departments work to align corporate outreach and may help to get you in contact, recommend strategies, share historical information, and provide resources to make your event successful.
The CMC partners with students and employers throughout the recruitment process. The CMC connects employers with students for internship and full-time job opportunities through the traditional on-campus recruiting process as well as off-campus, late-cycle, and/or just-in-time hiring.
CMC: RECRUITMENT EVENTS

Kellogg Networking Nights

- **Second-Year Only KNN**
  Multi-Industry: Monday, September 21, 2020
- **First-Year and Second-Year KNN**
  Multi-Industry: Monday, October 5, 2020

Corporate Presentations

- Showcase the opportunities and career paths available to MBA students at the company. The CMC schedules the majority before July 4th to avoid conflicting events. After July 4, clubs should check Campus Groups to avoid scheduling conflicts.

Job Postings

- These can be advertised through club newsletters, but should also be posted by the company to the Kellogg Job Board.

Coffee Chats

- These are generally scheduled by the CMC. Companies submit requests, and students sign up for times through the system.
- Some companies may prefer to run their coffee chats through the clubs. That is fine.
# CMC: CONTACTS

<table>
<thead>
<tr>
<th>Industry</th>
<th>Industry Relationship Manager (Existing Recruiting Relationships)</th>
<th>Business Development Lead (New Relationships)</th>
<th>Student Strategy &amp; Club Liaison</th>
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<tbody>
<tr>
<td>Consulting</td>
<td>Marissa Moore</td>
<td>Emily Foley</td>
<td>Steve Tilley</td>
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<td>CPG</td>
<td>Sam Samberg</td>
<td>Andrea Stoit</td>
<td>Tina Hagopian-Fahey</td>
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<td>Energy</td>
<td>Erin Smith</td>
<td>Emily Foley</td>
<td>Katie Harvey</td>
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<td>Entrepreneurship</td>
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<td>Steve Tilley</td>
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<td>Financial Services</td>
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<td>Emily Foley</td>
<td>Joseph Patton</td>
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<td>Healthcare</td>
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<td>Jennifer Jaucian</td>
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<td>Manufacturing</td>
<td>Erin Smith</td>
<td>Catherine Bullard</td>
<td>Carla Edelston</td>
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<td>Media &amp; Entertainment</td>
<td>Erin Smith</td>
<td>Catherine Bullard</td>
<td>Katie Harvey</td>
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<td>Net Impact/Non Profit</td>
<td>N/A</td>
<td>Andrea Stoit</td>
<td>Eva Lu-Bonn</td>
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<td>Private Equity</td>
<td>N/A</td>
<td>Emily Foley</td>
<td>Mary Simon</td>
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<td>Real Estate</td>
<td>Sam Samberg</td>
<td>Emily Foley</td>
<td>Tina Hagopian-Fahey</td>
</tr>
<tr>
<td>Retail</td>
<td>Sam Samberg</td>
<td>Andrea Stoit</td>
<td>Megan Thomas</td>
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<td>Sports Business</td>
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<td>Kirsten Nelson</td>
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<td>Services</td>
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<td>Megan Thomas</td>
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<td>Transportation</td>
<td>Sam Samberg</td>
<td>Catherine Bullard</td>
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<td>Venture Capital</td>
<td>N/A</td>
<td>Catherine Bullard</td>
<td>Steve Tilley</td>
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## CMC: Key Dates

### Key Dates 20-21 Recruiting Season
Kellogg Career Management Center

<table>
<thead>
<tr>
<th>Year</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>2020</td>
<td>Class of 2021 (2nd Year) Kellogg Networking Night (KNN) – Multi Industry</td>
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<td></td>
<td>Class of 2022 (1st Year) educational events with student clubs begin (<em>No recruiting components with 1st Years, i.e. networking, or taking attendance, until Oct. 12</em>)</td>
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<td>Class of 2021 &amp; 2022 (1st &amp; 2nd Year) Kellogg Networking Night (KNN) – Multi-Industry</td>
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<td></td>
<td>Class of 2022 (1st Year) company presentations/recruiting events begin</td>
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<td></td>
<td>Class of 2021 (2nd Year) on-campus interviews</td>
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<td></td>
<td>Last day of company events in 2020</td>
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<td>Class of 2021 (2nd Year) offer decision deadline - full-time offers from summer employers</td>
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<td>2021</td>
<td>Class of 2022 (1st Year) summer internship on-campus interviews</td>
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<td></td>
<td>Class of 2021 (2nd Year) decision deadline - full-time offers (or one week, whichever is later)</td>
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<tr>
<td></td>
<td>Class of 2022 (1st Year) decision deadline - internship offers (or one week, whichever is later)</td>
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<td></td>
<td>Class of 2022 (1st Year) available for summer internships</td>
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### Check for Conflicts!
- Always check for conflicts (function or industry) before adding events to the Kellogg Groups calendar
- You can begin adding events to the Kellogg Groups calendar after **July 4th**
- Please put all club events on the calendar
Clubs may host up to 3 events/week

Companies are permitted to sponsor 2 events per quarter across all clubs

First Year company-sponsored educational events without networking/attendance may begin September 28, 2020

Networking & attendance taking at events with first years may begin October 12, 2020. Second year only events may begin at any time.

An academic block has been placed on Wednesdays from 12-1:30. Please refrain from scheduling any events during this time.

July 4th: You may begin adding events to campus groups after checking for conflicts. Rooms may be booked around mid-August (possibly earlier).
The Kellogg Speakers Bureau is dedicated to securing external speakers, developing compelling content, and hosting strategic engagements, in order to facilitate external insights, steward relationships, and elevate the Kellogg brand.
1. **Speaker Sourcing**: We assist clubs & conferences in identifying the right speakers to meet needs.

