

UPDATED JUNE 2025

IE ALUMNI CLUBS

OFFICIAL GUIDELINES

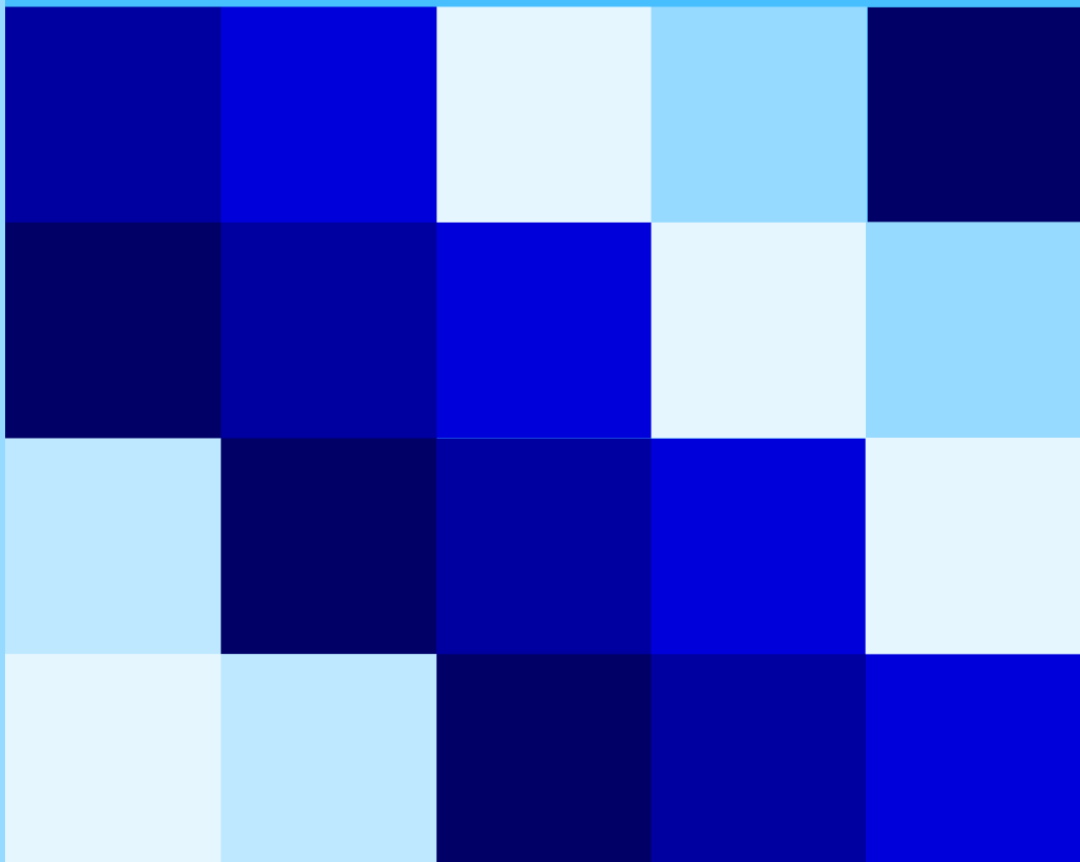


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1_ INTRODUCTION

PURPOSE OF THE IE ALUMNI CLUBS

IE Alumni Clubs aim to foster a vibrant IE alumni community, to represent the IE brand globally, and to drive activities that create opportunities for relationship building, continuous learning, professional growth and career progression, and the exchange of ideas.

All members of the IE community—alumni, students, staff, and faculty—are welcome to be members of IE Alumni Clubs.

INSTITUTIONAL SUPPORT

1. The **IE Global Alumni Relations (GAR)** department strives to create an ecosystem of IE Alumni Clubs and internal structures that, together, can inspire, motivate, and ultimately uplift the professional success of our community. Support from the GAR Department includes:
2. **GAR Clubs Team** located in Madrid and supporting National, International and Professional/Interest clubs.
3. **Regional Alumni & Careers Directors** as the local contact in their respective regions (Latin America, Middle East & Africa, North America, DACH & Benelux, UK & Ireland, India, S.E. Asia & Oceania).
4. Other regions may collaborate with a **local IE Office**; contact us at clubs@ie.edu for guidance.

