UMACRAO

UPPER MIDWEST ASSOCIATION OF COLLEGIATE REGISTRARS AND ADMISSIONS OFFICERS

Position Title	Corporate Liaison (Vendor) Chair
Term Length	3 years
Reports To	President
Revision Date	October 2023

Position Summary

The Corporate Relations Chair is responsible for cultivating relationships with companies, registering them as conference vendors, and encouraging them to upgrade to sponsorships. The role involves showcasing the value of our partnerships to sponsors. Key skills include relationship management, effective communication, and outreach. The ability to build and nurture relationships, coupled with an engaging and outgoing demeanor, is essential. This position involves an average time commitment of 2 hours per week, primarily May through November.

Essential Functions

- Answering questions via email from vendors
- Verifying with the Treasurer that payments have been received
- Consider closing application whenever you feel it is necessary (if there are limitations or just close to the conference).
- Meet at the annual conference and prepare a report for the Corporate Member Meeting;
- Attend the Corporate Member Meeting at the annual conference;
- Organize Corporate Networking and Marketing
  - Welcome exhibitors at the annual conference and request feedback on their experience (exhibit booth visit assignments divide among committee members)
  - Facilitate vendor networking
  - Partner with program chair to coordinate vendor presentations
  - Partner with Philanthropy Chair to organize and host vendor raffle
    - Purchase vendor raffle items
    - Set up raffle prizes
    - Host vendor raffle

Annual Conference

- Attends Annual Meeting (2-3 day commitment)
- Acts as primary contact for vendors and sponsors
- Manages vendor networking, marketing, and physical space.
  - Hosts vendor speed dating
  - Oversees sponsor presentations
  - Hosts raffle

Required Qualifications

- **Strong Communication Skills:** Effective verbal and written communication skills are essential for conveying the UMACRAO's mission and needs to corporate partners clearly and persuasively.
- **Networking Abilities:** Proven ability to network and establish connections with corporate representatives, industry leaders, and potential sponsors. A wide professional network can facilitate partnership opportunities.
- **Understanding of Business and Corporate Culture:** Familiarity with corporate environments, business practices, and corporate social responsibility initiatives. An understanding of how businesses operate can help in aligning the nonprofit's goals with corporate interests.
- **Negotiation Skills**: Ability to negotiate partnership agreements, sponsorship deals, and other arrangements that benefit both the nonprofit organization and the corporate partner.
- **Relationship Building:** Strong interpersonal skills and the ability to build and maintain positive, long-term relationships with corporate partners, sponsors, and donors.
- **Credibility and Integrity:** A high level of credibility, professionalism, and integrity, which are essential for building trust with corporate partners and representing the organization effectively.
- **Results-Driven:** Proven track record of achieving fundraising targets, securing sponsorships, and fostering successful partnerships that contribute to the organization's financial sustainability.
- **Teamwork:** Ability to work collaboratively with other committee chairs, volunteers, and external partners to achieve common goals.
- **Strategic Thinking:** Ability to think strategically and identify opportunities for mutually beneficial partnerships that align with UMACRAO's goals and the corporate partner's objectives.

Timeline

January/February:
- **Winter on-site meeting – get all the details:** Refer to the document titled "UMACRAO Corporate Liaison Procedures" for information that needs to be decided and collected at the time.

March/April:
- **For AACRAO**
  - Create letter to hand out to vendors at AACRAO (see handout template); if possible, include the date that registration will open.
  - Make sure registration is set to go online
    - Refer to the document titled "UMACRAO Corporate Liaison Procedures" for step-by-step instructions

- ■ Discuss with the current executive who will do this work.

April/ May:
- **After AACRAO**
  - ○ Create spreadsheet to track vendor registration, vendor details and payment methods.
  - ○ Send initial call for registrations (this is an email message with a PDF attachment providing more details; see template for attachment)
  - ○ Send personalized initial registration email to list of past vendors (previous year or two) and vendors who expressed interest the previous year (see sample message).
  - ○ Send generic initial registration email to vendors who attended AACRAO and to other past vendors, interested vendors and any other vendor contacts you can come up with (see sample message).
  - ○ Send regular updates to the Executive and the LAC with registration and vendor statistics (as you see fit)
  - ○ Track registrations from the website, invoice within 2-business days (if paying online) and answer questions via email.
  - ○ Vendor presentation spots fill fast; be prepared to update the online registration form accordingly, once all slots are taken.

June:
- Send regular updates to the Executive and the LAC with registration and vendor statistics (as you see fit)
- Send follow up email to all contacts who have not registered, prior to the start of "late registration" (see sample messages)
  - ○ Consider whether you will send a third follow up, and when.
- Continue tracking registrations, payments and answering questions.

July/August:
- Send regular updates to the Executive and the LAC with registration and vendor statistics (as you see fit).
- Verify with treasurer any outstanding registration payments.
- Verify with membership coordinator and treasurer the status of Corporate Memberships for vendors who have registered for the conference under the reduced rate, and if their payments have been received.
- **Summer planning meeting – get any outstanding details:**
  - ○ Refer to the document titled "UMACRAO Corporate Liaison Procedures"; obtain any information not yet received.
  - ○ Obtain a PDF of the floor plan that includes the vendor area.
  - ○ Get any questions you need answered
  - ○ Discuss any special needs
  - ○ Solidify any in-kind sponsorships (not something we currently solicit)

August/September:
- **Send conference package to registered vendors (this is an email message with numerous attachments; see templates and sample messages):**
  - ○ **Can be sent as a mass email.**

- Consider how long you want to wait for responses before following up, or if you will include your follow up in the 'final details' message.

September/October:
- Contacts received from vendors increases during this time
- **Send 'final details' message to vendors** (this is an email message with no attachments)
  - Include personalized follow up notes as needed
  - Requests for conference presentation information (if being done by you)
  - Follow ups regarding outstanding balance
  - Follow ups for vendors who were intending to become Corporate Members but who have not yet applied and/or paid for the membership
    - If needed, remind them that they will be reassessed the regular registration fee if they do not become a corporate member prior to the conference.

October/November:
- Confirm any loose ends with vendors or committees
- **1-week from conference:**
  - Send attendee list to vendors (an Excel sheet of institutions, attendees, titles and email addresses, obtained from person coordinating registration)
  - Send summary of Vendors to hotel (if needed)
  - Prepare and send Bingo card to person who will print them (if you are responsible for this)
- **Items to bring to conference** (if you are responsible for these):
  - Check in sheet to track vendors
    - one for yourself with any special notes, including outstanding payments or corporate memberships
    - one for the registration table (if needed)
  - Any helpful items of information for vendors
  - Contact info for vendors to get ahold of you
  - Signage created and printed for vendor sponsorship (if needed)
  - Vendor Speed Dating Information
- **After conference:**
  - Send updated attendee list to vendors (if needed)
  - Send a Thank You to vendors