



# Speaker Information

## Pennsylvania Free Enterprise Week 2023

presented by the

## Foundation for Free Enterprise Education

### What is Pennsylvania Free Enterprise Week?

Pennsylvania Free Enterprise Week (PFEW) is a week-long immersion into business for high school juniors and seniors on a college campus that **teaches students to understand and celebrate business and the American private enterprise system**. This unique, established summer program shares with the next generation the vital role business and free enterprise play in our communities, state, and nation. The program is not taught by professional teachers, but by the business people who are involved with private enterprise on a daily basis.

The program has not only grown in the state of Pennsylvania, but also nationally. Currently, almost two dozen states and two other countries hold similar programs. Because our mission is so critical, and thanks to our dedicated staff, volunteers, business partners, and donors, we are proud to say that **PFEW is the largest program of its kind in the world!**



### The Week

Hosted in Williamsport, PA, student participants are assigned to a company, joining fifteen other students from all over the state. A volunteer executive is assigned to each team as a Company Advisor and will remain with the group throughout the entire week. **Students run their company and compete against other student companies using a college level computer simulation.** During the week, participants have the opportunity to try their own ideas in business through the simulation and learn free enterprise concepts in a hands-on environment. General assembly speakers and discussion groups covering many facets of free enterprise, leadership, ethics, effective communication, teamwork, entrepreneurship and much more, occupy the students time each day.

The week culminates with the **Friday Awards Ceremony**. Both company and individual achievements are acknowledged and prizes are awarded in various categories, with the **ultimate prize of being named Top Company**. The participants have worked extremely hard throughout the week and eagerly await the results. It is an emotional time as the young people receive their graduation certificates and begin saying their goodbyes to the many close friends they have made during the week.

### The Role of the Speaker

The role of any PFEW speaker is to engage, inform, enlighten, and empower young people to participate fully in the free enterprise system, their families, schools, places of work, and communities. **PFEW speakers address a wide variety of topics pertinent to young people, including leadership, communication, personal responsibility, entrepreneurship, attitude, and other life skills necessary to succeed in the future.** Speakers are a vital component of the PFEW experience, as they bring a real world, honest view of the challenges and opportunities facing young people today. They break down walls, change perceptions, and open doors to the future while leaving a lasting impression on the audience.

Because there are limited speaking spots and each spot is vital to the students' experience, **we suggest you visit a session before actually speaking** so that you are aware of the atmosphere, types of students you would be speaking to, venue etc. This is not required but is highly suggested.

## Speaking Opportunities

### **1. KEYNOTE ADDRESS**

The keynote address is the highlight of the students' week, and it sets the tone for the week that is to come. **It is one of the first opportunities for participants to hear a motivational message.** All day Monday the students receive instruction on the mechanics of the simulation and the requirements for the oral presentations they will present on Friday. They are ready for an uplifting speaker. The Keynote Address normally lasts approximately one hour. **Effective Keynote Speakers** will bring a message that is upbeat and motivational. They **will share their personal story on how they worked hard to face challenges, overcome obstacles, and achieve success in their careers and life.** Audience interaction and ample time for questions is encouraged.

### **2. ROTATION**

Rotation Speakers will present their information twice, back to back, each to one half of the student body, normally in a smaller, intimate venue. Each rotation is 45-60 minutes, with a 15-minute break in between. **Effective rotation topics include, but are not limited to, leadership, communication, entrepreneurship, interview skills, teamwork, and other relevant business topics.** Audience interaction is encouraged, and speakers should leave time for questions at the end of each session.

### **3. GENERAL ASSEMBLY**

General Assemblies occur Tuesday through Thursday at varying times in the morning, afternoon, and evening. **They are presented to the entire student body in an auditorium and are 45 minutes to one hour in duration.** This is the time to present dynamic, uplifting messages relevant to young people and the issues they face. **Successful speakers will impart lasting, powerful messages which will challenge, excite, and motivate young people to become better global citizens.** Personal stories and audience interaction are encouraged at general assemblies, and opportunity for questions and answers is recommended.

## A Few Notes About Speaking

- We ask that you arrive on campus **at least one hour before your presentation.** This will give you time to meet with PFEW staff and inspect the venue for your talk. **Two or three student CEOs will interview you one half hour prior** to introducing you to the assembly.
- **Business attire** is appropriate. Professional appearance sets the proper tone for your talk.
- A **wireless microphone is provided** so you may walk freely about the stage if you choose.
- A computer will be available for PowerPoint, Multimedia, or any other programs you may need.
- **Leave time for questions.** Our students are engaged and eager to hear your story. They will most likely have questions.
- Our **median age is 16 years.** Comport your message appropriately for a high school audience.
- Never talk down. Young people are savvy and they respect people that talk with them, not at them.
- Humanness and sincerity resonate with our students. **Be honest and be willing to share failures as well as successes.**
- **Keep it simple.** The true power of your message will be in expressing meaningful ideas using simple language.
- Speak from the heart. Young people relate to personal testimony and experience.
- Above all, **have fun!** PFEW students are energetic, polite, and ready to hear a great message, and you will find them **eager to interact with you.**

Thank you for your interest in speaking at PFEW. Our speakers are always rated as one of the best experiences our students take away from their week, and our speakers leave with the satisfaction in knowing that they made a difference in young people's lives. We hope you find your speaking experience equally rewarding.

### How Do I Sign Up?

Fill out the online application ([www.pfew.org/pfew-speaker-signup](http://www.pfew.org/pfew-speaker-signup)) or email Elizabeth Rosales ([elizabeth@pfew.org](mailto:elizabeth@pfew.org)). An initial phone call or meeting may be set up ahead of time, as well as scheduling a visit to the PFEW program before assigning you a speaking spot.

Details for attendance will be available on the PFEW portal as well as *emailed* to you a few weeks before the program, including a reminder with details for directions, parking, your time slot, and other important event information.