HANDOVER

Section A – Marketing Handover

1. Marangoni – Social Media & Visual Content

Status:

- The shoot originally planned for December has now been postponed **until after Christmas**.
- All marketing materials (creative brief, landing page content, and brand assets) have been **shared with Kubra**, who has already begun working on the visual concepts.
- **Kubra is CC'd** in the full email chain, so she has access to all previous communication and materials.

Action Required:

- Follow up with **Kubra** to ensure continued progress on the visual assets.
- No urgency on the shoot until we reconfirm dates in January.

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2. Le Cordon Bleu – Social Media Shoot & Visuals

Status:

- We are still awaiting confirmation from Le Cordon Bleu regarding the filming dates.
- They informed us about needing advance notice for any shoots, as they are in their final weeks before school closure.
- I will handle the shoot coordination once I return.
- All marketing assets and references for Le Cordon Bleu have already been shared with **Kubra**, who has started working on the visuals.

Action Required:

- No immediate action needed.
- I will pick this back up once I return, including confirming filming dates and aligning with their school schedule.
- Kubra remains in the loop for visuals-related work.

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3. Imperial College Fair – Marketing Materials & Admin

Status:

- All required marketing assets have been sent to Imperial, including:
  - Visuals
  - Descriptions
  - Required forms (all completed and submitted)
- Everything is fully handled from the marketing side.

Pending:

- Imperial will follow up regarding the **Open Day Invoice (Jan 2025)**, which is due for payment.

Note for Continuity

- All creative briefs, references, and asset packs have been uploaded and shared on Monday.com

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Section B – Legal

1. OMNES

Status:

- Drishti has already sent the contract to OMNES.
- We are currently **waiting for their response**.
- Drishti will continue to follow up during my absence.

Next Steps:

- If we do not hear back from OMNES before Christmas, we should plan to **arrange a meeting with them after the holiday break**.

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2. Coventry

Status:

- We requested a meeting with Mahbub, but he has still not responded.
- The matter is currently **stalled**, and it is very important that we push this forward.

Next Steps:

- Follow up by emailing, asking Mahbub to arrange the meeting.
- If the meeting is scheduled while I am away, please note the following **non-negotiable points**:

A. Confidentiality of Partner Arrangements (Non-Negotiable)

- We **cannot** share our agreements or arrangements with other partners or providers.
- This remains strictly non-negotiable and must be maintained in any discussions.

B. Commission Terms

Coventry's current request:

- They want commission **regardless of whether the student pays or not** — this is **not acceptable**.

Our position:

- We can only pay commission **after we have received the full payment from the student**.
- If they do not agree, the **maximum flexibility** we can offer is:
  ✓ **Commission paid in instalments**, aligned with student payment instalments.

These two points are the main areas where we cannot compromise.

Section C – Group Bookings

1. Confirmed Bookings

- **API Group One** – Check-in in February
- **St Giles International** – Check-in in January
  I have already shared the booking details with the Operations team. Once I am back, I will resend all information to ensure full alignment before arrivals.

2. Ongoing / Active Group Enquiries

All updated details are available on **Monday.com**.

A. API International (High Priority)

- This group is very active and currently looking for **Chapter Kings Cross** rooms.
- All communication, requirements, and updates are recorded on Monday.com.

- Please continue following up while I am away.

B. Festival Republic (High Priority)

- They are interested in booking **Finsbury** and **Highbury**.
- Please follow up with them as they are one of the main active enquiries.

C. New/Other Enquiries:

- **Coventry and Frances King:** I have already shared their contact details with you. They may send previous enquiries if they wish to book, so please expect communication from them.

3. All Other Group Leads

- These enquiries are slower and not urgent.
- They will likely become active again after Christmas.
- Please leave these to me — I will pick them up once I'm back.

4. Group Reach-Out Plan

- The full plan is also on Monday.com.

Section D – Internship Reach-Out

- All internship-related leads and communication updates are listed on Monday.com.
- I have already followed up with all organisations.
- We have **not received responses yet**.
- **No need to follow up** during my leave — I will take care of this once I return.

Section E – Masterfile (Institutions)

- I have attached the **Masterfile for Institutions**.

  https://londonistyurtdisi-my.sharepoint.com/:x:/g/personal/vaishnavi_pawar_londonist_co_uk/IQC0yTPRnJZfSKt6S3tRnGGVAQJvojASPhZONvPv3YrJFgk?rtime=OgbrrUQ23kg

- Please refer to this document for:
  - Bedding requirements
  - Pricing

    - Cancellation policies
    - Contact persons for each institution
- Everything is clearly listed and up to date.

Masterfile for Open Days

- All institutions have been contacted.
- They have been added to our **waiting list**.
- No further action is required at this stage.

Note:
I have included **Taha** in cc for visibility and support during my leave.

Section F – Finance

- I have shared the **Masterfile with the Finance team** and held a meeting to clarify:
    - Whom they can contact directly
    - Whom to contact within the Finance team for specific issues
- All details have been provided, and I requested that I be **kept in CC for all related emails**.
- **No further action is needed** here — everything has been sorted.

Important Invoices:

1. **Imperial College – Jan 2025 Open Day Event Invoice:** This invoice needs to be paid to Imperial. I have already forwarded it to Ijas, and he is aware of it.
2. **NATIVE – Open Day at London Metropolitan:** Please **do not process any payment** until we receive the revised invoice. The current invoice they shared (£720) is incorrect as it relates to 2 separate invoices.

Section G – Landing Page Leads

- **Frequency:** Weekly
- **Purpose:** Check if any new leads have come from the landing pages and ensure they are assigned appropriately.
- **Reference:** I have attached a file containing all active landing pages.

How to Check Leads in CRM:

1. Open **CRM**
2. Go to **Students**

3. Apply a filter for **UTM Source**
4. Enter the UTM source for the specific landing page
5. The filtered list will show all leads that came from that landing page

- **Note:** This check only needs to be done **once a week**.
