



THE OHIO STATE UNIVERSITY

Overview

Speakers List for Clubs and Societies

January 17, 2018

Leslie Smith, Stewardship Coordinator Alumni Scholars Program

Leslie Shoaf, Regional Engagement Officer: Western US

The Ohio State University Alumni Association



Overview

- **Speaker Lists Basics**
- **Requesting a speaker**
- **Best Practices for events**
- **Q & A**



Where is the List?

<https://groups.alumni.osu.edu/speaker-list/>

You can find all the information about the speakers on the alumni group leaders website. Once you are on the homepage, please

- Hover the mouse on **RESOURCES**
- Click on **SPEAKERS LIST**
- Look over the categories
- Click on the category that fits your needs
- Read the bios for the speakers



Calendar Planning

Lay out your calendar for the coming year during the summer. Plan July 1 through June 30. Why?

Because, we need speaker requests 3 months in advance!

Need help with calendar planning? View documents on <https://alumnigroups.osu.edu/groups/symposium/2017-symposium/>

We suggest you review these sessions:

- Programming for all Ages
- Let's talk about Events
- Deep Impact: Service Builds Community
- And under RESOURCES, listen to the webinar on planning category 1 events

Identify the event for which you want a speaker.



Using the List

- Review the list – we have many choices.
- Reach out to interested fans, friends and alumni who prefer something other than sports.
- You are now getting reimbursements for your events, take a risk.
- A scarlet or gray club gets one free visit from a speaker per year.
- Complete the request form with at least 4 choices of speakers and preferred 4 choices of dates.
- Note that golfers are indicated and some speakers have videos you can watch
- *Make sure to read expectations and guidelines!* Click on SUBMIT.
- Do not ask for speakers who are not on the list. We can't provide them for you.
- But, you may always suggest speakers to be added. Leslie will investigate for addition to the list.



← → ↻ https://alumngroups.osu.edu/groups/speaker-list-request-form/ ☆

- About
- Best Practices
- Blog
- Engagement Strategies
- Important Dates
- Reporting
- Resources
- Symposium



Speaker List Request Form

▼ Group Expectations and Guidelines

▼ Alumni Association Responsibilities

Contact Information

Alumni Group Name (required)

Event Coordinator's Name (required)

Phone (required)

Email (required)

Preferred Event Date:

1. Date and Approximate Time of Day (required)

2. Date and Approximate Time of Day

OHIO STATE NEWS

[A holiday greeting](#)

December 27, 2017

<https://president.osu.edu/presidents/drake/news-and-notes/2017/a-holiday-greeting.html>

[Alina Sharafutdinova | President's Prize | Ohio State](#)

December 4, 2017

Alina Sharafutdinova, who graduates this fall from Ohio State, is a recipient of the President's Prize. As an honoree, Sharafutdinova will have the opportunity to spend her first year after graduation helping address the opioid crisis.



Event

Scholarship banquet (category 1, 2)

Spirit event (category 2)

Alumni Career (category 1)

Life long learning (category 1, 2)

Masters in life (category 1)

Buckeye Masters (category 1)

Buckeye Smart (category 1 or 2)

Speaker

Student Retention/Diversity/Education

Sports

Networking, Personal or Corporate Brand

Health; History; Veterinary Medicine

Special Interest-Engineering; World Issues

Arts

Depends on what sport figure you invite, but any of the other Any of the other categories above work.



OSUAA is responsible for giving the speaker a complete travel itinerary and briefing several weeks prior to the event. Please provide several months in advance to OSUAA -

- Date, Time, Venue, Directions
- Names and phone numbers for emergency contact purposes
- Approximate attendance, attire, miscellaneous group info
- Flight, Hotel and car/transportation information
- And ...the timeline or agenda for the event. This must be detailed and complete.

*Group Contact is responsible to contact the speaker several days prior to the event to confirm details and to cover the speaker's meal.



Speaker Travel Itinerary & Briefing

Group

Date

Event

University Speaker

AV Needs *do not book a venue that can't comply with speaker's AV needs*

Venue *include address of the venue*

Agenda for Event *be detailed and leave room for an OSUAA representative on the agenda to bring greetings and information from the University, about 2-3 minutes.*

Introducing speaker

Dress

Expected Attendance

Travel Instructions *include name of volunteers that will escort/drive the speaker. If venue is hard to find, include specific travel instructions if speaker is traveling to the venue on their own.*

Flight

Day	Seat	Date	Flight #, Airport	Depart Time	Arrival Time
-----	------	------	-------------------	-------------	--------------

Hotel – *at least a 3 start hotel, usually a choice between an airport hotel or hotel near the event, let us know which is best*

Contact Information (cell numbers)

Group president –

Speaker –

Regional Engagement Officer –

OSUAA Staff – Leslie Smith, 614-563-5188

Miscellaneous Information *Leslie will complete this information but if you have a copy of the invitation or specifics you want the speaker to know, please let us know*

Website –

Facebook -

Scholarships –

Miscellaneous –



- Email (both club email and OSUAA email)
 - Follow Best Practices
 - 4 weeks from event, 2 weeks from send date (OSUAA)
- Post on your group website
 - Email regionalcommunications@osu.edu inbox for updates
 - Post event details/registrations
- Post on the club Facebook page
 - Encourage club leaders to share on personal Facebook page
- Tweet it out (4 weeks/2 weeks/1 week/ day of reminder)
- Instagram the speaker photo with a caption (request high quality photo from OSUAA)
- Utilize BigTen Network of clubs to promote if registrations are low



- Don't forget timelines! For Web updates, email: ADV-regionalcommunications@osu.edu
- For print requests/email requests, submit a workmajig!
 - For print pieces, 6 week window minimum, must have all/majority of details
 - Mailing to West Coast can take 3 weeks



Best Practices

- Driver for the speaker who is able to pick up and drop off at hotel or airport.
- Host to introduce the speaker to guests in the room and sit with the speaker if serving dinner.
- The event coordinator needs to call the speaker before to confirm details, and send thank you after the event.
- The dinner, if serving dinner, should not be more than half an hour at most.
- If having a speaker, that should be the highlight of the event, not an “also” with 3 or 4 other key events during the event.
- Other event reminders:
 - Review “Category 1 Events & You”
 - Ask your REO for suggestions!
 - Signage – is it clear where the event is, and where in the building?
 - Accessibility? Location should be handicapable, consider food restrictions.
 - Registration for guest counts is highly suggested
 - Is parking available and are parking directions clear on the invitation?
 - Make sure to let everyone know what the attire is for the event (confirmation email to guests)
 - Assigning Group Greeter – everyone likes to feel welcome and the greeter can also answer questions about coats, room for the event, bathrooms, where to get a nametag.



Q & A



THANK YOU!

Leslie Smith

smith.6863@osu.edu

614-292-6576

Leslie Shoaf

Shoaf.45@osu.edu

614-247-8022