

Corporate Resources Training: Online Resource

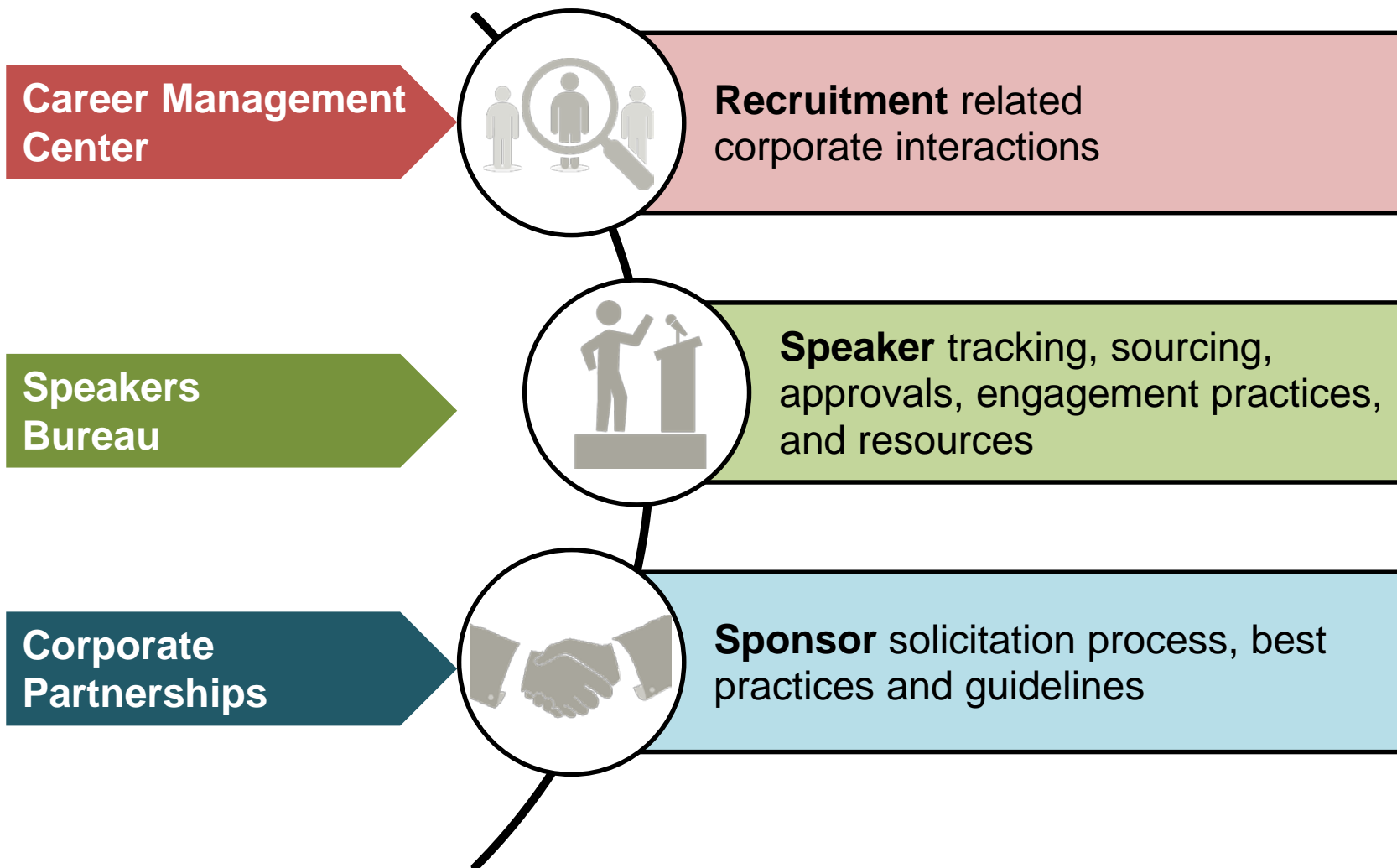
Spring 2020

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

- Recruitment Events & Communication
- Engaging Speakers
- Soliciting Sponsorships

