DUKE BUSINESS BREAKFAST

A business breakfast series (the “Series”) held three or four times each year is an opportunity to provide a different forum to bring together business and civic leaders and a mix of Duke alumni from the undergraduate, graduate and professional schools. It is recommended that the initial speakers have a Duke connection.

Location

Each breakfast is held from 7:30 to 9:00 on a weekday morning preferably Tuesday through Thursday. The location should be a centrally located venue. Both a central and consistent location is important. After attendees have come once, if they know how to park and easily find the venue they are more likely to come again. The work of organizing each breakfast is also easier by having a regular location because the venue knows the normal setup and menu. Reserving the venue in advance is an important step.

Communicate with the DAA

Online registration is established and administered by the Duke Alumni Association (“DAA”) at least one month in advance of the breakfast. Breakfasts should also be publicized using Facebook, LinkedIn and e-mails from the DAA. The price may vary but should be approximately $15 per person and include coffee, juice and other breakfast items. The host volunteer is responsible for catering arrangements and providing numbers to the venue. The host volunteer coordinates with the DAA on contracting terms and payment. Online registration is closed prior to the event date with an option for late registrants to contact the volunteer host or pay at the door. Walk-in guests may pay by check made payable to “Duke University” at the door.

E-mail Reminders

The event should be publicized in the monthly Regional e-newsletter. Reminders should also be sent out by DAA two weeks in advance. The day before each breakfast, the DAA or host volunteer should e-mail the attendees that have registered in advance to remind them of the breakfast and provide directions and specific instructions on how to find the venue, if necessary.

Event

Once at the breakfast, a welcome table should be set up with Duke nametags and "Forever Duke" pins provided by the DAA. Walk-ups should fill out a short form with their names, class year and e-mail address. From 7:30 until 8:00, the guests network, visit the buffet and have coffee. Around 8:00, guests are asked to take a seat at the round tables set up near the podium. The host volunteer normally welcomes everyone and then introduces any guests who work for Duke and have traveled for the event. If a Duke employee is present, they may bring greetings from Durham and provide a campus update. The host should then introduce the main speaker.

Speaker Set-Up

The speaker often has a PowerPoint presentation, so preparations must be made in advance to ensure that the A/V system works properly. The host should commit to having each program end by 9:00 so the guests can get on with their day.

The volunteer host should procure and present the speaker with a small Duke-related gift, such as a coffee mug or a book. The DAA reimburses the host for the cost of the gift.

Follow-Up

The day after the breakfast, the host should e-mail the attendees to thank them for attending and to highlight any interesting parts of the speaker’s presentation.
Sample Invitation

“Join us for the next Duke Business Breakfast with Doug Shipman, the CEO of the National Center for Civil and Human Rights. Hear Doug's vision for this organization how it will contribute to our city. He will also provide an update on its new facility adjacent to Centennial Olympic Park, the New World of Coca-Cola and the Georgia Aquarium. Bring your friends and colleagues for what is sure to be an engaging discussion.”

Speakers

The speakers are chosen by the Regional Board. A list of potential speakers should be compiled by the Board with input from the DAA, if necessary consisting of people with interesting expertise, with prominent positions in well-known organizations or with organizations that are making news.

When contacting potential speakers, the Series host should look for personal or business connections to the individual. A warm introduction increases the likelihood of success. Where no introduction can be made, the Series host may reach out to the individual directly to introduce the idea and make the request. Sharing details like the names of previous speakers and the location is helpful in establishing credibility. Allow for flexibility in scheduling the breakfasts in order to work with the potential speaker to find a good date.

Timeline:

- Establish venue for the series in August. Set a calendar for 3-4 breakfasts.
- Arrange dates with potential speakers as early as possible. Make reservations as soon as dates are known.
- 3-4 weeks out - open registration.
- 2 weeks out - request supplies from DAA.
- 1 week out - ask DAA and regional leadership to promote event on regional website and social media.
- 1 day out - send reminders to attendees; inform venue of attendees and table set-up; confirm A/V.
- Day of – arrive early with sign-up sheets and name tags.
- 1-2 days after - send attendance list to DAA; send follow-up e-mail to attendees.