



How we can help you run your  
**PARENTS' EVENINGS**  
this academic year.



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Parents' evenings are essential for building strong relationships between teachers, parents and students. They provide an opportunity to discuss academic progress, address any concerns and set goals for the future. To ensure the events run smoothly, and are a straightforward experience for all involved, the use of technology can be a key to success.

With Edulink One, your school can enhance the experience for parents and school staff alike, increasing participation, reducing manual errors and ultimately saving time. This guide will outline the steps to running a successful parents' evening this academic year, focusing on communication, the booking process, virtual events and post-event support.



# Getting the word out early

The first step in ensuring a well-attended and organised parents' evening is to communicate the event details early and efficiently. Using a trusted messaging platform is crucial, as it easily allows your school to reach parents through a variety of methods. Edulink One is an excellent example of a platform that gives you the flexibility to communicate with parents from a centralised dashboard. This gives you the option of using SMS, email and push notifications to ensure your parents receive the necessary information well in advance.



## Top tip

Within Edulink One you can see which parents have opened and read a message you have sent.





Each individual teacher has the power to send out reminders across multiple channels helping to maximise attendance, particularly helpful for the parents who have busy schedules and may have glanced over the first message.

A multi-channel approach is unique for accommodating your individual school needs. Whether you need to send out a large amount of information via email, or ensure a parent has instant access to reminders through SMS and push notifications to their device. Early communication not only increases the awareness of your parents' evening, but in turn will boost attendance rates ensuring more parents are engaged in their child's education.

# Streamlining the booking process with a digital platform

One of the most common pain points for parents' evening is managing appointment bookings. Previously, students have been required to manually schedule time slots with their teachers, often leading to errors and miscommunication. This can result in double bookings, unavailable times, or even forgotten appointments if they are not written down properly.

To avoid these issues and ensure the event runs to time, many schools have now opted to use a virtual booking platform that streamlines the entire process for both parents and teachers, taking the pressure away from students going back and forth. Edulink One's booking system removes the potential for mistakes and allows parents to easily choose the times that suits them the best.





**You can quickly view and message parents who don't have any bookings for the event.**

Edulink One's booking functionality is particularly beneficial for parents who have multiple students at your school as they can switch easily between their child's profiles to book appointments, removing the need to log in and out of different accounts.

This will reduce the confusion and stress of managing separate schedules. By digitalising the booking process, your school can eliminate manual errors, improve school-wide efficiency, giving parents peace of mind knowing that their appointments are secure and confirmed without any additional effort.

# Introduce virtual parents' evenings

In today's fast-paced world, many parents find it difficult to attend in-person meetings due to work commitments, childcare issues or split-family arrangements. Virtual parents' evenings offer a solution to these challenges, providing flexibility and convenience whilst still facilitating meaningful conversations between your teachers and parents. Edulink One is fully equipped to support virtual meetings, allowing parents to attend from the comfort of their own home or even from their workplace.





## Did you know?

EduLink One offers a  
**30-day FREE** trial



Having a virtual solution has the added benefit of ensuring your meetings stick to the allocated timeslot. In an in-person setting, discussions can often run over, causing delays for subsequent appointments and resulting in teachers working late into the evening.

With EduLink One you can set a time limit to virtual meetings, so whether you're taking a completely digital approach to parents' evenings or hybrid, those video calls will cut off after the time limit you have set. Additionally, the convenience of virtual meetings often results in higher attendance rates, as parents who may not have been able to attend in person can now participate from anywhere, inclusive of split families and guardians.

# Post-event support and ongoing communication

Whilst the parents' evening itself is an important touchpoint, it's equally important to provide parents with the tools and resources they need to stay engaged with their child's education throughout the whole of the school year. Edulink One's range of features offer a comprehensive engagement system, allowing parents to keep track of their child's academic performance from their device. This includes access to assessment grades, behaviour and achievement, and attendance records, giving parents a clear picture of their child's progress.



**You can review the success of your parents' evening by extracting booking and attendance reports in Edulink One.**



This ongoing visibility will help your parents to see if their child is meeting their targets and gives them the opportunity to address any concerns before they escalate, without having to wait for the next parents' evening. Should you need further communication after your parents' evening, Edulink One provides a professional and convenient way for parents to contact subject teachers and tutors directly, ensuring that any issues can be followed up promptly.

By offering this level of transparency and support, your school can strengthen the relationship between school and home, keeping parents informed and involved throughout the academic year.

# Conclusion

Running a successful parents' evening requires careful planning and the right tools to ensure smooth communication, efficient scheduling, and meaningful interactions between parents and teachers.

By using Edulink One, your school can enhance the overall experience, reducing the workload for teachers and administrators whilst making it easier for parents to engage. From getting the word out early and streamlining bookings to offering a virtual platform to attend meetings and ongoing post-event support, these steps will help create a productive and positive parents' evening that benefits everyone involved.

**Get your parents' evening questions answered by booking a meeting with our team:**

**Book a call**