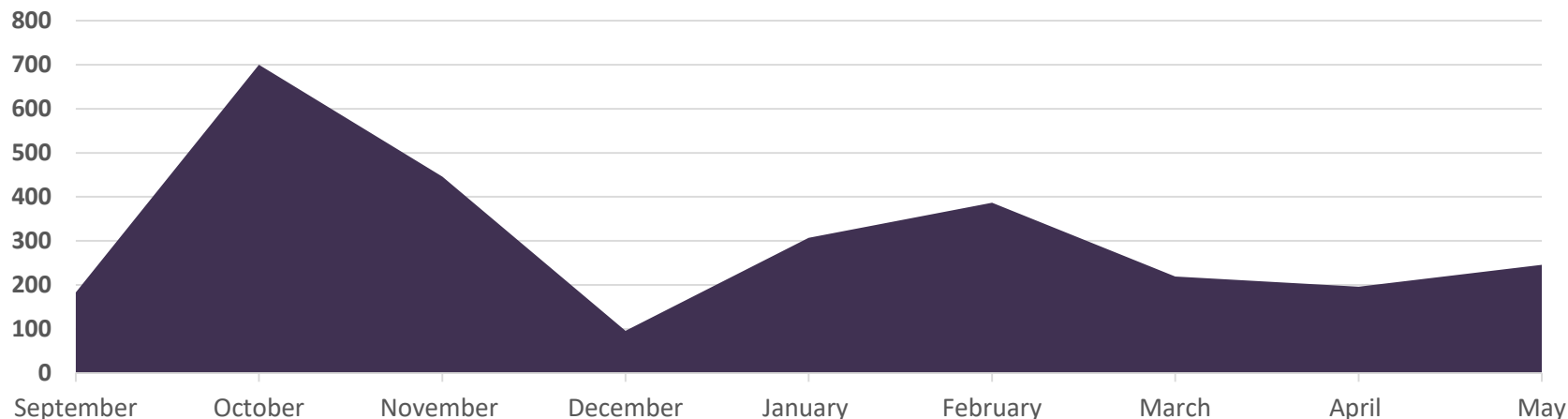
Who We Are:

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.



