**Dartmouth College**

**Clubs and Groups Speaker Program**

**Guidelines and Policies**

Are you looking to bring a piece of Hanover to your event? There’s no better way to do so than by featuring a faculty member. Whether you’d like to bring them to a reception, an exhibition, or a sporting event, the Communities team can help.

Dartmouth College provides support for faculty and administrators to speak at local club and group events, provided that requests are made at least three months in advance of the event via our [online request form](http://alumni.dartmouth.edu/speaker-request) and that clubs and groups follow our speaker policies.

For any situations that fall outside these guidelines, please [contact the Office of Alumni Relations](mailto:alumni.club.RSVP@dartmouth.edu).

**Pre-Event**

* All speakers must be [requested](http://alumni.dartmouth.edu/volunteer/speakerform) **a minimum of 3 months prior to the event** in order to avoid scheduling conflicts.
* Once a speaker is confirmed, the club or group will have direct contact with the speaker to finalize details.
* The speaker should be provided with:
  + A local contact, name, and telephone number.
  + Transportation to and from the venue.
  + A small token of appreciation (optional). Speakers volunteer their time and do not receive honorariums.

**Finance Policy**

* The Office of Alumni Relations will subsidize 50% of the travel, lodging, and mealexpenses for a speaker **once** per College fiscal year (July 1 – June 30). The hosting club is financially responsible for the remaining 50%.
* Lodging is limited to one night for east coast travel and two for west coast travel.
* Speakers can arrange their own travel or contact the [Communities team](mailto:alumni.club.RSVP@dartmouth.edu%20) for assistance with travel arrangements.
* The College **will not** reimburse costs for guests accompanying the speaker.
* Speakers must submit travel expenses and all receipts to the Office of Alumni Relations, and the club's share will be billed through the College's monthly billing process.
* Additional speakers during the fiscal year are the full financial responsibility of the club.

**Event Registration** (after speaker is confirmed)

**Using iModules Events Tool:**

* If you are an iModules user, the speaker series event registration template will be available to you in your community. Use this to create an event registration page so you can track attendees.
* Alternately, contact the [Alumni Help Desk](mailto:help@dartmouth.edu) for assistance in creating a registration page.

**Via other registration applications:**

* If other applications are used (for example, Eventbrite) the event coordinator should monitor registration and attendees.
* Once the event has occurred, please email this data to the Office of Alumni Relations, Communities.

**Communication and Marketing**

Get the word out about your events with the following tips:

* Send out a “Save the Date” email to members and parents, even if your speaker is not confirmed
* Develop a marketing email strategy to inform local alumni and parents about the event. Consider targeted emails based on the subject (for example, if the speaker will focus on education, consider a specific message to alumni who work in education).
* Promote the event with club members via your website, email, newsletters, and social media
* Promote the event with other Dartmouth groups in the area. Consider partnering with a local [Affiliated](http://alumni.dartmouth.edu/connect/find-group/dartmouth-alumni-affiliated-groups) or [Shared Interest](http://alumni.dartmouth.edu/connect/find-group/dartmouth-alumni-shared-interest-groups) group, and reach out to [neighboring clubs](http://alumni.dartmouth.edu/Communities/media/clubs/documents/clubcontactsheet.pdf) to invite them to join the event
* Spread the word about the event at other club gatherings
* If the event is open to the public, consider promoting in local community calendars.
* Ensure the event is on the [Alumni Relations Calendar](http://calendar.dartmouthgro.org/cal/event_search.php?search=http://events.dartmouth.edu/api/search.json?group_ids=174,175,176,144&begin=2016-03-30&end=2016-04-30&category_ids=&audience_ids=&institutional_category_ids=&classesAudience=&affiliatedAudience=&clubsAudience=&locationsNames=&categoriesNames=). [Contact the Communities team](mailto:alumni.club.RSVP@dartmouth.edu) for assistance with posting.

**Post event**

The event coordinator should submit to Office of Alumni Relations:

* A brief summary of how the event and speaker were received.
* A final count of attendees (not necessary with iModules registration).
* A list of attendees (not necessary with iModules registration).

Questions? Contact the Office of Alumni Relations:

**(603) 646-1497**

alumni.club.RSVP@dartmouth.edu