THE TILE MANUAL
2018 EDITION

INTRODUCTION

On behalf of the entire TILE team, welcome to the **2018 TILE manual.** This will be your guide as you embark on this new, exciting journey. Everything you need to start and operate a TILE chapter is in here.

TILE is the world's largest conversation series. By starting a TILE chapter, you join a community that is passionate about shaping the next generation of innovators, leaders, and entrepreneurs. It's an educational revolution like no other—join us in helping break down barriers to entry.

WHAT WE'RE ABOUT

Conversations with innovators, leaders, and entrepreneurs are inaccessible for the students that need them the most. They're too expensive, too selective, or simply unsuitable for youth. But what if every student had access to free, live, participatory conversations with the luminaries they look up to?

TILE makes conversations with leaders, innovators, and entrepreneurs accessible to everyone.

Working with passionate individuals like you, we organize free conversation series that bring together local teens and a notable speaker for monthly, hour-long conversations. Speakers at TILE events have included everyone from **CEOs** of international companies to world-renowned **social justice advocates**, cutting-edge startup **founders,** celebrated **authors**, and even an **Olympic Gold Medalist.**

THE NITTY-GRITTY

TILE stands for Talks on Innovation, Leadership, and Entrepreneurship. We're a 501(c)3 non-profit organization. Started by high school students from Portland, Oregon, TILE aims to create live experiences that bring communities together and make important insights in innovation, leadership, and entrepreneurship more accessible to everyone. TILE is a worldwide network of independent student-run chapters, each of which put on talks in their area using the TILE manual and platform.

TILE's EIN/Tax ID number is 81-3620988. This number can be used to secure non-profit benefits (such as donated event space) for your TILE chapter. TILE's federal trademark is 87/273,748.

RESPONSIBILITIES

TILE is responsible for a few things.

First, we provide the TILE platform, a continuously updated online hub featuring resources and directories. All of the templates and manuals linked in this document can also be found in the platform. To use the TILE platform, simply visit **tiletalks.website** and log in using your credentials. Sign up instructions for the platform are given when your chapter is registered. As a backup, all of the TILE resources can also be found in the **TILE Google Drive folder**.

Second, we provide the framework outlined in this document. The TILE model has been tested and perfected over hundreds of events, and is designed to streamline the process of organizing and operating a conversation series. We update this document on a regular basis.

Third, we are always here to help at **tiletalksglobal@gmail.com**. Reach out if you ever have a question or need guidance, and we'll get back to you within 24 hours. Our support team is experienced and extremely knowledgeable.

Fourth, we provide a chapter website and complete access to verified TILE logos, documents, and templates via the TILE platform.

Fifth, we are here to confirm your involvement in TILE as needed—simply have the inquiring party reach out to us at **registrar@tiletalks.co**.

Your chapter is also responsible for a few things. Each chapter should have a core team of three people:

1. the **Content Coordinator** is responsible for all interactions with speakers, including onstage interviews;
2. the **Logistics Coordinator** is responsible for all interactions with the event space, day-of-event volunteers, and mentees;
3. the **Marketing Coordinator** is responsible for customizing the website and implementing a marketing plan.

Every core team role is equally important and requires equal commitment. In addition, every TILE event will require day-of-event volunteers that are responsible for taking care of audience check-in, ushering, and any other responsibilities identified by the core team.

Each member of the core team must follow the procedures, guidelines, and suggestions outlined in their assigned section—each member should also familiarize themselves with the roles and responsibilities of the other coordinators. Every team member must also read the **TILE^Portland case study**.

TILE chapters may never charge for attendance, and must uphold the highest standard of practice at all events. You are representing the TILE brand under license, and thoughtful, considerate behavior is paramount.

The TILE Manual, folder, and operational model are proprietary. You may not use any part of the TILE system to start your own conversation series, and we reserve the right to pursue legal action for violation of this policy.

Above all, each TILE chapter is responsible for using TILE resources to put on **a great season of talks featuring relevant, captivating speakers and an attentive, thoughtful audience.**

By starting and operating a TILE chapter, you agree to uphold the above responsibilities. Should you wish to withdraw your registration, please let us know at any point in your TILE journey.

TIMELINE

Following this sample timeline will ensure that your event is successful for everyone involved. We highly recommend adhering to it.

Start of 1st month: Establish a chapter and have a core team in place.
Start of 2nd month: Have an event space lined up to host your talks, and have dates and times set in stone. Have all five speaker slots confirmed.
Start of 3rd month: Create social media accounts and begin marketing.
Start of 4th month: 1st event.
Start of 5th month: 2nd event.
Start of 6th month: 3rd event.
Start of 7th month: 4th event, make sure core team members can stay for following season, and if not bring on mentees to start the process for following season.
Start of 8th month: 5th event.

Each chapter can choose the number of events it puts on per season. Five to seven is suggested, but variations based on the number of speakers available, number of students interested, school schedules, and other factors are fine. Chapters must have at least three talks per year to maintain their status.

Chapters can start hosting events as soon as they wish — waiting three months is not necessary if you can find speakers and an event space sooner.

