

# Meeting with the brands

## ☑ *Checklist*

Your first meeting with a brand is an opportunity to demonstrate that you are a credible organization that should be taken seriously, and to determine whether the brand is willing to work with you to resolve the issues you are raising. Knowing what you want and how to present it is essential to achieving both goals.

- Decide who will attend, who will be the primary spokesperson, and how they will present the case.
- If there is more than one issue to discuss, you may want to prepare an agenda for the meeting and share it with the brand in advance..
- Have all of the documentation on the case with you in case you need to refer to it during the meeting, including a dossier of materials to leave with the brand.
- Arrive on time for the meeting.
- Treat the brand representative courteously and with respect. You may at a later date decide that you are going to wage a campaign against the brand but this meeting is meant to explore a possible solution to the problem.
- Be clear about the actions that need to be taken to remedy the violation(s). The brands will want to know what you think needs to be done to resolve the problem, and by whom.

.../more

# BRANDS AND LABOUR RIGHTS

How and when to engage with brands?

- Try to obtain a firm list of commitments from the brand, including:
  - what actions they are willing to take;
  - dates by which these will be accomplished;
  - when the next contact will take place, and between which representatives of the brand and your organization

It is unlikely that the brand will make a commitment to resolve the problems at the first meeting but they should be willing to commit to investigate the situation and report back to you on their findings and what action they are willing to take by a specific date.