

Speakers Bureau Virtual Event Expectations & Best Practices

Event Logistics and Details

- Hosting Clubs, SIGs, or Appointed Directors are responsible for creating the Zoom link and managing the virtual event logistics throughout the event. The HAA Speakers Bureau team and your staff liaison are unavailable for virtual event support.
- We recommend creating your Zoom link when your event date is confirmed. Please inform the HAA Speakers Bureau team if you wish to record the event, as faculty permission is required.
- In the weeks leading up to your event, the Speakers Bureau team will contact you to gather details for the faculty briefing, including the Zoom link, audience demographics, estimated attendance, and names of contact people and moderators.
- Once the briefing is finalized, the 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.

Zoom Settings

- Make sure someone can log into the Zoom account that created the meeting to have Host functionality. Add [Alternative Hosts](#) to ensure the event will run smoothly if the host cannot attend.
- Please ensure that “Share Screen” is enabled for participants. Most faculty members will use slides for their lectures.
- Familiarize yourself with basic Zoom controls, such as utilizing the Waiting Room, muting and unmuting individuals, chat, and security settings. For more information, visit the [Zoom Learning Center](#).

Event Marketing

- Hosting Clubs, SIGs, or Appointed Directors are responsible for managing the marketing of their event.
- 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](#).

Registration

- Hosting Clubs, SIGs, or Appointed Directors are responsible for managing registration.
- If you use Zoom for the event, you can customize the meeting with registration.
- If you manage registration through Zoom, please register the faculty member with a club email address (example: hcrhodeisland@post.harvard.edu). This specific link will be needed for the event briefing.
- 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.