



# First Impression Program

## Guest Speaker Protocol Training for Students

**PRIDE** in people

**PRIDE** in program

**PRIDE** in campus

**PRIDE** in profession

# Role of Student Ambassador(s)

## 1. Prior to Guest Speaker Visit

1. Review guest speaker biography and company background as given to you by Professor.
2. Ensure wear appropriate business attire on day of guest speaker visit.

## 2. Welcoming to CHCA:

1. Introduction of self including professional handshake and welcome to the facility.
2. Introduction to Image Ambassador and other(s) CHCA faculty and staff as required.
3. Highlight relevant features of CHCA building including notice on media boards, labs etc. including closest washroom etc.
4. Guide to classroom.

## 3. Introduction to Class

1. Welcome to (name of program) and (name of course).
2. Brief review of guest speaker's biography highlighting relevant career highlights as pertaining to course.
3. Review of timing for guest speaker including a question and answer period as appropriate.

# In-class Guest Speaker Standards

1. Hospitality Students: Business attire recommended for all students
2. Culinary Arts Students: Professional whites or business attire as appropriate
3. In-class etiquette:
  1. All students greet guest speaker in a professional manner as required.
  2. Prepared for class with appropriate questions and understanding of topic area.
  3. Actively participates in any activities guest speaker requires in a professional and business- like manner.
  4. Pays attention to peers questions and responds specifically and appropriately to them.
  5. Ensures own questions are on topic and contributes to guest speaker's discussions in a positive manner.
  6. Consistently demonstrates professional business behavior including use of appropriate body and verbal language.

# Role of Student Ambassador(s) cont'd

## 1. During Guest Speaker Visit

1. Consistently demonstrate professional business etiquette.
2. Record highlights of guest speaker's presentation including:
  1. Summary of main message.
  2. Relevance to the course and students.
  3. Career path and significance to students.

## 2. Thanking a Guest Speaker

1. Ensure you have received guest speaker's gift from your professor.
2. Summarize guest speaker's visit and information recorded from above.
3. Present gift and shake hands in a professional manner.
4. Escort guest speaker to the front lobby or other area as appropriate.

## 3. Follow-up

1. Student Ambassador prepares 'Thank-you' letter for review by professor within one (1) week of guest speaker visit.
2. Professor mails letter.



# Writing a Thank-you letter

Your Name

Your Address  
Your City, State, Postal Code  
Your Phone Number  
Your Email

Date

Name  
Title  
Organization  
Address  
City, State, Postal Code

Dear Name of Guest Speaker:

Use the first paragraph to thank the guest speaker for taking the time to meet students in (name of course and your program). Mention your interest in this aspect of your industry.

The second paragraph of your thank you letter should highlight some of the lessons you learned from his/her visit including a summary of the main points discussed and relevance to you and your peers. You might want to add in a specific example that had particular importance to you. The more detailed you are, the more the guest speaker will appreciate your understanding of their presentation, and remember your letter for future reference.

The third paragraph (optional) can be used to mention anything related to the guest speaker's career path and its' relevance to you or your peers. This gives you another chance to make a good impression on behalf of CHCA, and yourself.

In your closing paragraph, reiterate your appreciation for visiting CHCA and hope they will visit again soon. Ask your professor if there is a specific event (ex. Meet 'n Greet, Career Fair etc.) that you might see them at and include any relevant details of this.

Sincerely,

Your Signature



# Guest Speaker Protocol

*Questions, ideas or suggestions?*

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