

## APPENDIX 2: Essential Guidelines for Contacting Alumni Ambassadors

It is important to think carefully about what you hope to gain from contact with Alumni Ambassadors and how best to make use of their valuable time before making an approach. Alumni are generally busy professionals, so spend time reviewing all Ambassador profiles on the Courtauld Association Network before selecting the most appropriate alumni to contact.

The initial approach to Ambassadors is very important. A good first impression at an early stage could potentially open doors to face-to-face meetings and much more.

In order to maximally benefit from the Ambassador Programme we advise the following:

1. Initial approach with Ambassadors should be via email or through the Courtauld Association Network. Telephone and/or face-to-face contact is at the discretion of the Alumni Ambassador only.
2. Please think carefully before contacting Ambassadors and DO NOT send a blanket email approach to multiple Ambassadors. The recommended direct contact with Ambassadors is two to three alumni per month at the most.
3. Be sure to use correct spelling and grammar. Abbreviations and text language are not acceptable forms of communication.
4. Conduct background research on Ambassadors and the organisations they work for before making any contact. Ensure that your approach to Ambassadors is relevant and personal, and request specific information and/or ask questions to which you would like them to respond.
5. Ambassadors are busy people and it may be that they do not respond immediately. Please allow Ambassadors up to 10 business days to reply before sending a follow-up email. If there is still no response after follow up you may contact the Alumni Relations team for more guidance.
6. Please note: although you may contact anyone through the Courtauld Association Network site, you should only expect a response from those members on the Courtauld Association Network site with the 'Alumni Ambassador' tag, as these are the individuals who have put themselves forward as Ambassadors.
7. Ambassadors have volunteered to provide help, advice and guidance. You may not ask Ambassadors to provide employment opportunities, whether voluntary or paid, nor to recommend you for a position within their company and/or area of expertise.
8. Ambassadors give up their time voluntarily so please acknowledge and thank the ambassador for taking the time to respond. If appropriate, keep in touch with ambassadors and the Alumni team and update them with your progress.
9. Contact details of Ambassadors is for personal use and must not be shared with third parties at any time.
10. Inappropriate behaviour which includes spamming (including advertising and selling), inappropriate contact/ use of language, or abuse of the Courtauld Association guidelines as outlined on the Courtauld Association Network site, may result in prohibited access or removal from the site with immediate effect. The Courtauld reserves the right to suspend access to the site at any time.
11. Whilst we make reasonable efforts to ensure the accuracy of all information and appropriate conduct of all parties, the Courtauld accepts no responsibility or legal liability for any advice and/or information provided by Ambassadors to advisees in relation to the Alumni Ambassadors programme.