

## Employer Guide for Being a Guest Speaker

A guest speaker experience involves an industry professional visiting a classroom (either virtually or in person) to share their career path, industry expertise, and required skills with students. The presentation typically lasts one class period and can include Q&A, interactive demonstrations, or hands-on activities to connect classroom learning to real-world careers.

## Benefits of a Guest Speaker Experience



### Employer Benefits

- **Talent Pipeline:** Increase awareness of your company and career opportunities, positioning your organization as an attractive future employer.
- **Boost community reputation:** Businesses that invest in local talent are seen as leaders and employers of choice.
- **Employee Engagement:** Provide a meaningful development opportunity for employees to practice presentation skills, mentorship, and civic engagement.

### Student Benefits

- **Career Exploration:** Learn about specific jobs, industries, and the day-to-day realities of different professions.
- **Skill Connection:** Understand how academic subjects (e.g., math, science, communication) are applied in a professional setting.
- **Local networking:** Opportunity to learn about and build connections with employers in their local community.



To learn more, visit [wblmt.org](http://wblmt.org)



# Make it Happen

- Make a connection:** Reach out to your school's counseling department or an organization, and let them know you are interested in getting involved with career/talent development as a guest speaker.
- Understand your audience and objectives for the event:**
  - Determine the class or event in which the guest speaker session happens.
  - How many students will be present? What are their ages?
  - Will you be alone or with others as part of an industry panel?
  - Work with the teacher to clarify the specific learning goals for the guest speaker session and the relevant academic content.
- Identify speaker and create presentation:**
  - Select an employee who is knowledgeable about the topic, passionate about their work, and comfortable presenting to students.
  - Provide the speaker with details about the audience (grade level, number of students, prior knowledge) and any specific content requests from the teacher.
  - When possible, include demonstrations or hands-on activities.
  - For young minds with short attention spans, keep presentation engaging.
  - Finalize and secure materials.
  - Review and practice the presentation.
- Logistics & technology:**
  - Confirm the date, time, and location (or virtual platform).
  - Will you need technology accommodations? Can you test it prior to the event?
  - If presenting in person, confirm any school visitor/insurance policies.
  - Save teacher's/contact person's name and phone number for day-of event communications.

- Internal communication:** Inform the employee's direct manager and team about the guest speaking commitment to ensure coverage and support, and confirm any necessary scheduling adjustments.
- Complete any follow up for your company or for the school/organization**

## Resources / or Documents

- **Guest Speaker Outline/Script:** A brief document for the speaker containing suggested talking points, a timeline for the class period, and key learning outcomes.
- **Feedback Form:** A short survey for the teacher to complete after the visit, providing constructive feedback on the presentation and logistics.
- **More information on Guest Speakers**
- **Why Partner in Work-Based Learning:** A deeper look at employer benefits of work-based learning.



To learn more, visit [wblmt.org](http://wblmt.org)