EVENT PROCEDURE

Here is a sample day-of-event procedure. TILE talks should follow this general timeline, adjusted for the start and end times chosen by each chapter.

6:15: Coordinators arrive at event space to ensure that everything is in order and that the stage (usually just two chairs) is set.
6:30: Volunteers arrive and get into place to check in and help attendees.
6:40: Speaker arrives and goes backstage or mingles in the event space.
6:50: Doors open.
7:00: Stated event start time.
7:05: Content coordinator introduces the speaker and they come on stage. Onstage interview begins.
7:40 (+/- ten minutes): Onstage interview ends. Moderated conversation commences.
8:00 (+/- ten minutes): Event ends. The speaker and audience may mingle afterward to chat and connect. Both this time and the end of the prepared interview are very flexible. Coordinators should stay for an additional five minutes to ensure that the event space is clean. You should leave the space in the same condition as it was before the talk.

ROLE: LOGISTICS COORDINATOR

You main responsibility is finding an event space. The ideal space should:

a. Comfortably fit 50-100 students indoors.
b. Be as centrally located for the majority of your audience.
c. Have public transportation and parking available nearby.
d. Allow completely free rental from 6 to 9 pm one weekday every month that you have an event.
    i. Your space will be your primary sponsor, so make sure to ask them for a high-resolution version of their logo for flyers.
e. Have audio setup with microphones for the Content Coordinator and speaker.

School auditoriums, hotel conference rooms, theaters, and religious spaces all work great. We suggest you identify local event spaces by first consulting the TILE platform. If your city/town does not have available spaces on the platform, search for “theaters” or “event spaces” or by using a directory such as Cvent.com.

Please note: most theaters do not host plays on Mondays. We highly recommend approaching local theaters and asking to use their event space for free one Monday a month.

Once you have narrowed down a few spaces, reach out to them using the **venue reach-out template** and decide on a few weekdays throughout the year that you can use their space. Make sure to attach the **TILE mission document** to further explain what TILE is and what our events look like.

On the day of the event, you should be the first to arrive and the last to leave. You are responsible for setting up the event, including:

- ensuring that the stage has two chairs and two bottles of water for the speaker and Content Coordinator;
- setting up an adequate number of chairs (usually 50-100);
- having a check-in table inside of your event space, with a laptop or tablet open to **www.tile.org/event** for walk-in registrations;

- getting together a few day-of-event volunteers to serve as ushers and door-holders for the event;
- testing sound systems;
- and clearly marking the event entrance.

Before the event starts, you should be positioned at the check-in table, answering questions and guiding attendees to the right place. Please play music before each event starts. We recommend using Spotify.

If you have access to a projector and video screen, please do the following: right before the Content Coordinator introduces the speaker, play the **TILE welcome video.**

After the event ends, you are responsible for ensuring that the event venue is spotless. Do a final walk through before you leave to make sure no trash is left over.

You also oversee the selection of mentees, in case you cannot continue operating your chapter for the following season. If the selection of mentees becomes necessary, make sure that they 1) can commit to the TILE program for at least another year, 2) are as committed as your current core team, and 3) can shadow your core team for multiple events before preparing for the next season. Details regarding training and selection of mentees are completely up to the core team.

ROLE: CONTENT COORDINATOR

You will have one speaker (or pair of speakers) for each of your events. Speakers are responsible for sharing their story and for providing insights and advice to the audience through both prepared interview questions (30-40 minutes) and follow-up questions (20-30 minutes) from the audience. **The Content Coordinator will be interviewing the speaker, and will also moderate the conversation afterward.**

Note that, for the sake of time, you may not get through all of the prepared interview questions. Remember — you're facilitating a conversation, meaning that the speaker should talk *with* the audience, not to the audience.

The first part of the speaker process is identifying candidates, typically founders and executives of local businesses or non-profits. We suggest searching the platform for speakers near you. If none come up, here are the steps for finding candidates:

a. Identify founders or executives of local brands or companies headquartered in your area.
b. Print and pass out the **speaker suggestions template** at your school or in your community.
c. Make a LinkedIn account and browse professionals in your area.
d. Read local business journals.

We trust TILE chapter core teams to find speakers that reflect the spirit of innovation, leadership, and entrepreneurship, even if those speakers don't have elaborate titles. **Speakers with great advice and fascinating stories are paramount.**

TILE aims to inspire the future generation of innovators, leaders, and entrepreneurs, and we ask TILE chapters to choose speakers who reflect the pinnacle of ethical and thoughtful behavior. TILE chapters must select speakers who reflect the potential to use innovation, leadership, and entrepreneurship as a force for good.

The next step is to reach out to potential speakers. We suggest finding the email of the candidate (or their secretary) on their company's website. Contact info can also be found using **rocketreach.co** (making a free account is highly recommended).

Once you find their email, reach out to the candidate using the **speaker reach-out template**—make sure to attach the **TILE mission document** to this email. Candidates will often require a few follow-ups, so check-in with them if you don't receive a reply within a few days.

