



**ABOUT:** Business Breakfasts are an easy way for alumni to connect with others while learning about a professional business topic in an efficient morning time slot. While the primary intent is not networking, attendees who are interested in meeting business and civic leaders and a mix of Duke alumni from the undergraduate, graduate and professional schools will enjoy the professional, social atmosphere. It is recommended that the speakers have a Duke connection and be in a prominent position in a well-known organization. A list of potential speakers should be compiled by the Regional Board with input from the DAA. All alumni are welcome at a Business Breakfast.

## PLANNING

**While Planning the Business Breakfast,** communicate with DAA regional staff and volunteer leaders who can provide assistance and advice for holding a successful Business Breakfast. They will also help to identify dates that do not conflict with other Duke programming. Reference the Event Planning Timeline – General document and use the DAA Event Information Form to compile all event details. The Duke Business Breakfast Case Study for Atlanta is also a helpful resource to review for guidance.

## SCHEDULE

**The Business Breakfast Schedule** is dependent on the availability of speakers. It is recommended that no more than one Business Breakfast be scheduled per quarter and that they last no longer than 90 minutes. The start time will be determined by the region's traditional start of the business day, such that the event concludes at an hour that would not significantly interfere with the start of most attendees' business day. For many regions, this would be 7:30 to 9:00, preferably Tuesday through Thursday. The typical schedule includes 30 minutes of networking and breakfast buffet line, 5 minutes of introductions, 30 minutes for the speaker, and the remaining time for audience Q&A.

## COST

**Business Breakfasts should break-even on costs.** The lead volunteer identifies the venue based on a central location in a desirable setting (often a law office) that is often donated by an alumni connection. Registration charges have been \$10-15 per attendee in cities such as Atlanta and Boston, which usually cover the cost of food. A consistent location in a centrally-located, hosted venue is the ideal forum for a Business Breakfast series.

## ENGAGEMENT

**A Variety of Event Promotion Tactics Increase Alumni Engagement.** After submitting the DAA Event Information Form to the Regional Director, the DAA will create a registration page and email invitation. Additionally, the lead volunteer should post to Duke regional social media outlets (Facebook, LinkedIn, etc.) and share with personal Duke networks. Word of mouth (or personal email) is the most effective method of increasing interest and attendance.

## LOGISTICS

**The Business Breakfast Agenda and Logistics are Not Complicated.** A welcome table should be set up with Duke name tags and other Duke swag provided by DAA. A volunteer should help check people in and walk-up guests should fill out a short form with their contact information. Volunteers should make introductions to alumni that they do not recognize and ensure that they feel welcome and meet others. The volunteer who secured the speaker should introduce the speaker and make announcements about upcoming regional events and volunteer opportunities. If a DAA representative is visiting for the event, they should provide a quick (2 minute) campus update to the attendees during the opening comments. When the event is over, make sure that DAA receives the final attendance list.

## SAMPLE GUEST SPEAKERS AND THEMES FOR BUSINESS BREAKFAST EVENTS

- Athletic Team Executives
- Local Political Leaders
- Executives at Companies with Headquarters in Region
- Local Entrepreneurs
- Traveling Duke Faculty (Contact DAA Forever Learning to coordinate)
- Traveling Duke Executive Leadership
- Traveling Duke Center Leaders (Bass Connections, I&E, Energy Initiative, etc.)
- Local People Who've Been Featured in the Press for Good Deeds, Creative Business Ideas etc.
- Professional Success Stories
- Local Experts in Cutting Edge Topics (Big Data, Innovation etc.)

## TIMELINE

