

VOICE SPONSORSHIP OPPORTUNITIES 2016



Voice is introducing 2 NEW publications in 2016. These NEW publications have been created to specifically target Student and Newly Qualified members, and each offers a fantastic opportunity for a sponsor.

GETTING STARTED

Student guide to finding employment

This guide is designed to aid students as they look for their first job, by offering assistance, tips and vital contacts and insights.

Booklet contents

- Types of employers
- Looking for vacancies
- Applications
- Interviews
- Offers
- Salary & pension
- Fixed term & temp contracts
- Cyber caution
- Induction
- Professional bodies
- Voice contacts

Timings

Getting Started will be available to students from November 2016 – January 2017.

Mechanism

The guide will be promoted to Voice's student membership through email communications.

An initial email to introduce the guide and the benefits of ordering a copy, followed by features in monthly student newsletters in November, December and January and then a finally a 'don't miss out' dedicated message.

NEWLY QUALIFIED SURVIVAL GUIDE

Welcome to the workforce

To help newly qualified staff enter the workplace, the Survival Guide aims to address the common queries and concerns they face and offer invaluable insights that will help ease their transition.

Booklet Contents

- Rights & Responsibilities
- Probation Period
- NQT Entitlement
- Workplace Policies
- Cyber Caution
- Time Management
- Looking After Yourself
- Quiet Please – Voice Care
- Duty of Care
- Challenging Behaviour
- Your First Inspection
- Saying 'No' to Employers
- Workplace Colleagues
- Bullying in the Workplace
- Professional Bodies
- Voice Contacts

Timings

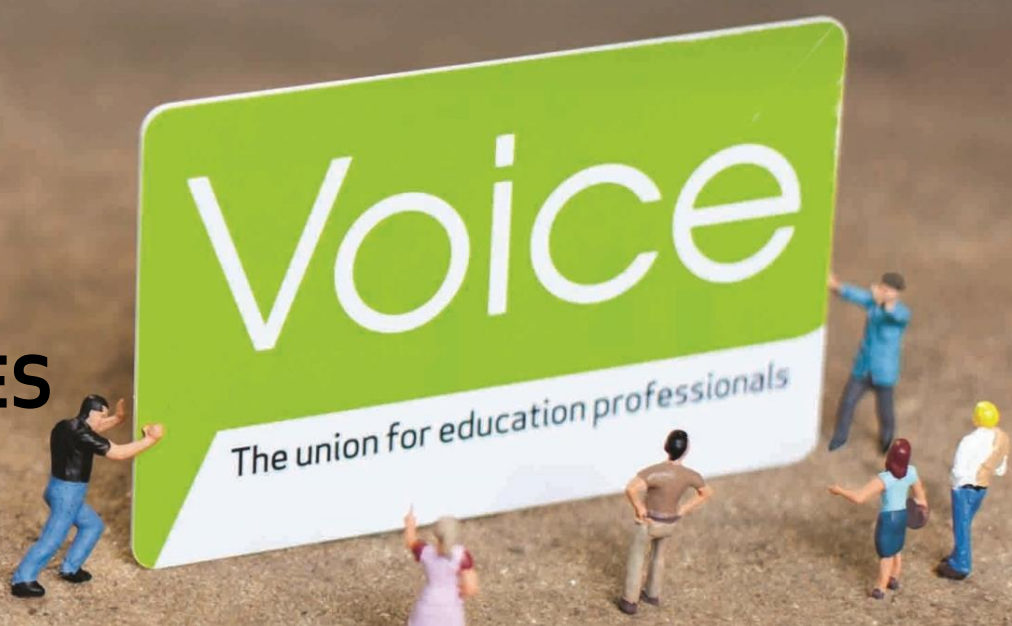
The majority of newly qualified joiners are expected between September and November 2016.

Mechanism

Students due to graduate in 2016 will automatically be transferred to a Newly Qualified membership and will receive an email and a letter in September and November respectively, to confirm this transfer. Part of this communication will invite them to order their FREE copy of the survival guide online or by calling our head office. This is a data cleansing tactic to ensure we get their change of address from student halls to new residents.

Anyone joining Voice as a newly qualified member will automatically receive the guide within their welcome pack.

VOICE SPONSORSHIP OPPORTUNITIES 2016



Sponsorship Opportunity

The sponsor will be the sole advertiser for this publication.

They will receive a logo on the cover with a 'sponsored by' message, the full inside front cover, opposite the introduction and contents, as well as the full back cover.

The sponsor will also receive an advert with link within the initial introductory email and the final 'don't miss out' email dispatched to our full student membership.

