



ABOUT: Women's Forums provide programming around current events, social issues and personal and professional development in order to strengthen connections among alumnae. Each Women's Forum aims to host 1-3 speaker events each year. This guide provides tips for alumnae volunteers.

Each speaker event must be approved by a member of DAA staff. DAA will either approve your proposed event date or, if the date is not available, provide you with alternative dates. **Please keep in mind that the event form for each event must be submitted 45 days in advance.**

SPEAKERS

Begin planning your speaker event 5-6 months before the proposed event date. Consider both Duke alumni and parents. With the exception of faculty, all speakers should be local, as the event subsidy is not designed to cover alumnae travel. Consider sending a doodle poll to your planning committee to identify a time for a conference call to discuss possible speakers. Need a conference line? Please reach out to your alumnae director.

Helpful resources when looking for a speaker:

Alumni.duke.edu: Log into DAA's online networking platform and search by industry, location, class year, etc. When you reach out to alumni using alumni.duke.edu, your message goes directly to the email they use to receive Duke communications.

LinkedIn Duke University Page: From the [Duke University page](#) on LinkedIn, you can search for alumni who live in your region. The page also allows you to search by company, function, degree and skills.

Fellow Duke alumni: Reach out to your networks and/or regional alumni board leadership to see if they have any speaker suggestions.

Faculty Fellows: From among the many Duke professors who speak each year to alumni, we choose a handful to be part of a DAA program known as "[Faculty Fellows](#)." These select professors travel around the world meeting with alumni and delivering engaging talks. To request a faculty fellow, please reach out to the alumnae director.

FUNDING

Each Women's Forum in a top 20 region receives a budget for two speaker events annually. This budget is based on expected ticket sales and a subsidy from DAA. Please contact your alumnae director to identify the budget for your event. The event budget is expected to cover catering, A/V and other event needs. DAA does not provide compensation to speakers. If a Duke faculty member has been approved to speak at your event, DAA will cover their travel expenses.

DAA prefers to pay vendors directly for any costs associated with speaker events. Please do not pay any vendors or purchase any event items without the prior approval of DAA. All catering contracts must be approved and signed by DAA. If you are approved to purchase event items, please keep an itemized receipt for your item(s) and submit that information to Duke using the [electronic form](#).

Regions typically charge attendees a fee of \$20-\$35. The fee, along with the subsidy, should cover any costs associated with the event including refreshments. Refreshments are usually light hors d'oeuvres and may include wine or beer.

VENUE

Identify a venue for your event 4-5 months in advance. As the speaker event budget is limited, regions are encouraged to identify free venues. Volunteers have found a lot of success with law firms, coworking spaces, libraries and non-profits. Typically, alumni working at a venue can obtain the space for free or for low cost.

EVENT OUTLINE AND AGENDA

Set up an event preparation call with your speakers 2-3 weeks in advance of the event. During this call, review logistics for the day (ex. directions to venue, when speakers should arrive, etc), potential discussion topics if the event features a panel, and any other items. Also, please determine who will provide the welcome and closing remarks 2-3 days in advance of the event.

Sample Event Timeline:

Pre-Reception (30 minutes)

Program (around 1 hour)

- Welcome and Speaker Introductions (5 minutes)
- Speaker Presentation or Panel Discussion (25 minutes)
- Audience Q&A (30 minutes)

Closing Remarks (2 minutes)

- Please share any upcoming events in your region. The list of upcoming events in your region can be found at alumni.duke.edu/groups.

Post-Reception (30 minutes)

EVENT FORM AND PUBLICITY

Once your event details are confirmed, please submit the appropriate event form for your event to DAA. **Each event form must be submitted at least 45 days in advance of the event date.** DAA has specific event forms for events with a fee, events that are free and Women's Forum Neighborhood Conversations. Please utilize the [event information page](#) to learn more about the items you should collect prior to submitting the form.

Once your event form is submitted, DAA will create a registration page and email marketing to support your event. DAA staff will send you a draft for you to approve. The first email invitation will go out at least 30 days in advance of your event. DAA staff will provide you with a link to a report that will show the live list of registrants. Two days before the event, DAA will send all registrants an email to remind them of the event.

Pro Tip: Keep in mind that Duke alumni receive many emails, from Duke and other entities. The most successful events rely heavily on personal outreach. Email your friends/fellow regional leaders and post to your personal Facebook and/or LinkedIn pages.

TO-DO LISTS

Day of Event:

- Download event OnArrival app using the instructions provided by your regional director. If you do not receive the instructions within 5 days of your event, please contact your alumnae director. **OnArrival is the only platform DAA uses to track attendance for events.**
- Arrive early to review the space set-up and meet caterers, etc.
- Set up a registration desk and assign a volunteer to track attendance using OnArrival.
- Greet your speaker or panelists when they arrive, review the event timeline with them and show them the venue space.
- Take photos! A Duke poster will be sent to each event for alumnae to hold in photos.

Post-Event:

- Within 72 hours, please email a recap of your event, any photos you took and the method you used to take attendance. If you did not use OnArrival, please email the attendance list.
- Send a thank-you email to all speakers, your event hosts and any other volunteers.
- Reach out to DAA two weeks after the event to receive your post-event survey responses.

TIMELINE

