

**THE TILE MANUAL**  
**2019 EDITION**

## INTRODUCTION

On behalf of the entire TILE team, welcome to the **2019 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, with the goal of facilitating access to the world's brightest minds.

**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 resource hub, which contains logos, case studies, and templates to help you get your first event off the ground. 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](mailto:tiletalksglobal@gmail.com). Reach out if you ever have a question or need guidance, and we'll get back to you within 48 hours. Our support team is experienced and extremely knowledgeable.

Fifth, we are here to confirm your involvement in TILE as needed—simply have the inquiring party reach out to us at [contact@tile.org](mailto:contact@tile.org).

Your chapter is also responsible for a few things. Each chapter should have a core team of at least 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 social media accounts and implementing a marketing plan.

Every core team role is equally important and requires equal commitment. In addition, some 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.

**1st month:** Establish a chapter and have a core team in place. Have an event space lined up to host your Talks, and have dates and times set in stone. See if you can have the first couple speakers confirmed.

**2nd month:** Create social media accounts and begin marketing.

**3rd month:** 1st Talk.

**4th month:** 2nd Talk.

**5th month:** 3rd Talk.

**6th month:** 4th Talk, make sure core team members can stay for the following season, and if not bring on mentees to start the process for the following season.

**7th month:** 5th Talk.

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 two 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. Talk begins.

**7:35 (+/- ten minutes):** Onstage interview ends. Moderated conversation/audience Q&A 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.

## TYPES OF TALKS

**Talks can go a number of ways.** Your Talk doesn't have to be an interview. Here are some of the Talks your branch can have:

1. **The Original TILE Talk:** The Content Coordinator sits on stage with the speaker(s) and asks him/ her the 10 TILE Questions. A question and answer session succeeds the interview.
2. **Presentation:** Based on the 10 TILE Questions, the speaker(s) will create a presentation to present to the audience. Like the Interview, a question and answer session will follow.
3. **Fireside Chat:** The speakers will interview one another using the 10 TILE Questions. You guessed it, an audience question and answer session will ensue.

**Get creative with the types of Talks that your branch puts on!** We provide these three as suggestions, not requirements. Feel free to create your own events and if they're successful, share them with us!

## ADDITIONAL EVENTS

**The impact your branch has does not have to be limited to just the standard format/season!** We encourage you to take action outside and create new events during the season to compliment Talks, and potentially even events outside of the season! A few events that we found to be compelling are:

1. **Networking Events:** In addition to making quality speakers available, TILE branches should aim to connect the members of their community. A networking event can be the perfect medium for your audience to get to know each other, your chapter, and TILE as a whole!
2. **Workshops:** Professionals are willing and eager to share their skills with the youth! One example is inviting someone with 20,000+ followers on LinkedIn to give tips on how to build a professional brand. **Teaching should extend outside of the Talks!**
3. **Community Service:** It never hurts to do volunteer work and serve your branch's community. Doing community service as a branch is an amazing way to give back. You can even invite your audience and create an even larger impact!

As with Talks, feel free to get creative with the types of additional events that you branch puts on. Let us know how they turn out and we might include them in next season's Manual!

## ROLE: LOGISTICS COORDINATOR

Your 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, coworking spaces, hotel conference rooms, theaters, and religious spaces all work great. We suggest you identify local event spaces first. Try searching for “theaters” or “event spaces” or by using a directory such as [Cvent](#) or [Peerspace](#).

**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.

Many large corporations also give their event space for free to nonprofits/youth groups.

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 ample chairs for the speaker(s) 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](http://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. Please email us at [tiletalksglobal@gmail.com](mailto:tiletalksglobal@gmail.com) once you have selected mentees to take over the chapter.

## ROLE: CONTENT COORDINATOR

You will have one speaker (or pair of speakers) for each of your Talks. 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 nonprofits. Here are some suggested steps for finding candidates based on what we've seen work:

- a. Identify founders or executives of local brands or companies headquartered in your area.
- b. If your area has a [TiE](#), [YPO](#), or [EO](#) chapter, try reaching out to them to see if they have any members in mind.
- c. Look for speakers that have spoken at colleges or other student-oriented events in your area recently.
- d. Print and pass out the [speaker suggestions template](#) at your school or in your community.
- e. Make a LinkedIn account and browse professionals in your area.
- f. Read local business journals.
- g. Google is your friend!

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. Their email can be found using [Rocketreach](#) or [Norbert](#) (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 eleven 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.

Here are the **11 TILE questions** (they are also in the day-of-event template):

- 1) Who are you and what do you do? What makes it important?
- 2) Take us through your trajectory up to right now. What have the inflection points of your life been?
- 3) What was high school and college like for you?
- 4) How important has formal education been in your experience thus far?
- 5) What has been your biggest source of learning?
- 6) What was your low point, and how did you bounce back?
- 7) What is the worst advice you've ever received?
- 8) Walk us through an ethical dilemma you've faced.
- 9) What do you see as the future? Does it excite or scare you?
- 10) What is your one piece of advice for the audience?
- 11) What is needed of future innovators, leaders, and entrepreneurs, education-wise or otherwise?

## ROLE: MARKETING COORDINATOR

Many chapters will find the need to acquire sponsorships 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 or their product to event attendees. Sponsors should also get a mention at the beginning and end 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](http://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.

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](https://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](https://facebook.com/groups/chapters)) is also highly recommended.

### Requirements:

- **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), **you must take photos during the event** and submit them to us through the post-event form or through email ([contact@tile.org](mailto:contact@tile.org)).

**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](#)

[TILE Google Drive folder](#)

[TILE^Portland case study](#)

[TILE mission document](#)

[TILE Chapter Leaders Facebook group](#)

TILE team email: [tiletalksglobal@gmail.com](mailto:tiletalksglobal@gmail.com)

TILE's EIN/Tax ID number: 81-3620988

[TILE's Instagram](#)

[TILE's Facebook](#)

[Venue reach-out template](#)

[Event registration form](#)

[TILE welcome video](#)

[Speaker suggestions template](#)

[Rocketreach](#)

[Norbert](#)

[Speaker reach-out template](#)

[Speaker confirmation template](#)

[Day-of-event template](#)

[Sponsorship form](#)

[Event summary template](#)

[PR template](#)

[Poster template](#)

[TILE logos](#)

[Post-event form](#)