

Guide to Client Liaison as a Committee

Employers, like all of us, are busy people.

They do not have the time to work with every Society and group they might want to, they make decisions on who they work with based on a number of factors including those all important first impressions. So, we have provided some advice on how best to communicate with organisations from the Bright Futures Network and your wider network.

There is also a separate sheet in the form of a flow chart (see Running Society Events) which shows the communication process when organising your first event.

1. When communicating with an organisation for the first time, send a succinct email to introduce yourself and the committee with your contact details. Say that you are looking forward to working with them over the year and that you will be in touch with further details of the planned events you would like them to attend in the very near future (or by a certain date). **Please see ‘Employer Introduction’ email example.**
2. You need to be business like in all your correspondence and address people formally until you establish a more informal way of communicating which may evolve over time.
3. Decide which committee member is responsible for liaising with which organisation and get feedback from those individuals at each committee meeting.
4. Always give plenty of notice (ideally at least 1 month) when you are asking an organisation to attend an event you are planning.
5. Be very clear about what you would like an organisation to do at your event and when, as well as how much of their time you want. **Please see ‘Attending an event’ example email as a guide below.** You can ask them for ideas if you are not sure exactly what you want them to do but ideally you should be the ones driving the ideas and format of the event.
6. Provide organisations with a full plan of your event (not just their part in it), so that they can see how they might fit alongside others attending, should it be a multi-company event, so as to avoid duplication on content of their session.
7. Make sure you communicate who your audience is going to be (i.e. year groups, mainly girls/boys etc) and how many students you anticipate will be attending an event. It gives companies confidence if they also know how you plan to promote the event and track actual sign-ups to attend. It is also important to make clients aware of any students who have additional support needs and how they will be catered for.
8. Always respond quickly when organisations communicate with you, even if it simply to acknowledge their email and go back to them with detail if required later. This means typically within 24-48 hours.
9. Once you know the name and contact details of the person who is actually attending your event make sure you liaise with them directly and keep them informed regularly of all arrangements and any changes to the programme or problems which need resolving. Too much communication is always better than too little.
10. Communicating by email is fine but sometimes things can get misinterpreted. Make sure you speak on the phone as well to make sure everyone is clear about what is expected from each other, especially just ahead of any event so they can ask you any final questions. Key information includes timings, agenda, how to find your School, where to park, who will meet them in school reception, a mobile number to call if lost or delayed etc.
11. Provide feedback by email to the client after each event based on student feedback (which as a committee is a MUST to get after each event) but also ask for their feedback too.

Guide to Client Liaison as a Committee

Dear (name of client)

Thank you for agreeing to attend our (name of event) at (name of school) on (date & time). The full programme of the event is attached (or outlined below) for your information and ideally we would like you to attend between (times).

Also attached to this email are some information about our school; travel directions and details regarding parking.

Event Details (an example):

We would like you to deliver two 45 minute workshops on developing Team Work Skills that will be duplicated with two groups of students in year 12 with approximately 25 pupils in each session. The first one will be at 10.15 am and the second at 11.15 am with a break of 15 minutes in between. This will be followed by lunch and a chance to network and chat with all those attending.

It would be great if the sessions could be interactive and include a task/challenge/activity where those taking part can put into practice the skills covered in your session. We are more than happy to discuss your ideas for doing this.

Please could you confirm that you are able to deliver the sessions as outlined above and any requirements in terms of visual aids, AV equipment etc. If you would like to discuss your involvement at the event further or have any queries as this stage please do not hesitate to contact me.

We look forward to welcoming you to our school and I myself will meet you when you arrive at reception, so ask for me on arrival.

Kind regards

(Name)

(Committee Role)

(Contact details including email and phone number)