3,350 Guides – only advertiser

- logo on cover
- inside front cover
- back cover

3,350 Initial Email – only advertiser

- advert

3,350 'Don't miss out' Email – only advertiser

- advert

Sponsorship Opportunity

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They will receive a logo on the cover with a 'sponsored by' message, the full inside front cover, opposite the introduction and contents, as well as the full back cover.

The sponsor will also receive coverage in the communications to the 2,750+ students converting to newly qualified members. The sponsor will receive an advert with link within email message as well as a feature within the letter.

3,750 Guides – only advertiser

- logo on cover
- inside front cover
- back cover

2,750 Emails – only advertiser

- advert

2,750 Letters – only advertiser

- featured area

SPONSORSHIP PACKAGE **£5,500**

SPONSORSHIP PACKAGE **£6,500**

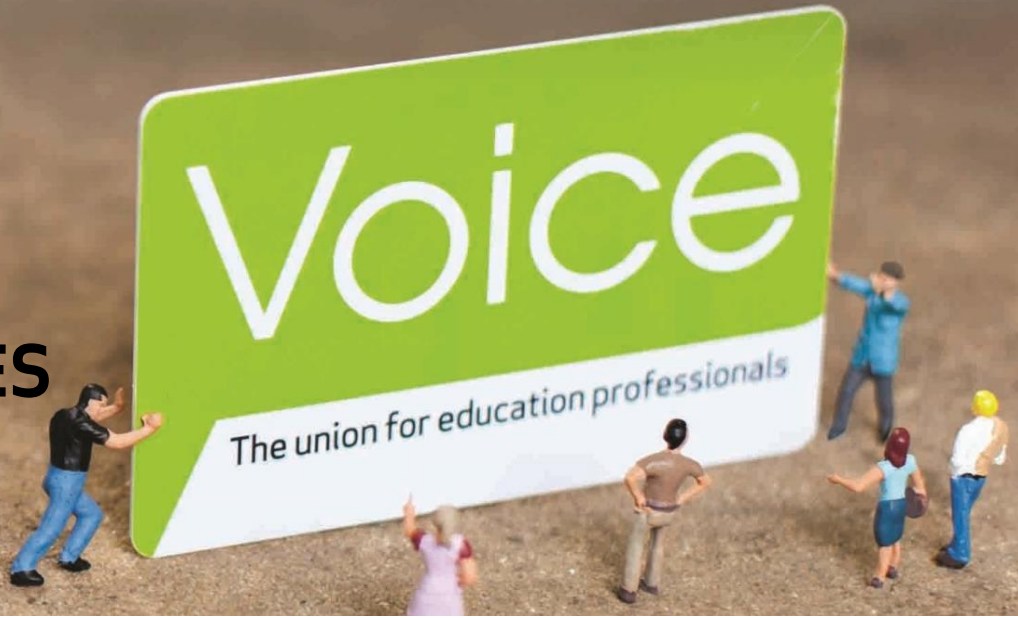
CONTACT US TODAY

Contact Mary Rodger, Marketing Manager to discuss this opportunity further.

Call 01332 372 337 or email

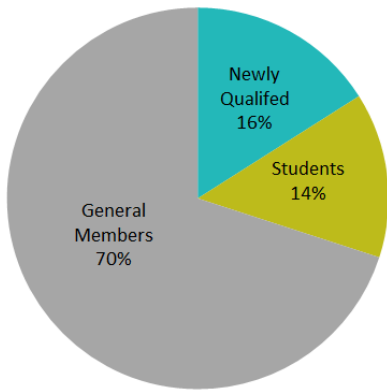
MaryRodger@voicetheunion.org.uk

VOICE SPONSORSHIP OPPORTUNITIES 2016

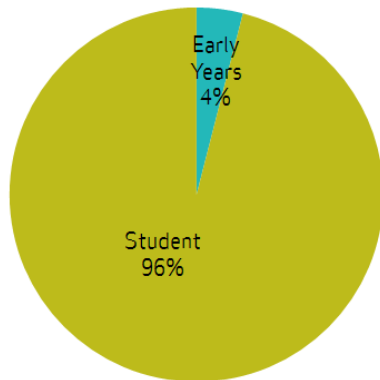


VOICE STUDENT MEMBERS

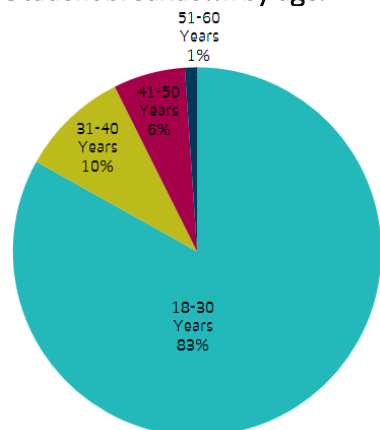
Predicted student membership 2016/17
3,350+ (16% overall union members)



