

Seven top tips on how to have a great face to face meeting

Meeting someone face to face is one of the most effective things you can do to influence business owners and persuade them to take part in the bird song takeover. You could go to your local shop or other businesses to see if they would do a Let Nature Sing Takeover event. This could be a shop, doctor's surgery or dentist's office! Here are some top tips to help you convince them to join us!

1. Start by telling them why we are doing this campaign: because the UK is one of the most nature deprived countries in the world and many of our much-loved species are dying. Since 1966 we have lost more than 40 million birds in the UK. Therefore, on 17 October, we are standing together to show the people in power that we won't let nature fall silent.
2. Take some of our resources with you so you can ask them to put up posters and direct them to where they can download more: www.rspb.org.uk/letnaturesing. Ask for a short meeting if they seem busy during a drop-in – 10 or 15 minutes to keep it succinct
3. Be prepared. Write down a list of key points and take it into the meeting with you.
4. Have a clear 'ask' – “will your business take part in the bird song takeover?” Asking for a main aim or two e.g. 'will you play bird song and put up posters?' will make it more achievable for them.
5. Be polite and always thank them for their time.
6. Leave your contact details, to make sure they can get in touch with you.
7. Follow up the meeting to see if they have reached a decision. If you want to approach a local chain or a company you don't know very well, you could find out who you need to talk to by looking at their website prior to seeing them face to face. If you prefer, or you can't get down to their workplace, you could even give them a ring or use one of our other templates to write to them.