

EAUC BOARD PAPER

**Title: Approach and Progress of the newly appointed
Corporate Relationship Manager**

Paper No: AOB



For Information

Purpose

Given that the Board has agreed to under-write the costs of the new corporate fundraising post, this paper takes the opportunity of the September Board meeting to give some insight and assurance to trustees.

Recommendation

For Board information only

Main Report- by Iain Boyd

EAUC – CORPORATE RELATIONSHIP WORK

Background

I, Iain Boyd, have come from a business development and project implementation background within the private sector, mainly financial services companies. The key outcome from this was recognising that relationship management really works. This is one of the things I will bring to the EAUC to help our development and sustainability into the future. I joined two and a half months ago on June 14th 2011.

Approach

My first step was to carry out a fact finding audit and establish what existed just now for company members and then to develop these. This included;

- Company Brochure – how do companies know about the EAUC and what we do, especially what the benefits are in working with us. A new four page brochure was produced using existing and new material.
- Company Membership Packages – what do the EAUC give company members and how is it packaged and charged for. A new menu of choice from bronze to platinum was designed to address this.
- Sponsorship Rate Card – what additional things could companies do with us that we could charge for on top of their membership. A package of sponsorships, advertorials (companies talking about what they have done in terms that are not an advert) and advertising.
- Identifying existing systems like the MMS that needed to be changed slightly to accommodate these previous changes.

Also recognising that when I was out of the office other staff may take calls from companies. In these situations I needed to get the staff onboard to generate leads for me and talk confidently to companies.

The next step was to involve all the staff in the early discussions on these documents, then to agree procedures and process maps of who does what in the office with regard to companies if they contacted us. This covers everything from the first call a company makes to us, to a company who have been a member a long time who want to ask a question. All staff and management helped to produce them.

All staff and management are generating leads for me which is great and they feel a part of the company membership process and recognise it is not just me involved.

Business Approach

There was a realisation driven by Iain Patton that memberships alone would not completely fund the EAUC into the future.

This work has started to identify what the EAUC has that companies would find of value and how to link this to income for the EAUC. See the following section on business development for some examples of such projects.

Business Discussions

I spoke to companies about the work above and asked for their initial feedback. This has been well received. Typical feedback was that it looked professional, made sense and clarified what the EAUC was about and wanted from companies who joined.

Income Generation

With all these things in place I have recently started to approach companies.

In the first place all new companies who call in are put straight into the new packages. So far InterfaceFLOR have signed up as a gold member (so increasing income from £600 a year to £2000) and three new companies (£1500) that are near to agreeing to join as bronze members. These new packages will also increase the income asked for from companies.

There are also renewals of existing company members. These have been divided into three groups. The first are those that have renewed already this year and will be simply moved onto the bronze package. Those that have declined to renew, I will call to try and get them back into membership or at least find out why they have not renewed. Then those with future renewal dates that I will move into these new packages.

I am in the process of pulling together a list comprising all major national companies who are members, the Sunday Times Green List of companies and other major companies I know. This will allow me to group them geographically and go to meet them. Such companies will expect to be approached and visited. The other type of companies so far have visited me.

Business Contact Process

The process is for me to review internal information on each company, review their website, publications/PR and to work out the approach to take. Companies, like people, are different so

one needs to segment them to know the best way to approach them. Then to call them and talk about their experiences of us so far, what they would like to get from a relationship, benefits of the new packages and to let them know what we expect to achieve from the relationship.

At the end of the day it is summarised as trying to achieve a mutually beneficial relationship that works for everyone (the company involved, EAUC and EAUC educational members).

Business Development Projects

1. British Waterways
2. Environment Agency
3. EcoSurvey
4. Iain Patton Top Table

In Summary

The vision is to build relationships with companies that last over time and generate income to allow the EAUC to be sustainable over the long term. Whilst it is a difficult economic environment at the moment with low consumer confidence, poor company trading conditions, government reduced spending and a possible double dip recession, most companies I have contacted in my first two and a half months here do see our unique selling point (USP) and appear keen to work with us. This in turn gives them something their competitors do not have. It also allows a company to meet the sustainability requirements that their customers, shareholders and staff are demanding they address.

Iain Boyd
Corporate Relationship Manager
25th August 2011