

Guest Speaker Coordination Kit

Introduction to Business – *Business in Action*, 10th Edition

Planning Timeline

When / Action

6–8 weeks before: Identify speaker aligned to *Business in Action* chapter topics.

4–5 weeks before: Confirm topic and send briefing.

2 weeks before: Prepare students; share bio.

1 week before: Confirm logistics; tech check.

Day of: Facilitate session.

Within 48 hours: Send thank you.

Within 1 week: Collect reflections.

Initial Invitation Email

Subject: Invitation to Speak to Introduction to Business Students

Dear [Name],

My name is [Your Name], and I teach Introduction to Business at [University]. I would like to invite you to speak to my students this [semester].

Your experience in [industry/role] will enhance our study of [chapter topic], connecting theory to practice.

Details:

- When: [dates/times]

- Where: [room/virtual]
- Duration: 30–50 minutes
- Audience: [#] students

Possible Topics:

- Strategy in your organization
- Leadership and management insights
- How marketing works in your field
- Technology and AI in your workplace
- Finance and budgeting decisions

Would you be interested?

Best regards,

[Your Name]

Confirmation Email

Subject: Confirmed: Guest Speaker for Introduction to Business on [Date]

Dear [Name],

Thank you for agreeing to speak to my students.

Confirmed Details:

- Date: [Day, Date]
- Time: [Start–End]
- Location: [Room/Zoom]

- Topic: [Topic]

Students have recently studied:

- [Relevant *Business in Action* chapter concepts]

Please send a short bio, optional headshot, and technology needs.

Warm regards,

[Your Name]

Speaker Briefing Document

Course Overview:

Course: Introduction to Business

Text: Business in Action, 10th Edition

Current Unit: [Chapter topic]

Learning Objectives:

- Connect course concepts to real business examples.
- Understand how professionals solve business problems.
- Recognize skills needed for early-career success.
- Apply insights to future business decisions.

Suggested Topics:

- Career path and lessons
- Real challenges and solutions
- Decision-making processes

- How technology and AI influence your role
- Hiring expectations for entry-level roles

Session Structure:

0–5 min: Introduction

5–30 min: Presentation

30–50 min: Q&A

Student Preparation Guide

Subject: Guest Speaker: [Name] — [Date]

Dear Students,

We will host [Name], [Title] at [Company], who will speak on [topic], connected to Chapter [#] of *Business in Action*.

Your Preparation:

1. Review Chapter [#].
2. Research the company.
3. Submit one question by [date].

Sample Questions:

- How is strategy implemented in your organization?
- What marketing trends do you observe?
- How does your company use technology or AI?
- What skills matter most for new graduates?

Expectations:

- Professional conduct
- Engagement
- Strong questions
- Complete reflection assignment

Day-of Checklist

Pre-Session:

- ☐ Test technology
- ☐ Prepare materials
- ☐ Review speaker bio
- ☐ Review BIA chapter content

Speaker Arrival:

- ☐ Welcome speaker
- ☐ Confirm timing and structure

Opening:

- ☐ Introduce speaker
- ☐ Explain format

During Session:

- ☐ Monitor time
- ☐ Facilitate engagement

Closing:

- ☐ Summarize key takeaways

☐ Thank speaker

☐ Assign reflection

Post-Session:

☐ Send thank you

☐ Collect reflections

Q&A Guide

Backup Questions:

- What business function is most misunderstood?
- What trends are reshaping your industry?
- How does your company handle ethics and social responsibility?
- How does globalization impact your business?
- What entry-level skills do you value most?

Closing Line:

“Thank you for helping us connect *Business in Action* concepts to real-world business practice.”

Thank You Email

Subject: Thank You for Speaking to Our Class

Dear [Name],

Thank you for speaking to my students. Your insights on [topic] helped students better understand:

- [Outcome 1]
- [Outcome 2]

- [Connection to BIA chapter]

Your visit was a highlight of the term.

Warm regards,

[Your Name]

Speaker Feedback Form

Logistics:

Coordination and communication:

☐ Excellent ☐ Good ☐ Adequate ☐ Needs Improvement

Briefing helpful?

☐ Very ☐ Somewhat ☐ Not really ☐ Did not receive

Technology met needs?

☐ Yes ☐ Mostly ☐ No

Student Engagement:

☐ Highly engaged

☐ Engaged

☐ Somewhat engaged

☐ Disengaged

Would you speak again?

☐ Yes definitely ☐ Possibly ☐ Unsure ☐ No

Student Reflection Assignment

Due: [Date]

Length: 300–500 words

Part 1: Summary

Summarize key insights from the speaker.

Part 2: Course Connection

Identify two concepts from *Business in Action* illustrated by the speaker. Explain with examples.

Part 3: Personal Application

Describe how you will apply the advice.

Part 4: Remaining Questions

List questions you'd still like to explore.

Rubric:

Summary — 25

Concept connection — 30

Application — 25

Critical thinking — 15

Writing quality — 5

Total: 100

Finding & Vetting Speakers

Sources for Speakers:

- Alumni

- Local entrepreneurs
- Marketing professionals
- HR managers
- Operations managers
- Accountants/financial analysts
- Technology/AI professionals
- Ethics & CSR leaders

Red Flags:

- Sales pitch focus
- No relevant business experience
- Unwilling to engage with students
- Content too advanced for introductory students

Maintain speaker database and notes for future semesters.