Student Breakdown by sector:

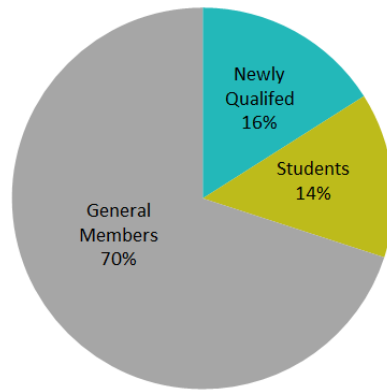


Student breakdown by age:

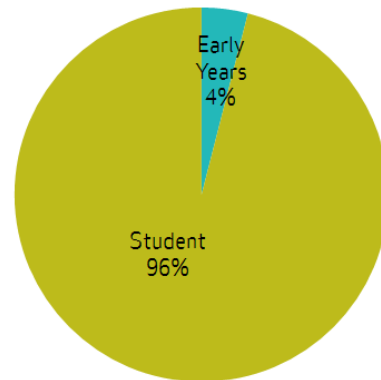


VOICE NEWLY QUALIFIED MEMBERS

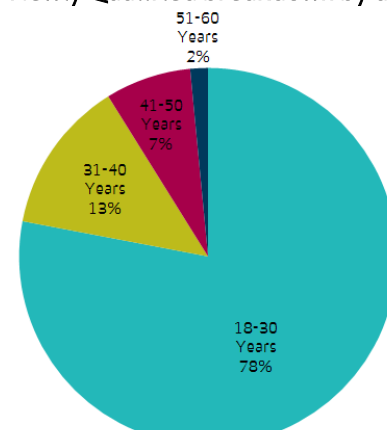
Predicted Newly Qualified membership 2016/17
3,750+ (18% overall union members)



Newly Qualified Breakdown by sector:



Newly Qualified breakdown by age:

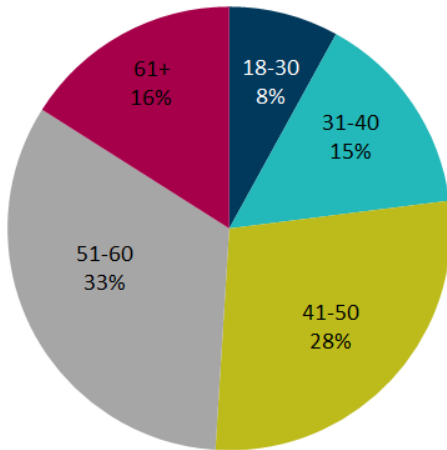


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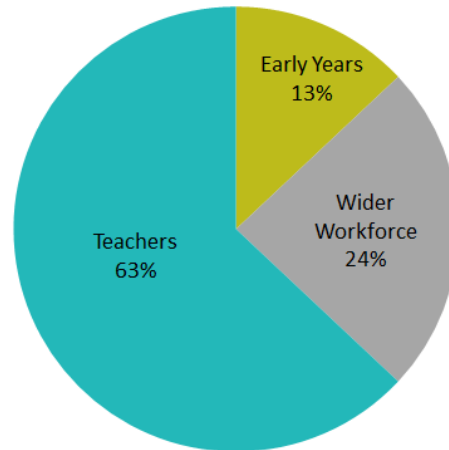


VOICE MEMBERSHIP OVERVIEW

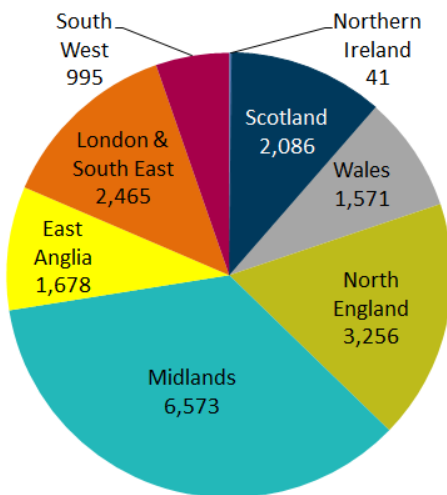
Membership breakdown by age:



Membership breakdown by sector:



Membership breakdown by region:



Membership gender split:

17% Male
83% Female

CONTACT US TODAY

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MaryRodger@voicetheunion.org.uk