2. **Candidate Review**: We review speaker prospects for event fit, to identify known university connections and potential conflicts.

3. **Speaker Experience**: We assist in developing session content/flow and designing speaker on campus experiences. We offer Godiva chocolates as speaker gifts and may provide additional gift recommendations for prominent speakers.

4. **Thank You Notes**: We track speaker engagements and work with the dean’s office to send thank you emails from Dean Cornelli for all submitted and confirmed speakers. This includes on campus and virtual sessions – i.e. lunch & learns, panels, conferences.
### Plan in Advance:

- Work with us to strategize outreach by meeting in the spring to discuss future goals and opportunities.

- For events for 100+ or speakers that may have a strong connection to the university, notify Kellogg’s Speakers Bureau BEFORE sending an invitation.

  - Best practice includes inviting speaker 4-6 months in advance.

### Coordinate Schedule & Content:

- Avoid schedule conflicts by reviewing Campus Groups and working with administrative support teams prior to confirming speaker.

- Work with us to develop compelling content.

- Once speakers is confirmed, submit speaker information via our web form.

### Actualize your Event:

- One month in advance host a prep-call with speaker and host to review content, logistics, and schedule.

- Review and complete checklist.

- Promote events to other clubs and via Slack.

- Share feedback/survey results with Speakers Bureau.

Speakers Bureau offers support & resources through all stages of the process.

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“I really enjoyed working with The Speakers Bureau. I came to them with the idea of having a speaker who can help us take the D&I conversation to the workplace application. We started the conversation in June 2019, they sent me amazing suggestions, we narrowed it down together, and they initiated the invitation to our final speaker. And it did not stop there. They were there at every step of the way though our February event. They hosted prep calls, helped promote the event, and even helped me prep to moderate the live interview with our speaker. They were the support system I needed to make my vision become a reality.”

**Lizbeth Martinez Salas ’20, EVP, KSA D&I**

**Event:** Fireside Chat with Melissa Thomas-Hunt ’97, Head of Global Diversity and Belonging, Airbnb, 2/20/20
SPEAKERS BUREAU: RESOURCES

ALL RESOURCES ON OUR WEBSITE!

- Speaker Invitation Email Template
- Speaker Briefing Template
- Event Promotion Email Template
- Student Host Checklist
- Virtual Event Best Practices
- This Student Leader Training Deck/Presentation 😊
- Confirmed Speaker Web Form

Link to site may also be found on the Serial under “Club Resources” >> “Inviting a Speaker”

Bookmark: http://sites.northwestern.edu/ksmconferencesevents/welcome/speakers-bureau/
HOW WE PARTNER WITH YOU:

- Share company interests & align students with unique opportunities
- Resource for sponsorship strategy & best practices
- Streamline sponsorship asks to companies & connect with corporate POC
- Invoice companies & track payments
CORPORATE PARTNERSHIPS: SPONSORSHIP FAQ’S

• Sponsorship is standardized across clubs at $1,000/event
• Club sponsorship is event based. A company may not sponsor a club generally
• Companies can sponsor/participate in up to (2) company specific events per quarter across all clubs
• Program content with clubs should be educational. Career related events (jobs, career paths, corporate culture, etc.) must run through the CMC.
RESOURCES & INFORMATION

The Serial
Sponsorship Guidelines
Sponsorship Templates
Invoicing Information

“How To”
Drop In Appointments
w/the Corporate Outreach Team
May 8/May 12

Confirmed Sponsor?
Send CP the Following:

- Company Name & Address
- Invoice Contact Name
- Contact Email
- Club/Conference Name
- Event Name
- Event Date
- Sponsorship Amount
- Other Clubs to Split Allocation

*Sponsor Funds: Once received, allow 2+ weeks to hit your SOFO account.*

Confirmed Sponsor: Connect with CP @
corporatepartnerships@kellogg.northwestern.edu

Confirmed Speaker: Notify Speakers Bureau @
speakernotice@kellogg.northwestern.edu

Bookmark: https://www.kellogg.northwestern.edu/serial/clubs-events/club-resources/soliciting-sponsorship.aspx
Key Takeaways:

Club leaders should meet with the CMC, CP, & SB in May and September

- Upcoming How-To Drop In Appointments: May 8 and May 12 (see email for additional information)

Speaker & Sponsor outreach should be completed in the SUMMER for prioritized fall events

Always check the Kellogg Campus Groups calendar for conflicts before scheduling

Club Events Reminders

- Club events with companies must be educational in nature
- Do not schedule more than 3 events/week. This includes both corporate and non-corporate events
- Companies are permitted to sponsor 2 events pre quarter across all clubs

CMC Key Dates

- Sept. 28: First Year company-sponsored educational events without networking/attendance may begin
- Oct. 12: Networking & attendance taking at events with first years may begin
- Ongoing: Second year only events may begin at any time
QUESTIONS? WE ARE HERE TO HELP:

Career Management Center
Recruitment related corporate interactions & questions.

cmc@kellogg.northwestern.edu
Emails will be forwarded to the appropriate CMC contact.

Speakers Bureau
Speaker invites for lunch & learns, panels, conferences, keynotes, etc.

speakernotice@kellogg.northwestern.edu

Allison Welton, Associate Director: Allison.welton@kellogg.northwestern.edu
Emma Valind, Senior Program Coordinator: Emma.valind@kellogg.northwestern.edu

Corporate Partnerships
Corporate sponsor solicitation for lunch & learns, educational events, or conferences

corporatepartnerships@kellogg.northwestern.edu

Jennifer Johnson, Senior Associate Director: Jennifer-johnson@kellogg.northwestern.edu