

Speakers Bureau In-Person Event

Expectations & Best Practices

Event Logistics and Details

- Hosting clubs are responsible for planning the event and managing logistics. The HAA Speakers Bureau team and your staff liaison are unavailable for event support.
- We recommend booking your event space and planning the details as soon as your faculty speaker is confirmed.
- In the weeks leading up to your event, the HAA Speakers Bureau team will contact you to gather details for the faculty briefing.
- Once the briefing is finalized, the HAA Speakers Bureau team will connect you with the faculty member (usually 1-2 weeks before the event).
- Please do not contact the faculty member until the Speakers Bureau team introduces you. Many faculty members are in conversation with us about multiple events, and streamlining the conversations through the Speakers Bureau team prevents confusion.

Travel and Accommodations

- The HAA Speakers Bureau team will be responsible for travel expenses and non-event meals, including flights, ground transportation, and meals outside of the event hours.
- Hosting clubs are responsible for hotel expenses for faculty speakers, whether the club or the faculty member books the hotel.
 - Traditionally, the club will make the hotel reservation on behalf of the faculty speaker and pay at the time of the stay.
 - If the faculty speaker prefers to book their own accommodation, the club is required to provide a budget that they are willing to reimburse. The HAA Speakers Bureau team will then coordinate with the club to provide reimbursement to the faculty speaker.
 - It is customary that events taking place east of the Mississippi River will require one night of accommodation, while events west of the Mississippi will require two nights.
 - Should faculty needs differ from these practices, the HAA team will communicate this to you as soon as possible.
- Hosting clubs are responsible for meal expenses during the event. For example, if the event is the club's Annual Dinner, the faculty speaker is expected to be provided with a meal during the event.

Event Marketing and Registration

- Hosting clubs are responsible for managing the event marketing and registration.
- Start marketing at least 3-4 weeks before the event.
- Send emails advertising the event and include it in any regular newsletters.
- If your organization is on the AlumniMagnet platform, post the event online.
- If your event is open to all alumni, submit it for inclusion in [Harvard This Week](#).
- Events are required to have at least 30 registrants. The HAA Speakers Bureau team will reach out to confirm anticipated attendance in the weeks leading up to your event. Should minimum registration not be met, your event may be subject to rescheduling or cancelation.