

## CORPORATE OUTREACH STUDENT RESOURCES: Recruitment, Speakers, & Sponsorships

### WHO WE ARE

Three separate administrative teams, who work and communicate directly with companies and students, collaborating to streamline information and offer your club support and resources to meet different goals.

- **Career Management Center:** Recruitment related corporate interactions
- **Corporate Partnerships:** Sponsor outreach processes, best practices, and guidelines
- **Speakers Bureau:** Speaker tracking, sourcing, approvals, stewardship, and content development

### THINGS YOU NEED TO KNOW NOW

#### CAREER MANAGEMENT CENTER

- Always check for conflicts (function or industry) before adding events to the Kellogg [Campus Groups](#) calendar.
- Once event is confirmed, please add all club events to Campus Groups.
- Key Dates:
  - **July 4:** Clubs can begin adding confirmed event dates to Campus Groups.
  - **September 28:** First Year company-sponsored educational events without networking/attendance may begin.
  - **October 12:** Networking & attendance taking at events with first years may begin.
  - Second Year only events may begin at any time.

#### CORPORATE PARTNERSHIPS

- Sponsorship is standardized across clubs at \$1,000/event.
- Program content with clubs should be educational. Career related events (jobs, career paths, corporate culture, etc.) should be coordinated with the [CMC](#).
- Reach out to CP before you begin outreach. Your CP contact is happy to meet and discuss your strategy, budget, and sponsorship plan as well as provide helpful resources.
- CP manages all club-related invoicing for events.

#### SPEAKERS BUREAU

- For events with an intended audience of 100+, or speakers that have a strong connection to the university, notify Kellogg's Speakers Bureau **before** sending an invitation.
- Once confirmed, **submit speaker information via our [web form](#)**.
- [Speakers Bureau resources, checklists, and staff](#) may help guide your premier events with success tips and tools.

## KEY TAKEAWAYS

- Club leaders should meet with the CMC, CP, & SB in May and September to discuss engagement and outreach plans.
- Clubs may host up to 3 events/week. This includes both corporate and non-corporate events. An academic block is placed on Wednesdays from 12-1:30 p.m. Please refrain from scheduling any events during this time.
- Companies can sponsor 2 events per quarter across all clubs.
- Speaker & Sponsor outreach should be completed in the SUMMER for prioritized fall events.
- Always check the Kellogg [Campus Groups](#) calendar for conflicts before scheduling.

## ADMINISTRATIVE CONTACTS

### Career Management Center

Recruitment related corporate interactions & questions:

- [CMC](#): Emails will be forwarded to the designated CMC lead.

### Corporate Partnerships

Corporate sponsor solicitation for Lunch & Learns, educational events, or conferences:

- [Jennifer Johnson](#), Senior Associate Director, Corporate Partnerships
- [Online Resources](#)

### Speakers Bureau

Speaker process and experience for elevated club panels, conferences, keynotes, etc.:

- [Allison Welton](#), Associate Director
- [Emma Valind](#), Senior Program Coordinator
- [Online Resources](#) including confirmed speaker [Web Form](#)