

# Committee Guide to Client Liaison

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).
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. **USE THE 'EVENT BOOKING FORM'** as we have designed this with employers to give them all the information they need to make a decision about your event.

It's best not to use email to ask them for ideas as to what events they want to do as they will be too busy to think about it instead you should be the ones driving the ideas and format of the event. You will get the opportunity to talk to employers face to face about the types of events they want to run at the Society Committee Conferences in September, November and April each year.

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, Faculties you will be targeting 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-up 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.

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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 the venue on campus you are hosting the event, where to park, who will meet them & where, a mobile number for them 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. Use the '**Event Feedback form**' to get this information.