WHY WE'RE HERE

Full Time Student Events Per Month

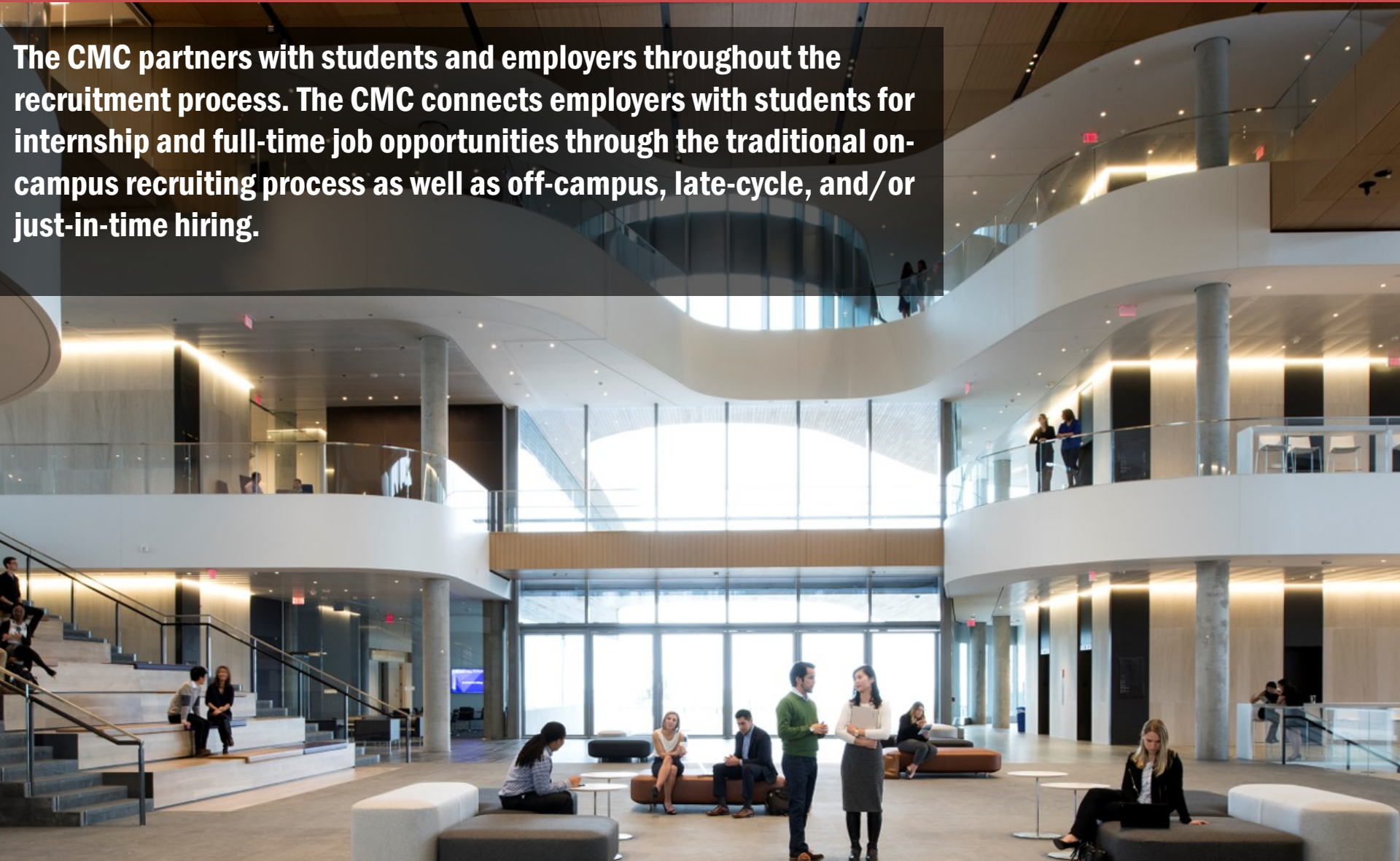


- **2,600+** Events listed in Campus Groups September through May
- **700+** in the month of October
- **500+** Corporate Sponsored Events
- The Hub has about **20** Classrooms to host events; Only **8** that may accommodate **70+**
- **284** CMC activities including plaza hours, coffee chats, KNN's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

CMC: WHO WE ARE

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

Industry	Career Management Center		
	Employer Relations Team		Coaching Team
	Industry Relationship Manager (Existing Recruiting Relationships)	Business Development Lead (New Relationships)	Student Strategy & Club Liaison
Consulting	Marissa Moore	Emily Foley	Steve Tilley
CPG	Sam Samberg	Andrea Stoit	Tina Hagopian-Fahey
Energy	Erin Smith	Emily Foley	Katie Harvey
Entrepreneurship	N/A	Catherine Bullard	Steve Tilley
Financial Services	Marissa Moore	Emily Foley	Joseph Patton
Healthcare	Sam Samberg	Andrea Stoit	Jennifer Jaucian
Manufacturing	Erin Smith	Catherine Bullard	Carla Edelston
Media & Entertainment	Erin Smith	Catherine Bullard	Katie Harvey
Net Impact/Non Profit	N/A	Andrea Stoit	Eva Lu-Bonn
Private Equity	N/A	Emily Foley	Mary Simon
Real Estate	Sam Samberg	Emily Foley	Tina Hagopian-Fahey
Retail	Sam Samberg	Andrea Stoit	Megan Thomas
Sports Business	N/A	Emily Foley	Kirsten Nelson
Services	Marissa Moore	Andrea Stoit	N/A
Tech	Erin Smith	Catherine Bullard	Megan Thomas
Transportation	Sam Samberg	Catherine Bullard	Jennifer Jaucian
Venture Capital	N/A	Catherine Bullard	Steve Tilley