Once candidates reply, work with them and the Logistics Coordinator to pick out the date when they will be speaking. After they confirm a date, send them the **speaker confirmation template**. Please note that, although we highly recommend adhering to the nine standard TILE questions listed in the speaker confirmation template, you are welcome to adjust questions based on the speaker's background.

During the event, you will start by introducing the speaker using the **day-of-event template**. The speaker will then join you onstage, and you will interview them using the questions you sent them.

Before the day of the event, practice delivering the interview questions and introducing the speaker. Make sure you are comfortable in front of an audience. One of the most important aspects of a successful TILE talk is the interview: here is our step-by-step guide for acing it.

1. Speak loudly, slowly, and clearly, but be relaxed. Remember: this is a conversation. Position yourself at a 45° angle between the speaker and the audience; look the speaker while they are talking.
2. Keep in mind that you may be more informed on a topic than some of the attendees. Clearly define specific terminology and concepts so everyone can follow the speaker.
3. Actively listen to understand. This is the most important task of any interviewer. You must be present and aware to properly engage in conversation and ask relevant follow-up questions. If while engaging with your speaker you find that a question you have prepared is no longer relevant, cut it out. Be flexible with the questions you have prepared and adjust to suit the direction of the

interview. Remember: the most interesting conversations are those that veer off into uncharted territory.

4. Research your speaker in advance. This will help you develop more interesting and engaging follow-up questions, and will generally make you a more confident and knowledgeable interviewer. A simple Google search will help get you started.
5. Don't exclusively stick to the nine TILE interview questions outlined in the day-of-event template. Feel free to draft and send your speaker questions of your own creation based on your research. This is *your* event.
6. Allow the interviewee to talk. This may seem obvious, but many interviewers don't give enough time for their speaker to articulate their point. Pause after a speaker is done talking to make sure they are finished. With this said, if a speaker is talking for too long, wait for a pause and interject a brief question to guide the conversation.

ROLE: MARKETING COORDINATOR

Many chapters will find the need to acquire sponsorship in order to fund marketing expenses or pay coordinators a stipend (yes, you are allowed to pay yourself). As a result, we encourage chapters to contact local businesses to sponsor their TILE chapters. In exchange for sponsorship, businesses can be given the option to pass out flyers to event attendees. Sponsors should also get a shout-out at the beginning of each event.

Chapters can use sponsorship funds however they like, and have complete freedom to negotiate sponsorship fees and packages. **Sponsors must pay sponsorship fees through www.tile.org/sponsor.** TILE will then process the funds, take a 30% processing fee, and deliver the remainder of the funds to you by check or email. Failure to process funds through TILE will result in the removal of your license.

When you are ready, **go to tiletalks.co/website to request a website** where attendees can learn about and register for your event. Any website corrections or updates—including speaker, venue, and timing additions or modifications—should also be made through this link. Event registration is automatically built-in to the website we'll make for you, so your marketing materials should direct all potential attendees there.

You should also create a Facebook page for your series of talks and a Facebook event for each event, along with a Twitter and Instagram handle (@TILE_Location). Tweet and post about a week before each talk using the **event summary template**. Live-tweeting events is highly encouraged—please tag @tiletalks in all Twitter and Instagram.

Apart from the website and social media, how you choose to market your event is entirely up to you. Here are a few suggestions:

a. Reach out to local news outlets and ask them to write a story using the **PR template**.
b. Reach out to student organizations that would be interested in attending, such as FBLA/DECA.
c. Get teachers or professors to share your event with their classes.

d. Talk to your school administration about potential marketing opportunities, such as sending the event summary template through the school's email list.
e. Reach out to school administration and student leadership at other schools to see if they would be willing to share your event with their student body. We recommend making a poster for distribution on your campus and throughout area schools using the **poster template**.
f. As part of your TILE license, you are allowed to use TILE logos for promotional materials. High-definition logo downloads can be found at **tinyurl.com/tilelogos**.
g. Need more help with marketing? Reach out to the TILE team and we'll be happy to help you brainstorm. Bouncing around ideas in the TILE Chapter Leaders Facebook group (**facebook.com/groups/chapters**) is also highly recommended.

You must fill out the post-event form after each event. Failure to do so may result in withdrawal of your TILE license. While video and audio recording is prohibited at all TILE events (we prefer to keep the events exclusively live), please take as many high-quality photos as you can and send them along in the post-event form.

THAT'S IT.

Thanks for being part of TILE. Here's to a season of **incredible, eye-opening, and mind-blowing** events.

APPENDIX OF RESOURCES

TILE's website
The TILE platform
TILE Google Drive folder
TILE^Portland case study
TILE mission document
TILE Chapter Leaders Facebook group
TILE team email: tiletalksglobal@gmail.com
TILE registrar email: registrar@tiletalks.co
TILE's EIN/Tax ID number: 81-3620988

TILE's Twitter
TILE's Instagram
TILE's Facebook

Venue reach-out template
Event registration form
TILE welcome video

Speaker suggestions template
Rocketreach
Speaker reach-out template
Speaker confirmation template
Day-of-event template

Sponsorship form
Website request form
Event summary template
PR template
Poster template
TILE logos
Post-event form