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1_ INTRODUCTION

WHO IS CONSIDERED AN IE ALUMNI?

Alumni are those who have completed one of IE's undergraduate, graduate, PhD or certain Executive Education programs (i.e. Senior Management Program).

For more information regarding alumni eligibility and benefits, see our [FAQs page](#) or contact alumni@ie.edu with any questions.

TYPES OF ALUMNI CLUBS

PROFESSIONAL

Clubs that serve as a platform to discuss and share knowledge about specific topics and interests (industries, academic topics, or by theme such as humanities, gastronomy)

GEOGRAPHICAL

Clubs located in a particular region or city to bring together their communities in their respective countries.

SPORTS

Clubs that manage recreational and/or competitive sports activities and serve as a platform to share your passion for sports.

Visit the [Alumni website](#) or [IE Connects](#) for a full list of IE Alumni Clubs. We have 100+ Alumni Clubs around the world.

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1_ INTRODUCTION

IE ETHICS CODE

As a diverse global community, IE embraces honesty, fairness, and respect to others. IE ethical standards apply to all members of the IE Community, including alumni, students, faculty, and staff.

IE Alumni Clubs must be independent from any political party, public, private, civil, or religious organization and they must operate in accordance with IE's ethical values as provided in its Code of Ethics. In exceptional cases, IE Alumni Clubs will be allowed to associate with other entities, and, in such a case, they must request prior authorization from the Global Alumni Relations Clubs Team (clubs@ie.edu) to ensure that such association complies with IE values.

Alumni Clubs and its constituents, as representatives of the IE brand globally, must adhere to the IE ethical standards, in all activities whether face-to-face or digital, as outlined in:

[IE Code of Ethical Conduct](#)

[IE CONNECTS CODE OF CONDUCT](#),
for all users of the digital platform “IE Connects”

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2_ CLUB LEADER SELECTION

MINIMUM REQUIREMENTS

As an Alumni Club leader, you will play an instrumental role in leading and dynamizing the club/community to make it a valuable experience for all its members. Therefore, you need to:

- Be an IE Alumni of IE University.
- Commit to adhering to and enforcing the IE Ethics Code.
- Review the IE Alumni Clubs Official Guidelines and commit to the role of Alumni Club Leader by accepting the IE Alumni Club Leader Commitment agreement [via this link](#).
- Ensure the clause “Global Alumni Relations may keep me informed via email of their events and news” is marked as "yes" in your IE Alumni profile on IE Connects to receive communications from GAR.
- Attend the IE Alumni Virtual Town Hall(s) organized by GAR to stay informed about the latest updates from IE.

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2_ CLUB LEADER SELECTION

SELECTION PROCESS

Alumni Club Leaders are selected by GAR in conjunction with IE University internal stakeholders and serve as liaisons between IE University and the alumni in your region or community. We do not hold elections for club leaders.

The process that is usually followed is:

1. IE coordinates a call for nominations (Alumni can self-nominate, be nominated by former leaders, or internal stakeholders)
2. IE asks nominees to complete a statement of interest (Optional).
3. All profiles are reviewed by IE internal stakeholders, in collaboration with current club leaders if applicable.
4. A final board/committee is approved and communicated by IE.

Alumni Club Leadership Committees strive to reflect the diversity of the Alumni community. We aim for the leadership committee to be made up of 3-6 people, with the aspiration of working together collaboratively to engage and grow their club community.

We welcome proactive and committed alumni who uphold and represent IE values in their personal and professional lives, who demonstrate a passion for the IE experience and can inspire the community by sharing the benefits of their education.

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2_ CLUB LEADER TERMS & ACCOUNTABILITY

EXPECTATIONS

Club Activities Planning & Execution

- Propose an Events Plan annually, aligned with the interests of your community.
- Plan at least 3 professional events per year designed to engage alumni and promote IE values.
- Lead and actively participate in planning as well as attend your club events regularly.

