



THE ANA  
EDUCATIONAL  
FOUNDATION

# CAMPUS SPEAKERS PROGRAM



**CONTACT**

**Malinda Logan**  
Senior Manager, Talent Programs  
ml@aef.com



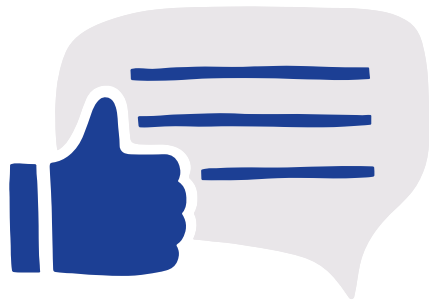
# ABOUT THE PROGRAM

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:** Advertising, Artificial Intelligence, Branding, B-to-B, Career Development, Consumer Insights, Data Analytics, Digital and Social Media Marketing, Ethics, Global and Multicultural Marketing, Marketing Technology, Paid Search, Persuasion, Public Relations, Strategy and more.



# IMPACT AND FEEDBACK

In the wake of a post-pandemic world, our speakers continue to make a lasting impact on students and professors through virtual, hybrid and on campus visits. We're immensely grateful for our speakers and their donation of time and expertise, igniting students' curiosity and passion for the industry.

## 2023 - 24 IMPACT

9000+

Students Reached  
Annually

94%

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

89%

of students reported  
improvement in  
their perception of  
the industry

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“I loved how engaged the students were. They asked fantastic questions and it's a great exercise to translate professional experience into relevant content. I love participating in these events.”

Senior Sales Manager at Samsung Ads

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“The speaker was so prepared and shared such relevant and timely information and case examples on social marketing. She was so engaging and energetic that she held the student's attention and received lots of questions!”

Professor at Clemson University

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“An engaging presentation, I was able to take away a tangible framework that I can refer back to in the future when I'm in the workforce. Overall an insightful and informative experience.”

Student at Northeastern University

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# BECOME A CAMPUS SPEAKER

Since its inception as the flagship program of the AEF, the Campus Speakers Program continues to evolve. We welcome speakers at all experience levels with all backgrounds related to marketing and advertising.

## 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 introduce you to the professor to begin planning the visit. You will be encouraged to schedule a call in advance to discuss the presentation style, student needs, and classroom expectations
- ④ Once the visit ends, you will complete a short survey to share feedback on your overall experience.

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

**Malinda Logan**  
Senior Manager, Talent Programs  
[ml@aef.com](mailto:ml@aef.com)