



Holly Lamb- Communications Coordinator

Why are you applying for the Alumni Association Executive? (150 words)

Having been on the Alumni Executive last year, I thoroughly enjoyed the role of EurVoice Coordinator; however, I would now cherish the chance to use my creativity, passion for our organisation, and desire to promote and connect people effectively as one of the Communications Coordinators. Having travelled abroad to over five sessions between 2018-2019, I believe that EYPUK needs and is able to have more of an international presence online, consequently connecting with other National Committees, attracting more Officials from abroad, and even securing new sponsors. The word 'communication' does not simply refer to photos and posting on social media as many people believe, to me it is how we receive information, share it, and most importantly how it is perceived. EYPUK should match the modern age of likes and retweets without compromising our audience of an engaged youth.

What would your aims and priorities be in this role? How would you pursue them? (250 words)

My first overarching aim within this role is to increase the sense of interactivity on all media platforms. Instagram and Facebook in particular are designed to encourage active audience participation, with stories and polls fulfilling people's desire to directly interact with one another. Moreover, the interactive elements on the EYPUK blog are rather minimal, I would endeavour to add posts such as 'Meet the Exec' videos, perhaps in the style of Vogue's 73 questions. The blog could also benefit from quizzes, articles on current Alumni experiences, infographics explaining the intricacies of Slack, the Members Platform, and applying abroad.

Secondly, and more specifically, Instagram is a key platform I wish to focus on through more frequent posting, branded content, and posts that go beyond simply advertising events such as the Regional Fora. Through communication with the other coordinator, I would like to use photos from other Sessions and highlight the opportunity and excitement EYPUK members are fortunate to experience. Furthermore, the stories seemingly focused on the regional fora over the past year, thus I would speak to the EurVoice Coordinator, and indeed Fundraising Officer, to reach more companies online in order to initiate collaboration with other brands. Careful coordination amongst all Executive members is another recurring priority of mine.

Finally, with the regional fora being a flagship EYPUK event, I would love to attempt creating an adaptive regionals logo for each area within the UK. The template would remain the same, however perhaps the smaller detail could change, with for example Wales having a dragon and Scotland a thistle, just smaller touches that are more innovative and increase the professional aesthetic.



The announcements of the Officials at the events could also benefit from having an interactive aspect, perhaps the Head Organisers could have a moving photo, or even a small five second 'hello' to boost the presence of our welcoming Alumni.

What skills and experience (within or without EYP) do you have that will help you in this role?
How will you use these skills for the benefit of EYPUK? (250 words)

Within EYP my experiences as a chairperson at a range of both regional and national sessions across Europe has instilled a sense of independence, sufficient time management, and stronger pragmatism in me. More crucially, chairing has enabled my people management and group dynamic understanding to develop significantly, and if elected to the Executive I would want to implement my commitment to honest and frequent communication between all members. On a more creative note, chairing and assuming the role of EurVoice Coordinator last year has proven to me how important working effectively and utilising my time in a concrete and sustained manner is so important.

Nevertheless, my skills outside of EYP are probably more relevant to the role of Communications Coordinator. Having worked at London Fashion Week and attended a Condé Nast fashion journalism course, I developed my understanding of the written form and the need to be innovative, engage others in my work, and appeal to one's audience. Furthermore, I was an Editor of my previous school's termly magazine and a contributing lifestyle writer for a local online blog. This stretched my understanding of formatting, WordPress, and most importantly blogging.

I would like think that I am a friendly and approachable person who is keen to seize the opportunity of developing EYPUK's following. Having made a multitude of memories, met wonderful people, and bettered both my academic and professional skills, I feel that having enthusiasm and an open-minded ethos would complement the demands of being a Communications Coordinator.

Anything else you'd like to add?

I hope that my ideas, priorities, and general outlook towards the role of Communications Coordinator have been clearly expressed. If anyone has further questions or needs clarification, I would be more than happy to respond. Thank you and good luck to all of the candidates.