CMC: KEY DATES

Key Dates 20-21 Recruiting Season Kellogg Career Management Center

2020	
September 21	Class of 2021 (2nd Year) Kellogg Networking Night (KNN) – Multi Industry
September 28	Class of 2022 (1st Year) educational events with student clubs begin (<i>No recruiting components with 1st Years, i.e. networking, or taking attendance, until Oct. 12</i>)
October 5	Class of 2021 & 2022 (1st & 2nd Year) Kellogg Networking Night (KNN) – Multi-Industry
October 12	Class of 2022 (1st Year) company presentations/recruiting events begin
October 13 - November 6	Class of 2021 (2nd Year) on-campus interviews
November 20	Last day of company events in 2020
November 20	Class of 2021 (2nd Year) offer decision deadline - full-time offers from summer employers
2021	
January 6 – February 5	Class of 2022 (1st Year) summer internship on-campus interviews
January 8	Class of 2021 (2nd Year) decision deadline - full-time offers (or one week, whichever is later)
February 19	Class of 2022 (1st Year) decision deadline - internship offers (or one week, whichever is later)
June 7	Class of 2022 (1st Year) available for summer internships



**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

KEY KELLOGG POLICIES*

- 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).

SPEAKERS BUREAU: WHO WE ARE



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.

SPEAKERS BUREAU: WHAT WE DO



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**

SPEAKERS BUREAU: THE PROCESS

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.



"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](#)

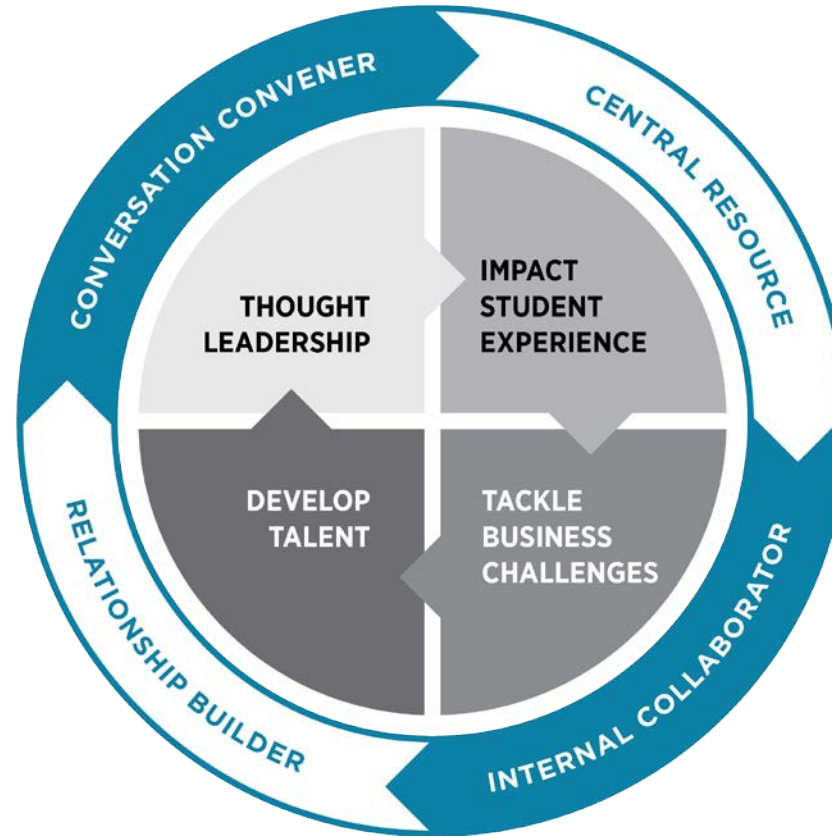
Link to site may also be found on the Serial under “Club Resources” >> “Inviting a Speaker”



Bookmark:

<http://sites.northwestern.edu/ksmconferencesevents/welcome/speakers-bureau/>

CORPORATE PARTNERSHIPS: INTEGRATED APPROACH



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



Conferences



Lunch & Learns



Panels



Other

Club Events and Sponsorship Eligibility

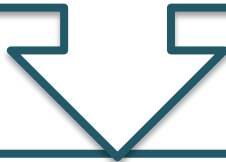
- Sponsorship is standardized across clubs at \$1,000/event
- Club sponsorship is event based. A company may not sponsor a club generally
- Companies can sponsor/participate in up to (2) company specific events per quarter across all clubs
- Program content with clubs should be educational. Career related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

CORPORATE PARTNERSHIPS: RESOURCES

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

