

Best Practices

The key to a great event is...to plan everything in advance

Event Best Practices

Global Alumni Relations encourages clubs to hold a diversity of events that will appeal and cater to different ages, genders, and other sub-groups within your chapter membership. Chapters may want to work with the corresponding local IE office or with other business school alumni groups within their regions to brainstorm collaborations.

Preparing an annual calendar plan and budget:

- Always involve the Global Alumni Relations office: We can share ideas on how to secure funding, market your event, take advantage of different communication channels, and more. We are here to help! If you have an event idea, contact us, and we can help you make it happen!
- Enlist volunteers to help you organize: Activate your membership base. For example, ask for volunteers and form a planning committee to help you carry out a successful calendar of events. It helps share responsibilities across members and the Board of Directors to create greater engagement. Moreover, it's a great way to tap into the personal networks of all who become involved, thus ensuring high-level content and a better turn-out on the day of the event.
- An event is a project that needs coordination, follow-up and accountability. Be sure to manage your logistics and delegate tasks: Event type, date, time, speakers, and venue.
- Publicize and market your event: Get the community excited about participating. Be creative in the way you communicate and engage the alumni base. Remember that everyone is busy and your challenge is to provide compelling reasons why Alumni should make time for your event. Be clear about the value proposition from the start!
- Advanced Notice: The more notice you give club members to schedule your event in their calendar, the more likely it is they will be able to attend. Reaching out to people multiple times in a variety of different ways (email, phone, in person) is also strongly encouraged.
- Document the event: Remember to take photos! Follow up on the event in the Alumni newsletter, via the Alumni Magazine, Ideas and on social media. If people who didn't attend are able to see what a great event they missed, they are more likely to attend the next one.

Best Practices for Club Leaders

Leaders need to bear in mind that having meetings in a regular basis is a key success factor.

Interaction with the Club Members:

- The Board of Directors should have a routine schedule of meetings that the members of the Board commit to attending. This is extremely important in order to plan ahead, create accountability and deliver a successful calendar of events for the Club Members.
- Co-leadership is the best way to ensure club activity is sustained over the long-term. The Board of Directors should strive to understand the demographics of the Alumni Community where they establish a club and understand the interests of these alumni in order to create a compelling event calendar in line with these age/interest groups.
- Ask the Club Members for help in delivering the event calendar: give members specific and tangible ways they can help to participate in the planning and execution of events leveraging their expertise and contacts.
- Be open to new ideas from the club members and ask them to propose initiatives and activities.
- Keep the Club Members informed and engaged: Communicate regularly to club members through clubs.ie.edu
- Acting as a key liaison between Club and Global Alumni Relations. Inform Global Alumni Relations about the activities you have planned and the outcomes.
- VIP Speakers: Always inform Global Alumni Relations if a VIP speaker participates in any of the events in order to inform IE stakeholders and ensure IE can arrange for an institutional welcome. Please noting at least 3 weeks in advance.
- Hold periodic calls or meetings with GAR and board members to discuss events and keep them informed to explore IE synergies.
- Hold annual review meeting with GAR to step back and take a look at how the club is doing as a community-serving organization and brainstorm new collaborations across the network.
- Stay in touch with students, regional office, GAR and other club president's across the broader IE club network to exchange best practices and explore collaborations.

More information about Global Alumni Relations:

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Find us at:

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