



# THE BRIGHT FUTURES SOCIETY PRESIDENTS CONFERENCE

## POST EVENT SUMMARY

25TH November 2014, hosted at RPC offices, London Bridge

Thank you to all those who attended our Presidents Conference, and to our generous hosts from RPC, it was a fantastic day

### The Bright Futures National Team asked for and received lots of feedback both on:

- The support we provide the committees
- What employers liked about working with the Society and what would make it even better
- What Societies wanted to help them run even better Bright Futures Societies

### RPC also ran a great training session on Personal Impact and Delegation

#### *Key messages from the their session included:*

Personal Impact goes beyond initial impact. It is much more about being consistent in your behaviours; being authentic and true to yourself – that is how you make a personal impact and importantly build a positive reputation for both yourself and your Society.

### RPC also provided an idea for an activity for you to do as a committee:

To create and agree your 15-30 second 'soundbite', when asked the question 'What is {Your University name} Bright Futures Society all about?' That way your messaging is both consistent and one that gives the message you want to give every time.

**When Delegating** – Be calm, take a step back, plan and prioritise, pick the right people and say why you have chosen them, be clear on what you want done, be both assertive and empathetic, and lastly and most importantly thank them.

### RPC also suggested a committee activity which is to answer as a team :

'What challenges as a committee could you face when organising an event?' Then discuss and delegate to the team who will deal with each possible one as and when it comes up.

To find out more about RPC, hear what they trainees say about life at RPC by following them on twitter

@lifeinalawfirm

### What were the key outputs from the feedback sessions from the Committee Leaders and Employers?

#### **Events:**

- Think about the whole year / term not just one event at a time. So when you are inviting employers to an event, (using the event booking form found in committee resources) also share a schedule of events for the rest of year / term (even if you don't have the dates yet for future events). Employers may well see more events they want to take part in and you can start booking ahead!
- Under promise and over deliver on attendee numbers
- Ask the employers to be clear on the outputs they want from your event i.e. ask the question: 'when attending this event, what would success at this event look like?'
- Do share with employers what events and activities work well at your University
- When you get face to face time with them ask 'what students are you seeking to target'
- The need for SAS communication – Speedy, Accurate, Succinct
- Use the event feedback form after the event in committee resources

For committee members use other events taking place on campus as an opportunity to meet employers face to face, build relationships with them.

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### Employers like about the Bright Futures Society

- Size of the network
- Collaborative events with other Societies and / or Careers
- Breadth of students membership across all year groups and degree disciplines
- That event attendees are career focused
- How it enables the employer to raise their profile on campus
- Variety of events as well as innovative ones

### What can the Society National Team do to help the Committees?

- Get from employers before the start of the year, their recruitment calendar, their recruitment challenges, key student groups they want to target, as well as when they want to be and are on campus
- Information on the students they want to target
- Include examples of events on the Society pop up banner
- Move the 'Friday Feeling' email to Monday – the 'Monday Mailout'
- Create a platform for Presidents to share their successes and challenges
- Provide Societies who want it customised banners i.e. branded for their Uni (we can do this now at a small cost)
- The monthly Ezine to include upcoming deadlines that month, a feature each month e.g. Law, Retail etc; different content from the employers as to what is on their website
- Our videos to include more success stories. A greater awareness of the videos among the committees, as they include, for example, a video on the benefits of being in the Society

- More support on handover from one committee to another – can the National Ambassadors help with this in Term 2? Plus have 2nd years in the committee from early on in the year
- Provide more metrics and evidence as to Society members successes i.e. securing internships and graduate jobs

### Thanks to all the Committee members to attended and the employers, who were:

RPC, IBM, GE, Teach First, Costain, Arqiva, M&S, Tesco, BPP, FCA, PwC, Santander, Lloyds Banking Group.

### And final comment goes to the President of Leeds Bright Futures, Francesca:

*“Upon returning home after the Bright Futures President’s Conference I felt very encouraged. Reflecting on the apprehension yet excitement I felt after the September Training Conference I realised how much progress the Leeds Society had made. From a small unknown Society with few committee members, to an active and growing brand on campus serving students this semester by running 4 great events and informing them of upcoming opportunities.*

*So to all those Societies just starting out there, no matter how unachievable it seems, act on that excitement, set ambitious goals, make continuous small steps towards them and it is possible to achieve them!”*