

## The New Personalised Parent Communications

The Following series of personalised emails will automatically be sent to your customers when they make a booking onto one of your activities.

Throughout these seven emails, we've highlighted the sections in **red** that you need to be aware of.

**There are two sections you need to pay close attention to as these sections feed directly from the information you input on the BMS.**

1. The **Special Instruction** section on email 2 and 3 - This information feeds from the **'Automated Parent Communications Note'** section on your courses. We recommend you input information like, parking instructions or where the customer needs to register. If you don't add anything to this section, don't worry. A generic sentence will be displayed.
2. **Upcoming Courses** – Wherever your upcoming courses are displayed in these seven emails, we've given you the option to display your own promotional discount that you may be running. This information will feed from the new **'Automated Parent Communications Note - Enter your discount promotion for this course'** section of the BMS, under every course. If you go to 'edit' a course, you'll see this section appear in **red**.

This information is displayed word for word, so please check your spelling and grammar.

If you have any questions about these emails please [contact us](#).

---

**EMAIL 1 – BOOKING CONFIRMATION...**

**From:** Premier Education Group [<mailto:no-reply@premier-education.com>]  
**Sent:** 01 December 2015 14:27  
**To:** Ben Thompson  
**Subject:** We can't wait to see Matthew soon



Dear Deborah,

Thank you for booking with us.

Just so you have everything, we've included all booking details below. Please retain this email in your inbox or print this page as you will need to present the details to a member of our team.

Please arrive early to register, settle in and start having fun. If you're not sure what to bring, don't worry; visit our [FAQs](#) and you'll find what you're looking for.

If you need reminding of the [Terms and Conditions](#) for the activity, please follow this link.

---

**Your Booking details**

**(this feeds directly from the BMS)**

---

Thanks again for booking with us; we look forward to seeing you soon.

Kindest Regards,

Tim Mason **(the contact details you supplied us will be displayed across all these seven emails)**

Email: [tmason@premiersport.org](mailto:tmason@premiersport.org)

Telephone: 01953 499040 (Mon-Fri, 9am-5pm)

[Facebook Page](#) (if you have an official Facebook page, this will link through to this)



---

All data property of Premier Education Group  
Registered Company: 3774725

---

**EMAIL 2 – TWO WEEKS BEFORE BOOKING START DATE**

**From:** Premier Education Group [<mailto:no-reply@premier-education.com>]

**Sent:** 01 December 2015 14:27

**To:** Ben Thompson

**Subject:** We can't wait to see Matthew in two weeks time



Dear Deborah,

Thanks again for booking Matthew onto our course at Welland Park Academy in a couple of weeks time.

Remember, you can find what you need to bring by visiting our FAQ section [here](#). If you need reminding of the [Terms and Conditions](#) for the activity, please follow this link.

---

**Special Instruction**

This information feeds from the '**Automated Parent Communications Note**' section on each of your courses. Information like, parking instructions or where to register etc...! If you don't add anything to this section, the following sentence is displayed....

There are no special instructions for the activity – all you need to know is we're excited to see you.

---

**As we've got you here, we've just uploaded these courses which Matthew might be interested in?**

**(A maximum of six courses will be displayed below)**

We have a Holiday Multi-activity course running at Kettering Science Academy starting on 15th February 2016 at 8:00am - 5:00pm. **If you have a discount running for this course, this will be displayed here in bold. This will feed, word for word, from the 'Automated Parent**

**Communications Note - Enter your discount promotion for this course' section of the BMS on every course. Keep it snappy!**

We have a Holiday Multi-activity course running at Lawrence Sheriff School starting on 15th February 2016 at 8:30am - 5:30pm. **(time format has been amended)**

We have a Holiday Multi-activity course running at Woodnewton- A Learning Community starting on 15th February 2016 at 9:00am - 12:00pm.

We have a Holiday Multi-activity course running at Kettering Science Academy starting on 15th February 2016 at 9:00am - 12:00pm.

We have a Holiday Multi-activity course running at Lawrence Sheriff School starting on 15th February 2016 at 9:00am - 3:30pm.

We have a Holiday Multi-activity course running at Kettering Science Academy starting on 15th February 2016 at 9:00am - 3:15pm.

[Book Now](#)

---

We look forward to seeing Matthew in a couple of weeks...

Kindest Regards,  
Tim Mason  
Email: [tmason@premiersport.org](mailto:tmason@premiersport.org)  
Telephone: 01953 499040 (Mon-Fri, 9am-5pm)  
[Facebook Page](#)



---

All data property of Premier Education Group  
Registered Company: 3774725

---

**EMAIL 3 – ONE DAY BEFORE COURSE START DATE**

**From:** Premier Education Group [<mailto:no-reply@premier-education.com>]

**Sent:** 01 December 2015 14:28

**To:** Ben Thompson

**Subject:** We can't wait - promise to bring our smiles if Matthew will...



Dear Deborah,

We're all super excited about seeing Matthew at Welland Park Academy.

Make sure Matthew gets a good night's sleep as we're planning a fun filled action packed activity.

We want to see Matthew bring lots of water and a full packed lunch if attending a holiday course.  
...maybe an extra banana for our Activity Professionals too...!

Please don't forget to arrive at least 10 mins before the start time so we can get everyone registered and settled in.

---

**Special Instruction (the same rules as email 2)**

There are no special instructions for the activity – all you need to know is we're excited to see you.

---

If you have any other questions, we expect you'll find the answers in our [FAQs](#) section. If you need reminding of the [Terms and Conditions](#) for the activity, please follow this link.

And if you have any other questions please do hesitate to contact me on the details below.

Look forward to seeing you...

