Dear [XX],

I am writing to express my interest in serving as a guest lecturer at [XXX class at XXX University / College]. As a professional in the incentives industry, I am passionate about sharing the knowledge and experiences that have shaped my career and the industry as a whole.

Incentives is a dynamic field that focuses on motivating and improving performance through various reward programs. These programs are designed to drive profits, boost employee performance, and increase engagement. Despite the industry's significant impact, there is often a lack of awareness about business case for incentive programs as well as the diverse career opportunities in the incentives field.

To address this, the Incentive Research Foundation and the Society for Incentive Travel Excellence have launched the Future of Incentives Workforce initiative. They have developed engaging curriculum modules that provide an overview of motivational theory, explore how incentives are used to improve performance, discuss how to determine the impact of incentive programs, and introduce new career opportunities. As a guest lecturer, I would present an appropriate module, share my personal experiences and career journey, and answer students’ questions about the incentives industry.

Thank you for considering my offer. I am available to discuss this further at your convenience.

Best regards,

[Your Name]  
[Your Title]  
[Your Contact Information]