



# How to - Invite a speaker

## How to find a suitable person?

- think about what kind of people you want - experts, journalists, political figures, etc.
- research and find names/ contacts:
  - Look at events with similar topic: who did they invite?
  - Check your local partners: maybe another student association, a museum, different universities, an NGO,...
  - Check the partners of AEGEE-Europe.
    - local event: e.g. local branches of JEF (Young European Federalists), ESN (Erasmus Student Network),... in your city
    - bigger event: e.g. EMI (European Movement International), you can ask CD (headoffice) about our current partners
- possible speakers: always keep your topic in mind and focus on a diverse selection of speakers
  - universities → professors, assistant teachers/ PhD Students (often more committed to the topic they are working on, and young)
  - [Team Europe](#) of the EU (speaker service by the EU, not available in every country. Follow the link, select the country, and select "Team Europe" to see the list of speakers)
  - newspapers/ magazines (here especially for bigger ones, the waiting time may be longer than for the others. Try to contact the secretariat if email address is known, rather than speaker themselves)
  - city/ municipality also put secretariat in CC if you want to contact e.g. the mayor.
  - youth organisations: local or European, also regional and national youth councils
  - politicians: local in your city, your region, national or Members of the European Parliament (MEPs, the Y Vote team has contacts to some, see our patrons!)

## How to make the first contact?

- write them an email, stating:
  - a. who you are (which organisation and what is the organisation's purpose?)
  - b. why you are contacting them (why do you think they fit to your event?)
  - c. what you are planning (short event description, date, format of event, what is the role of the speaker)
  - d. connect the person to the topic you want to talk about, so they see the connection!
  - e. how you wish to proceed
- it can be nice to draft the email as a letter with your logo on it and send it as a pdf attachment to a short email, which contains just a few sentences like " We would very much like to have you as a speaker at our event, please have a look at the attachment." Keep in mind though that this means they need to open



another file. Possibly only use this option for very formal emails, e.g. when contacting the mayor.

- Keep in mind that the format of the discussion can be important to them! They need to understand what they are getting into. This means you should inform them what topic will be discussed, what your goal is for the event and what is expected from them.
- Make sure to name a contact person and phone number/ email address that you can be reached at all the time.
- If that person is probably not familiar with AEGEE/ your local organisation you can add attachments containing e.g. some information about your organisation and work, link to your website (if it is up-to-date), the Y Vote website or an event description/ link to the facebook event if it exists already. If you want to include information about the Y Vote project, please contact us and we can provide you with a description ([info@yvote.eu](mailto:info@yvote.eu)).

## How to continue the communication?

Hopefully, some speakers will accept your invitation. How much communication there will be from this point until the event depends very much on the speaker and you. Some speakers ask for information themselves or might want to discuss the topic via phone. Others are happy with receiving time and place and will just show up.

In your own interest, it is advisable to keep in touch with them a little bit. This can include

- asking the speakers for a short biography and a picture for promotional purposes (ask them if they are fine with it being published, e.g. on Facebook)
- formulate the topic very concretely, in a way that you can advertise it, and let the speakers know, so they can prepare.
- ask speakers for notes about their initial statement, so you know the direction they will take and can prepare follow-up questions accordingly.
- possibly send a topic/ first questions and ask them for a short answer/ some notes, so you can anticipate the direction of the discussion (this is important for the moderator, e.g. to prepare questions!)
- from the info you get from the speakers you can prepare an overview of all speakers, that you can send to all speakers (so they know who else will be there) and also distribute at the event to the participants.

Since you cannot expect that the speakers reply within a day, try to ask them for these things two to four weeks in advance.

It can be nice to send them another email a few days before the event, reminding them about time and place, as well as informing them about possible last minute changes, the other speakers, expected audience, etc. Also, if you want them to arrive a bit earlier to have a word with all speakers, let them know!

If you have any questions, comments or additional tips, let us know at [info@yvote.eu](mailto:info@yvote.eu)!