

# Uni Guide

## Lead Pack Briefing doc

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### Email address for Google spreadsheet

Please supply an email address associated with your university domain, e.g. `firstname.surname@youruni.ac.uk` or `campaigns@youruni.ac.uk`.  
For data protection purposes we cannot accept email addresses from other domains.

You must also link this email address to a Google account for us to be able share Google files with you.

Please follow the instructions [here](#) (Scroll to the section 'Use an existing email address' to do this, including verifying your account.)

**Please note:** This google spreadsheet will act as a database for all your leads so you can access them at any time. Anyone with access to this email address will be able to access the leads and therefore you must ensure you use an appropriate email address to maintain security of the leads on your side. If there are any changes you must let us know immediately so we can update the access.

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### Leads delivered by email

Our recommendation is to use the Google sheet to manage your leads, however in rare cases this is not an option for some. Our alternative method of lead delivery is via email (delivering the leads individually via email when they are received) to a designated university email address. If you are unable to use the Google sheet method, please provide an email address for the leads to be delivered to, otherwise please leave blank.

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### Visit website URL

Please supply a tracked URL

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## **Open Days URL**

The Open Day call-to-action button can present either the data capture form, or instead redirect a user to your open day website page. If you wish to redirect to the website, please include a tracked URL below. If left blank, the data capture form will record leads that will be sent to you.

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## **Open Days**

Please supply information on the Open Days you have over the next 6 months (Please include date, time and type of Open Day e.g. Undergraduate, on x campus etc.)

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