Marketing and Communications

Build awareness around your Club and its Activities

As an officially recognized IE Club you will benefit from:

- Use of IE Brand

The Global Alumni Relations team will provide you with the necessary elements of IE brand (logo, color code, IE typography, etc.). The elements of the IE corporate image should not undergo any modifications.

The use of IE brand in promotional material produced by IE Clubs should be revised and approved by Global Alumni Relations team before being used.

The usage of IE's trademarked images and logos by student and/or alumni clubs that do not receive prior authorization by the Global Alumni Relations team will not permitted or recognized.

See IE style guide for more detailed information.

- E-mail IE Club

Upon request, Global Alumni Relations team will create an email account for the club´s internal and/or external communication.

The club should assign one board member to manage the mailbox. The name of the responsible board member should be communicated to Global Alumni Relations team when submitting the request for the creation of the inbox.

We expect that the club email account will be managed in accordance to the IE principles and values, contained in this guide and IE Code of Ethics.

- Club landing page

Every IE Alumni club will have a page on the clubs.ie.edu website that they can customize

Clubs.ie.edu is an internal social network (available as a webpage and phone app), specifically tailored for club management with the following functionalities:

- Event organization

    - You will be able to create events that show up on our alumni's agendas
    - Send tickets for attendees to events
    - Create paid events and manage payments online
    - Access and manage the registration of people attending your events via web or smartphone

- Club's communication and promotion

  - Easily create your club's website
  - Send emails to alumni interested in your club initiatives
  - Create your own newsletter and blog
  - Upload and share files
  - Create and send surveys to your club members and event attendees

Promotion Channels

- Social Media

Upon request and authorization of Global Alumni Relations, IE Clubs can create groups or pages on social networks (Facebook, LinkedIn, Twitter). In order to create a group/page it is mandatory to follow the guidelines set forth by IE the section entitled The Guide of Social Media for IE Clubs.

- Membership Drives

2 times per year, Global Alumni Relations will produce print materials to help clubs create awareness and promote their activities to the IE Alumni Community and grow their membership base. In order to take advantage of this, please contact alumni@ie.edu during the months of July and January to plan.

- Other Channels

Every month Global Alumni Relations publishes a newsletter with all the activities and news related to the IE Clubs. The IE Clubs can contact alumni@ie.edu to feature news on upcoming events with the larger IE community.

More information:

- Email: alumni@ie.edu
- Main Tel. +34 915689621

Find us at:

- Web: www.ie.edu/alumni
- Blog: ideas.ie.edu
- Email: alumni@ie.edu
- Facebook Page: www.facebook.com/IEAlumni
- Twitter Account: http://twitter.com/IEAlumni
- LinkedIn Group: IE Alumni – Official Group