

Activate Industry: Engage

# Bring Impact as a Guest Speaker



A guest speaker brings real-world experience that **bridges the gap** between classroom theory and industry practice. They can offer insights into current trends, tools, and expectations, giving students a clearer picture of what it takes to succeed outside the classroom. Their perspective can also **spark new interests, drive engagement, and provide valuable networking opportunities.**

Explore some ideas for Energy & Natural Resources (ENR) guest speaker topics below:\*

## Primary (K-8)

- How nature gives us power
- Protecting animals, trees, and the places they live
- Trash, water, and helping the earth stay clean

## Secondary (9-12)

- Power to people: how utilities function
- How we use the land and why it matters
- Where our resources come from

## Post-Secondary (13+)

- Energy transition: tech, equity & what's next
- Natural resources and stewardship
- From field to lab: The role of research

## HOW YOU BENEFIT: WHY COMMIT TO SPEAKING EVENTS?

### Spot talent early

*Give your hiring team a leg up by identifying future interns or hires before they enter the job market*

### Build your brand

*Boost brand recognition and visibility with students in a credible educational setting*

### Show thought leadership

*Demonstrate your organization's expertise and forward thinking in the industry*

### Support local communities

*Support your company's CSR goals by investing in local education and establishing academic relationships*

### Promote industry tools

*Subtly advocate for specific technology, methods, or practices future hiring candidates would benefit from*

\*Keep in mind you might be speaking to a CTE class where aligning to ENR sub-clusters is important



MAKE IT HAPPEN:

# HOW CAN MY ORGANIZATION START ON THIS TODAY?



## PROMOTE YOUR OFFERINGS ONLINE

Share your interest in providing guest speakers on your website

Openly stating your willingness to provide local classrooms with guest speakers is an easy way to get your organization on teachers' radars. [Austin Energy's School Outreach Page](#) is a great example of the type of information to post, including easy requesting access.

## High-Level Steps for Planning a Guest Speaker

Summarized from [Earn & Learn's Guest Speaker Guide](#)

- ⚡ Select a guest speaker based on relevance, experience, and seniority
- ⚡ Provide the educator with your company or industry's public-facing websites
- ⚡ Build talking points and presentation materials to engage learners on their in-class materials
  - ⚡ Not sure to start? [GetIntoEnergy.org](#) has career overviews, classroom tools, and examples
- ⚡ Ask the educator for presentation tips
- ⚡ Review logistics (building logistics, parking, technology set up, etc.)
  - ⚡ If in-person options are difficult, consider a live virtual session instead
- ⚡ Bring business cards or other presentation material
- ⚡ Introduce yourself and use visual aids in your presentation (keep it interactive)
- ⚡ Ask for feedback from the educator to improve future presentations

*(Optional) Offer additional resources to the educator, such as becoming a guest trainer, helping with curriculum, or job shadowing opportunities.*

