

## Event Organization

*Try to hold a diversity of events that will appeal and cater to different ages, genders, and other sub-groups within your chapter membership. A varied events program can have broad appeal and help to not only retain existing members, but also attract new members of different ages, interests and affiliations.*

Events are usually the focal point of alumni group activities.

### Event Types

Alumni events typically fall into the following categories:

- Academics or professional related events: Activities that serve as a platform to discuss and share knowledge about specific academic areas and/or professional sectors.
- Social event: Although all group events should encourage social interaction between members, some events may be purely social in nature. Clubs that provide opportunities for networking and sharing personal interests and hobbies.
- Welcome and send-off cocktails for students.
- Sports: Clubs that manage recreational and/or competitive sports activities and serve as a platform to share your passion for sports.

After each event and two weeks after it takes place, the event organizer must inform IE Global Alumni Relations of the following:

- Press release about the event.
- High quality photos of the event (higher than 1Mb).
- Accounting report of the event (see annex 3: Event Summary).

IE Alumni Clubs may:

- Evaluate the event's success through a survey.
- Send thank you notes, if applicable.
- Do follow-up work with new attendees.

The roles President and IE Global Alumni Relations recommends doing a detailed planning of the event's organization.

Need help with speakers for your event? We may be able to help. Contact us to [alumni@ie.edu](mailto:alumni@ie.edu) with the subject "speaker support". Please note that Speaker Support will be subject to speaker availability & disposition, we may not be able to meet your specific needs.



**More information about Global Alumni Relations:**

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**Find us at:**

- Web: [www.ie.edu/alumni](http://www.ie.edu/alumni)
- Blog: [ideas.ie.edu](http://ideas.ie.edu)
- Email: [alumni@ie.edu](mailto:alumni@ie.edu)
- Facebook Page: [www.facebook.com/IEAlumni](http://www.facebook.com/IEAlumni)
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- LinkedIn Group: IE Alumni – Official Group