



THE ANA
EDUCATIONAL
FOUNDATION

CAMPUS SPEAKERS PROGRAM



CONTACT

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ABOUT THE PROGRAM

A powerful partnership between industry and academia, AEF's Campus Speakers Program matches marketing and advertising leaders with classrooms to provide greater insight into what it's really like to work in the industry. The program is free for colleges and universities nationwide and gives an inside look at real-world case studies and industry innovations that can't be found in a textbook.

HOW IT WORKS

Each year, AEF Campus Speakers participate in approximately 200 engagements at colleges and universities across the country. To request speakers, professors submit a form indicating the desired presentation content, ideal dates and information about their classes. From there, the AEF will match the professor with a speaker based on mutual objectives and availability. The professor will then take it from there to discuss the content and logistics with the speaker. Presentations typically last one hour including time for Q&A. Please note: Campus engagements can be virtual or in-person, based on professor and speaker preferences.

Common presentation topic requests include: Account Management, Branding, Brand Purpose, Consumer Insights, Data Analytics, Digital Media, Ethics, Gender Portrayals, Global Marketing, Market Research, Marketing Technology, Multicultural Marketing, Social Media Marketing, Strategy and more.



IMPACT AND FEEDBACK

We are so grateful for our speakers and their donation of time and knowledge. They make a tremendous impact on students and often pique their interest in the industry.

2020 IMPACT

5700+

Students Reached
Annually

90%

of students reported
they'd consider a
career in the
industry

86%

of students reported
improvement in
their perception of
the industry

“

The presentation touched on many points that I had never considered, and it opened my eyes to the vast opportunities in advertising and marketing.”

University of Miami Student

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“

It was one of the most rewarding experiences I have ever had thus far in my career. The class was so engaged and asked so many questions. My LinkedIn was flooded with messages of appreciation...

University of Iowa Speaker

”



BECOME A CAMPUS SPEAKER

As we continue to expand the Campus Speakers Program, we welcome speakers at all experience levels with all backgrounds related to marketing and advertising to participate.

HOW TO PARTICIPATE

- ① Fill out the speaker signup form found [here](#). After you do so, you'll be entered into our speaker database.
- ② When we have a request that matches your expertise, we will contact you to see if you're interested and available.
- ③ If you'd like to move forward, we will connect you with the professor who will take it from there. They will typically set up a call to go over the presentation and the class.
- ④ We will share a survey for the speaker, professor and students to provide feedback on the experience.

For more information, visit [AEF.com](https://www.aef.com) or contact:

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