Club Membership Leadership

- Ensure all club activity and information (events, news...), is posted on IE's official platform, IE Connects. Unofficial channels such as LinkedIn and WhatsApp can additionally be used.
- Collaborate regularly with the GAR Clubs Team & your local contact (Regional Alumni & Careers Director or IE Office / Country Director) including but not limited to feedback and improvement suggestions.
- Encourage club members to update their IE Alumni profiles on IE Connects to improve data quality for the club and the university.
- Take advantage of the IE Alumni Club Leader Community and additional resources at your disposal.
- Alumni leaders will treat each other and IE staff with respect and professional courtesy.

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2_ CLUB LEADER TERMS & ACCOUNTABILITY

CLUB LEADER TERM DURATION

Club leaders will initially serve a two-year term, designed to allow sufficient time for both club leaders and communities to create a lasting impact for future leadership.

An extension beyond the initial two-year term will be evaluated periodically and granted in agreement between IE and the club leader, provided the club leader meets the Club Leader Terms and Accountability.

This is a voluntary role, and if you need to step down for any reason, please follow the Club Leader transition process.

CLUB LEADER SUCCESSION & TRANSITION

Inform your IE contact and fellow Alumni Club Leaders in advance to allow time for leadership adjustments.

Plan a Smooth Transition: Prepare a detailed handover with key contacts and lessons learned to ensure continuity.

Identify a Successor (if possible): Nominate, train, or recommend a replacement. If one is chosen, help orient them for a confident transition.

Inform Club Members: Work with club leaders to announce your departure and introduce the new leader, ensuring a seamless transition. Consider sending an email via IE Connects.

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2_ CLUB LEADER TERMS & ACCOUNTABILITY

REASONS FOR DISSOLUTION

We recognize that balancing responsibilities can be challenging, and serving as a Club Leader may not always remain a top priority. To ensure continued leadership and engagement within the club community, we have outlined the rationale by which a Club Leader may be asked to step down, allowing others the opportunity to take on the role and contribute.

Failure to Fulfill Responsibilities: Not organizing a club event within a one-year period. Not responding to emails or messages from GAR or your IE Contact for six consecutive months. Repeated absence from planning meetings or Club events.

Violation of Institutional Policies: Breach of the IE Code of Ethical Conduct or the IE Connects Code of Conduct.

Misrepresentation or Misuse of the IE Brand: Unauthorized use of the IE name, logo, or brand assets in a manner that does not comply with institutional guidelines.

Non-Compliance with Club Guidelines: Failure to adhere to established club policies and operational standards.

Misuse of Alumni Data: Sending mass email communications to alumni using unauthorized third-party tools (e.g., MailChimp, Constant Contact) vs. approved processes via IE Connects / GAR requests.

Completion of pre-determined Term: Alumni may be asked to step down after completion of the 2-year term to allow the opportunity for others to step up.

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3_ CLUB LEADERSHIP MODELS

RECOMMENDED GOVERNANCE STRUCTURES

Leadership committees are generally made up of 3-6 people. There is no one-size fits all. Here are a few examples of types of board structures you can try.

Traditional Board Structure

This structure clearly defines roles and responsibilities, facilitating effective decision-making and organization within the club.