Kindest Regards,  
Tim Mason  
Email: [tmason@premiersport.org](mailto:tmason@premiersport.org)  
Telephone: 01953 499040 (Mon-Fri, 9am-5pm)  
[Facebook Page](#)

Prefer to pick up the phone? Call the telephone number above.



---

All data property of Premier Education Group  
Registered Company: 3774725

---

**EMAIL 4 – ONE DAY FOLLOWING FINAL DAY OF ATTENDING ACTIVITY**

**From:** Premier Education Group [<mailto:no-reply@premier-education.com>]  
**Sent:** 01 December 2015 14:28  
**To:** Ben Thompson  
**Subject:** How did we do? We'd love to see James again...



Dear Sally,

How's it going?

Did James enjoy the recent Premier activity?

We're always wanting to improve, it would be great if you could feedback on the experience James had so we can make it even better next time...

Please spare us just **TWO MINUTES** of your time to tell us how we rated? The feedback you provide enables us to continue improving our service to you and your family.

**[FEEDBACK](#)** (this is now linked to the email at the bottom, as requested, and not a central survey)

Would you rather leave feedback on our [Facebook page](#)? (directly to your Facebook page, if you have one)

---

**Upcoming Courses**



We don't want to take it for granted that James had a great experience, but if they did, here's a selection of our upcoming activities near you...

#### **Extracurricular/Holiday**

We have a Holiday Multi-sports course running at St Mary's Catholic Primary School starting on 21st December 2015 at 8:00am - 5:30pm. **(promotional discounts will feed through from the BMS)**

We have a Holiday PA Dance course running at Meopham Community Academy starting on 21st December 2015 at 9:00am - 1:00pm.

We have a Holiday PA Dance & Drama course running at St Mary's Catholic Primary School starting on 21st December 2015 at 9:00am - 3:15pm.

We have a Holiday Multi-sports course running at Christ Church , Streatham CofE Primary School starting on 21st December 2015 at 9:00am - 3:15pm.

We have a Holiday Multi-sports course running at St Mary's Catholic Primary School starting on 21st December 2015 at 9:00am - 3:15pm.

We have a Holiday Football/Multi Sport course running at Carshalton Athletic Football Club starting on 21st December 2015 at 9:30am - 3:30pm.

[Book Now](#)

Kindest Regards,  
Ade Osilowo  
Email: [aosilowo@premiersport.org](mailto:aosilowo@premiersport.org)  
Telephone: 01953 499040 (Mon-Fri, 9am-5pm)  
[Facebook Page](#)



All data property of Premier Education Group  
Registered Company: 3774725

---

**EMAIL 5 – SENT TO PARENTS INACTIVE FOR 6 MONTHS**

**From:** Premier Education Group [<mailto:no-reply@premier-education.com>]  
**Sent:** 01 December 2015 14:29  
**To:** Ben Thompson  
**Subject:** Ssshhh don't tell anyone else but here's your exclusive discount...



Dear Emma,

We miss Harry! Was it something we did?

Can I tempt you back with an **exclusive holiday activity discount** on the courses below –

We have a Holiday Multi-sports course running at Throckley Primary School starting on 22nd December 2015 at 9:00am - 3:00pm. **(promo code will be displayed here).**

[Book Now](#)

If you would like to tell us why we've haven't seen you in so long, please feel free to drop us an [email](#). **(this will link to the email displayed below)**

Kindest Regards,  
Duncan Donnelly  
Email: [ddonnelly@premier-education.com](mailto:ddonnelly@premier-education.com)  
Telephone: 01953 499040 (Mon-Fri, 9am-5pm)

[Facebook Page](#)



---

All data property of Premier Education Group  
Registered Company: 3774725

---

**EMAIL 6 - SENT THREE WEEKS BEFORE YOUR TERM END DATE.**

**From:** Premier Education Group [<mailto:no-reply@premier-education.com>]

**Sent:** 01 December 2015 14:30

**To:** Ben Thompson

**Subject:** Hey Mum, we'll give you an exclusive discount on our upcoming holiday courses...



Dear Mum,

Great news - you qualify for an exclusive **discount** on upcoming holiday activities near you.

To receive your exclusive discount, simply hit the button below and contact us.

[Claim Your Discount Code](#)

(At present, this links to the Family Portal but will link to your email address displayed below).

We look forward to seeing you soon.

Kindest Regards,

Darren Plowman

Email: [dplowman@premier-education.com](mailto:dplowman@premier-education.com)

Telephone: 01953 499040 (Mon-Fri, 9am-5pm)

[Facebook Page](#)



---

All data property of Premier Education Group  
Registered Company: 3774725

---

**EMAIL 7 – SENT 3 WEEKS BEFORE YOUR TERM START DATE**

**From:** Premier Education Group [<mailto:no-reply@premier-education.com>]

**Sent:** 01 December 2015 14:30

**To:** Ben Thompson

**Subject:** Hi Sally, we have some awesome extracurricular activities running near you...



Dear Sally,

Hope you're well...

We just wanted to let you know you can now book online for our upcoming extracurricular activity starting next term.

Our activities get filled up fast so make sure you book as soon as possible to avoid any disappointment.

[Book Now](#)

Prefer to pick up the phone? Give our friendly Customer Services team a call on 01953 499040 (Mon-Fri, 9am-5pm). (**This phone number will display the number that appears below**)

We look forward to seeing you in a few weeks...

Kindest Regards,  
Test Name

Email: [testemail@test.com](mailto:testemail@test.com)  
Telephone: 01953 499040 (Mon-Fri, 9am-5pm).  
[Facebook Page](#)



---

All data property of Premier Education Group  
Registered Company: 3774725