

# Corporate Committee Meeting #3

Corporate Committee, The Engineers' Joint Council

November 15, 2007

## 1 Agenda

1. Take attendance
2. Contact / Invitation Check-up
3. How to Talk to a Corporation
4. Questions
5. Closing

## 2 How to Talk to a Corporation

Here is the body of the pitch you will give to corporations when you CALL them over the phone. Remember to stop and answer questions whenever a recruiter has one.

Hello, my name is Christopher Fletcher and I am calling you with regards to a week-long event that will be held at UC Berkeley this coming February called ‘‘Engineers’ Week, also known as EWeek.’’ Engineers’ Week is a marathon of tabling, tech-talks, and evening events where your corporation can interact directly with our students. Unlike most internship fairs, where corporations are confined to a building, set off to the side of campus, tabling at EWeek is set at the UC Berkeley Campanile, which is the bell tower at the heart of campus. By tabling at the bell tower, you will be able to reach

the entire campus community. At tech-talks, you will have a chance to show our students how your corporation impacts society, and what opportunities are available to students by working at your corporation. Tech-talks can be done with a powerpoint, demos, or whatever you prefer. Tech-talks should be informative, however, can also be geared towards possible recruitment. Lastly, the evening events that will be held throughout the week will allow your corporation to meet our *true* student body. Each event is different. We will have game night, wine and cheese, quiz bowl, and more! Corporations can participate in these events however they wish. You can set up a beverage stand, for example, and talk one-on-one with our students for the entire evening!

Take a break for questions now. (see the section on Frequently Asked Questions, below). When applicable, say the following:

The Engineers' Joint Council is currently sending out EWeek invitations to potential sponsors. So that you have all of the information available to you on paper, is <insert contact email address here> a good email address to mail the formal invitation and logistics packet to?

And close with (at the end of the conversation):

Thank you so much for taking the time to talk with me about Engineers' Week! I look forward to talking with you again soon. Have a good day.

Or, if they are not interested:

Thank you so much for taking the time to talk with me about Engineers' Week! Have a good day.

## 2.1 Frequently Asked Questions

This section is devoted to answering typical questions that recruiters might have for you when you call.

**Q:** What is the Engineers' Joint Council? **A:** The Engineers' Joint Council is the liaison between the College of Engineering and the Engineering student body. We oversee over two-dozen engineering student societies and have access to over 5000 engineering students.

**Q:** How much money would this sponsorship entail? **A:** (also direct them to the *Sponsors' Information Packet*) Corporations that choose to sponsor EJC during EWeek can do so at a base price of \$500.00. This basic package includes tabling rights (see tabling) for one day (of a sponsor's choosing), and corporate logo/insignia advertising for the duration of EWeek. Corporate logo advertising will display sponsor logos on all material distributed during the week-long event. Each event that a sponsor decides to participate in (past the first day of tabling) carries with it additional cost. Namely, the tech-talks and evening events are handled through silent bid. More information on this bidding procedure can be found in the *Sponsors' Information Packet*, which is included in the formal invitation email.

**Q:** When do I have to respond by? **A:** Ideally, we would like a response with regards to whether or not you can attend by early **December**. This will give us time to include you in the bidding for tech-talks and evening events (see pricing FAQ, right above this one). If you cannot respond until January, it is ok. We will still be able to schedule you in for tabling in that case.

**Q:** How many staff should we bring to EWeek? **A:** You should bring the staff and demos that you would normally bring to a Career Fair. Several personnel, posters, flyers, and handouts are all appropriate. Also, you may consider bringing a powerpoint for a tech-talk, should you hold a tech-talk (see pricing FAQ, 2 above this one).

**Q:** What is a tech-talk? **A:** A tech-talk is similar to an info-session. Your goal is to tell our students about your corporation, how it plays a role in

society, and how our students can get involved. Tech-talks are meant to be primarily informational. However, you can bring recruiting material and our students can pass their resumes off to you.

## 2.2 Questions for Corporate Committee Members

This section is devoted to answering questions that YOU, as a corporate committee member, might have.

**Issue:** If your contact doesn't mention when they should get back to you by... **A:** Tell them near the end of the conversation: "By what time do you think your corporation will have decided whether or not to sponsor us during EWeek?" If they bring up a date on their own, don't ask this obviously.

**Issue:** If your contact hasn't gotten back to you by the date specified in the last question... **A:** Call them back at the number/email you have for them. Be polite. Say "Good morning Mr./Ms. <insert name here>. This is <you name> calling from UC Berkeley. I am calling to confirm whether or not your corporation wishes to sponsor us during EWeek next February, per our phone conversation." Be direct and professional. They won't be taken aback.

**Issue:** If all is well, how frequently do I contact my corporation? **A:** If your corporation has agreed to sponsor us, set the first 'check-up' call for **Friday November 30<sup>th</sup>**. If you don't call by Thanksgiving, set the date to the next friday, which is the 7<sup>th</sup> of December. After that, I will be sending sponsors information periodically regarding EWeek. I (C Fletcher) will tell you if anything needs to be sent from that point on. If your contact emails/calls you directly, email/call them back with any information that they need.

**Issue:** You can't answer a corporation's direct question. **A:** Tell them politely: "I don't know the answer to that question. I will get this information for you as soon as possible."

**Issue:** You called your corporation but didn't send them the email with the formal invitation and the sponsors' information packet. **A:** Mention in the phone conversation that you will send them this information via email.

Do so immediately. If you call them and did send the information prior to the call, ask them if they got it. If they didn't, send it. Bottem line: make sure they have it!

**Issue:** Your call/invite is the first contact you will have had with your corporation. **A:** In other words, you skipped the greeting (phase I). This is fine. At this point, we are inviting corporations. If you made a contact at the Early Bird Career Fair, assume that it is 'secured' and invite away (without sending the greeting first).

## 2.3 Tips

When calling your corporations, be enthusiastic! You are representing EJC and EWeek! Vary your tone and get your contact excited about EWeek. This helps if you **practice** your pitch. Use this packet as a reference. Don't copy directly from it though, as you will sound slightly robotic (given that this packet is a tutorial with interjections/etc!).