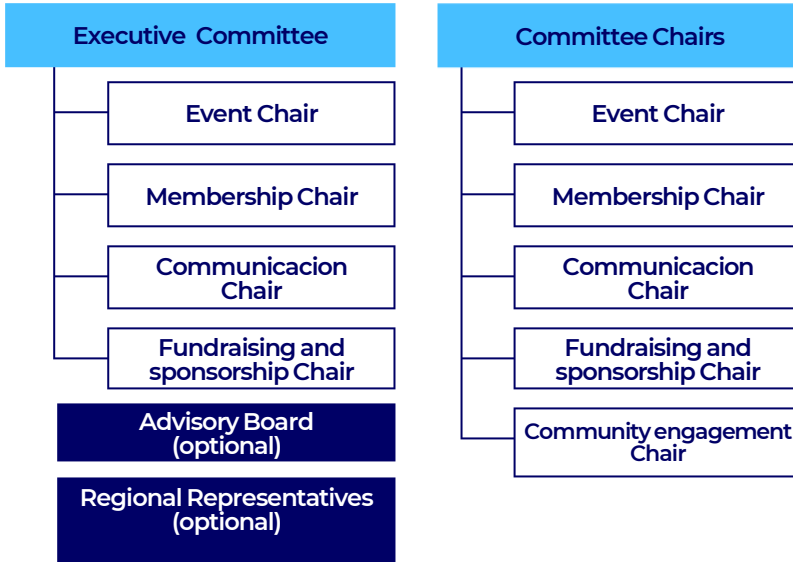
Collaborative Structure

This structure ensures all members have a chance to contribute and collaborate. One suggestion is to create small committees per event to handle all the details from event planning to execution.

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3_ CLUB LEADERSHIP MODELS

TRADITIONAL BOARD STRUCTURE



EXECUTIVE COMMITTEE

President

Overall leader and representative of the alumni club. Oversees club operations, sets goals, and ensures alignment with the club's mission. Leads executive meetings, liaises with IE, and represents the club at official events.

Vice President

Assists the President and leads in their absence. Often in charge of specific strategic initiatives, such as member engagement or event planning. Works closely with all committees to meet club goals

Secretary

Responsible for maintaining accurate records of meetings, including minutes and attendance. Manages all club communications, including email updates, newsletters, and formal announcements.

Treasurer

Keeps track of budget, fundraising and sponsorship efforts.

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3_ CLUB LEADERSHIP MODELS

TRADITIONAL BOARD STRUCTURE

COMMITTEE CHAIRS

Events: Organizes alumni events, including professional networking, masterclasses, workshops, and social gatherings. Works closely with the Treasurer to manage event budgets and with the Communications Chair to promote events.

Membership: Leads efforts to recruit new / retain existing members. Tracks membership and member participation using available tools on IE Connects. Develops strategies for increasing membership engagement

Communications: Oversees the club's communication strategy, including email campaigns & newsletters and micro messaging. Ensures the club follows IE's official brand guidelines to promote club events and news.

Fundraising and Sponsorship: Leads fundraising efforts for club activities, identifying potential sponsors, building and maintaining partnerships. Plans fundraising events or campaigns and works with the IE Foundation to identify synergies.

Community Engagement: Responsible for fostering relationships between the club and the broader alumni community. Organizes service projects, mentorship programs, and partnerships with local businesses or nonprofits.

ADVISORY BOARD (OPTIONAL)

A group of senior alumni or past club leaders who provide guidance to the Executive Committee. Advisory members do not have operational duties but contribute through mentorship, long-term planning, and ensuring the club's sustainability through continuity of leadership and ensuring club goals.

REGIONAL REPS (OPTIONAL)

If the Alumni Club's network spans multiple cities/locations, you may consider adding a regional representative to lead local events and initiatives, acting as a liaison between alumni in that location and the Club leadership Team. Example: IE Alumni Italy Club Team is based in Milan with a Regional Rep. in Rome.

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3_ CLUB LEADERSHIP MODELS

COLLABORATIVE STRUCTURE



Composition: A diverse group of club leaders interested in organizing events based on their interests and expertise. All the club leaders have the same responsibilities: brainstorm event ideas, plan logistics, marketing and execution.

Regular Meetings

Schedule regular meetings for the committee and interested members to discuss event planning, share updates, and troubleshoot issues.

TASKS TO CONSIDER PER EVENT

- **Event Project Planning:** Oversee the entire event, and ensure timelines and tasks are managed.
- **Marketing:** Develop promotional materials and communicate via IE Connects & social media.
- **Logistics:** Manage venue selection, and setup on the day of the event.
- **Volunteers:** Recruit and organize volunteers for various tasks leading up to / during the event.
- **Feedback Mechanism:** After each event, gather feedback from participants and volunteers to evaluate successes and identify areas for improvement.
- **Documentation:** Keep detailed records of event plans, budgets, and outcomes to guide future planning and share knowledge with new members.

