

**Business Networking & Speaker Events**NAB: Leticia Acosta, Maria Garate  
Texas Exes Staff: Jane Marie Agnew, Courtney Eads, Roxanne Garza

**Session Notes and Ideas**

***Why have Business Networking and Speaker Events?***

* Chapter Structure requires Serious Minded Content events, and Networks are strongly encouraged to hold them
* Not all alumni are interested in social events, so SMC (serious minded content) can engage new alumni
  + This is key for finding new volunteers and volunteer opportunities
* Crowds will be smaller, but the engagement can be deeper
* Even just a few events annually can make a big difference in the perception of the Chapter/Network, and of the Association

***How do you hold successful speaker events?***

* Branding is key: It is important to the alumni that Texas Exes brought the program to them
* Focus on quality content rather than just on the connection to UT
  + Speaker does not always need to be an alumnus or attached to the University.
  + Out of state chapters and network events especially:
* Does not need to be tied to Athletics or football.
  + Texas Exes supports the University-not just one area of the University.
    - Too much focus on Athletics limits your Chapter/Network’s reach
  + Football coaches can no longer be requested at all
    - All other athletic speaker request **must** go through Texas Exes staff (Jane Marie)

***How to Connect with the Speakers Bureau***

* Contact Jane Marie ([JaneMarie.Agnew@texasexes.org](mailto:JaneMarie.Agnew@texasexes.org)) to receive via email the most recent Speaker’s Bureau list
* If yourself or anyone else you are connected with may be interested in being on the Speaker’s Bureau list, please contact Jane Marie. She makes formal permission requests for speakers to be added to the list.
* Helpful Items:
  + Send Jane Marie 2-3 names from the list you are interested in speaking to your chapter and a date of the event
  + Speaker requests MUST be made in advance, as much as 6 month’s notice- Our speakers are prominent figures with busy schedules, so the earlier we can make contact the better!
  + Once Jane Marie receives a confirmation from a speaker, she will put them in touch with the chapter leader to determine logistics, travel arrangements, talking points, etc.
  + Use these speakers as guides for types of content you can provide, and identify local leaders who have similar expertise
* Advocacy has contacts with legislators and representatives that could be traveling, or live in other parts of the US.
* Professors are in the process of being added to the Speaker’s Bureau List

***What makes a successful Business Networking event?***

* See the Event Handbook and Resources page for event planning guides and checklists: [Chapter Forms and Documents](https://www.texasexes.org/chapters-networks/chapter-network-leader-resources/forms-documents)

***How do you have intentionality about advocacy in your events?***

* Working with the Texas Exes Advocacy Department
  + Becoming UT Advocates- [Texasexes.org/adovocate](http://Texasexes.org/advocate)
  + Installing an Advocacy Chair
  + Identifying Tier 1 UT Advocates
* Using flagship chapter events to engage your legislators
  + Texas Independence Day
  + Student Send-Off
  + Scholarship Dinner
* Using flagship advocacy events to engage your chapter
  + Orange & Maroon Legislative Day
  + Longhorns on the Hill
  + Longhorn Advocates

***Open Discussion***

* IF NEEDED-identify chapter or network leaders who have run successful events, and have them discuss their experiences
  + Session 3
    - Highland Lakes-Michael Lucksinger. Dr. Daly UT Communication Professor to speak at Nov Chapter event
    - San Angelo- Christina Woodard Speaker Series
    - Waco- Richard Dunn Entrepreneur Speaker Series and Longhorn Network On-Air Host Alex Loeb event
    - Dallas- David Rodriguez McCombs Business Networking events
    - And many more!