# Communication templates for engaging employers

## Example templates for engaging employers for a panel session

**Email to potential panel members**

Dear [name],

I am organising an employer panel discussion in order to give our postdoctoral research community greater insight into [insert session theme]. The idea is to hold a one-hour online session in which 3 employers will take part in a facilitated discussion about [insert further detail about key topics to covered] followed by a short Q&A.

Given your experience in this area, I wondered if you would be interested in being on the panel? We hope to hold this in [insert loose time, such as late January/early Feb].

I envisage this would entail an up to two-hour time commitment (including one hour for the panel itself plus 30-45 minutes for a panel briefing call). The benefits of taking part would include the opportunity to showcase your organisation and profession to motivated postdoctoral researchers keen to learn more about working in your field. There will also be the opportunity to meet and share practice with other employers working [name field/sector/ topic]. So far [insert details of any confirmed speakers].

If this is of interest please let me know and I’d be delighted to share further details and/or arrange an initial call.

Kind Regards,

[name]

**Email inviting panel members to briefing session**

Note: Remember to bcc when sending these emails unless you’ve sought expressed permission to share the email addresses of the panel members with each other.

Dear All,

Thanks for agreeing to take part in the [theme] panel discussion. It is shaping up to be a great session and I think the diversity of the panel will make for a very interesting discussion.

I am getting in touch to share the outline session plan with you all and to hopefully arrange a time to talk this through together and answer any questions you may have prior to the session.

Please could you indicate your availability for the follow dates:

[Insert time/ date options] .

I’m also very happy to answer any questions or concerns via email in the meantime.

Many thanks,

[name]

**Email thanking panel members for participation**

Dear All,

I’d like to thank you sincerely for your participation in [today’s / yesterday’s] panel. I’m sure our postdocs were inspired by the excellent and wide-ranging discussion. One participant has already shared that [insert any participant feedback if you have it].

I hope you feel you gained something from participation too and I’d be really grateful of any feedback on your experience of taking part, in order that we can improve for future sessions.

Once again, thanks so much for your time and for generously contributing your expertise and insights. It is much appreciated.

Best wishes,

[name]

**Promotional copy (for Eventbrite page or internal mailing list and so on)**

Title of event (keep this short and make it catchy if you can)

Are you a [state intended audience]? Have you ever wondered about/Interested in hearing directly from employers about [name the theme or topic for discussion]?

Join us [online/via Zoom etc] at [time] on [date] for a stimulating panel discussion with employers expert in this field.

[List three outcomes e.g. Learn from their direct experience and insider knowledge, ask questions and develop your network.]

Confirmed panel members are [List their names, roles and organisation. Consider linking their names to their LinkedIn profile.]

Click here [link to Eventbrite page or other registration form] to register.