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4_ RESOURCES FOR CLUB LEADERS

The Global Alumni Relations Clubs Team provides support to alumni club leaders at all stages of club growth and development. Outlined below are some of the general training materials and resources to prepare and guide you. IE Alumni Club Leaders should develop an understanding of these guidelines and attend training/onboarding sessions.

In addition, we highly encourage all Club Leaders to share knowledge, insights and best practices with fellow Alumni Club Leaders.

1. [COMMUNICATIONS FROM GAR](#)
2. [EVENT MANAGEMENT](#)
3. [IE CONNECTS GUIDEBOOK](#)
4. [IE ALUMNI CLUB LEADER COMMUNITY ON IE CONNECTS](#)
5. [BRANDING & MARKETING MATERIALS](#)
6. [BUDGET](#)

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4_ RESOURCES FOR CLUB LEADERS

1_COMMUNICATIONS FROM GAR

Club Leader Newsletter

Exclusive communication for IE Alumni Club Leaders, with the purpose of sharing best practices, stories, and insights from fellow Alumni Club Leaders, and other resources that can help support you in your roles and enrich your clubs & communities.

IE Alumni Club Leaders Virtual Townhall(s)

Given the worldwide presence of our IE Alumni Club Leaders, the GAR Team hosts 1 to 2 Virtual Townhalls for Club Leaders. The purpose is to provide relevant updates as it relates to the Institution, Alumni and Careers initiatives, as well as achievements, developments and challenges related to Alumni Clubs and Communities.

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4_ RESOURCES FOR CLUB LEADERS

2_EVENTS MANAGEMENT

EVENT TOOLKITS

- Here are a few ideas for type of club events that could be of both professional and personal interest to your network:
- Flash Mentorship is speed style, small group mentorship event, led by preselected alumni mentors.
- Structured Networking Nights were created to help alumni make relevant connections for their careers.
- Discover other types of events your club can organize. Information on philanthropic events (coming soon).

BEST PRACTICES FOR HOSTING EVENTS

- Survey alumni members to understand their interests (you can request sample surveys from GAR).
- Offer a diversity of event topics/speakers to ensure content represents the IE values and community interests. Plan quarterly or biannually.
- Decide logistics such as date, time, event type etc. early on to be able to communicate it to club members in advance.
- Promote your event on multiple channels (social media, IE Connects email), ideally 1-month prior.
- Consider co-hosting events with other Alumni Clubs for further visibility (i.e. sector clubs or regional clubs)

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4_ RESOURCES FOR CLUB LEADERS

3_IE CONNECTS

WHY IE CONNECTS?

IE Connects is the official digital engagement platform for the entire IE Community – alumni, students, staff, and faculty.

1. Integrated with the Alumni Directory, so you have access to the greater Alumni Network.
2. Main source for alumni profile updates, enabling more relevant engagement according to professional experience, residence & interests.
3. Higher visibility for your Club and club activities, due to relevant content marketing and geolocalization (app)
4. Club Leaders can communicate directly with their club members via emails, forum posts, events, surveys etc.
5. GDPR compliant: legally communicate with your members via email.
6. Tracking of event attendance, engagement and involvement of your community.

IE CONNECTS GUIDEBOOK

In this IE Connects guide, you will find the following info:

- How to create an event + best practices
- How to manage your club members
- How to send an email
- How to create a survey
- How to check-in attendees for an event
- How to create your club website

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4_ RESOURCES FOR CLUB LEADERS

4 CLUB LEADERS COMMUNITY

Use the IE Alumni Club Leaders Community on IE Connects to communicate, find synergies, share best practices, network, and support other club leaders.

A few suggestions to maximize your experience in this group:

-
- Introduce yourself via the [General Channel](#) on the Home page
- Share your club events on the feed
- Share well-researched articles, news, tips, and resources that could be relevant for any club leader.

Also, you can share these IE Connects “how-to” videos with your members to make it easier for them to access the platform:

- [How to Login to IE Connects](#)
- [How to Recover Your IE Credentials](#)
- [How to Login to IE Connects Using LinkedIn](#)

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4_ RESOURCES FOR CLUB LEADERS

5_ IE BRANDING & MARKETING MATERIALS

CLUB VISIBILITY

SOCIAL MEDIA

Increase your club's visibility good way to increase your club's visibility by posting your events on LinkedIn and tag @IEGlobalAlumniRelations and your local IE contact. We encourage you to hashtag #IEAlumniClubs

EMAIL

You can use IE Connects to send mails to your members or request an email be sent by GAR to the alumni in your area.

CLUB-RELATED ACTIVITY ON IE CONNECTS:

The more events you post in [IE Connects](#), the more visibility your club will have for all alumni connecting to the platform. In addition, co-host with other alumni clubs. Utilize your group's Feed to post job openings, interesting articles and/or updates for quick interaction with your members.

IE CLUB LOGOS & TEMPLATES

IE Alumni Clubs logos are created according to corporate brand requirements by the IE Marketing Department. Logo elements should not be modified. Find your clubs' logo: [IE Design Website](#).

IE CLUB EMAIL

If you wish to have an official IE Alumni Club email account, contact us at clubs@ie.edu.

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4_ RESOURCES FOR CLUB LEADERS

6_ BUDGET

While we strive to support our over 100 alumni clubs globally in various ways, please note that there are very limited funds available for club activities. As a result, the allocation of funds will be evaluated on a case-by-case basis.

We encourage you to speak with your local contact (Regional Alumni & Careers Director or Office Country Director) and align on the events you have planned for the year to see if there is the possibility for part of the event to be subsidized.

We appreciate your creativity and initiative in building a thriving alumni community.

IDEAS AND RECOMMENDATIONS:

1. Explore external sponsorship opportunities with companies and local organizations.
2. Explore in-company events with alumni members who would be willing to help bridge the connection with their company.
3. Charge a fee for club events to help cover the cost.*

* Speak with your local contact to see if IE Connects supports paid-events in your region.

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5_ BENEFITS FOR CLUB LEADERS

Some ways we acknowledge and recognize your dedication and leadership.

INVITATIONS TO EXCLUSIVE EVENTS and opportunities and a chance to represent the club at external events or conferences.

SPECIAL DISCOUNT for Club Leaders to attend Global Alumni Weekend in Madrid.

EXCLUSIVE NETWORKING OPPORTUNITIES. Expand your network by connecting with other club leaders worldwide (virtually) and in person at the Global Alumni Weekend in Madrid.

EARLY ACCESS TO INFORMATION & UPDATES and direct communication with the GAR leadership, opening a conversation for impacting alumni engagement together.

CLUB LEADER SPOTLIGHT highlighting our Alumni Club Leaders in our newsletter or on social media.

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6_ YOUR IE CONTACTS

ALUMNI & CAREERS REGIONAL TEAM

LATIN AMERICA	ADRIANA AMADOR ARIAS adriana.amador@ie.edu
NORTH AMERICA	VACANCY clubs@ie.edu
DACH & BENELUX	ADAM COLLINS adam.collins@ie.edu
UK & IRELAND	MARIA PANAYIOTOU maria.panayiotou@ie.edu
MIDDLE EAST & AFRICA	OMAR EL-SMAILE omar.el-smaile@ie.edu
INDIA	GEETA MITTAL geeta.mittal@ie.edu
S.E. ASIA & OCEANIA	SHINN TEO shinn.teo@ie.edu

GLOBAL MARKETS OFFICES

IE has 28 international offices, acting as your IE local partner. Find your local office: [IE International Offices](#) or contact us at clubs@ie.edu to be introduced.

GLOBAL ALUMNI RELATIONS CLUBS TEAM

GAR CLUBS TEAM	clubs@ie.edu
Deputy Head, Alumni Engagement	LAURA STRAZZABOSCHI Laura.strazzaboschi@ie.edu
National & Professional Clubs	NOELIA REVILLA BARRERO Noelia.revilla@ie.edu
International Clubs	JANET GIRARDOT Janet.girardot@ie.edu

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07_ CLUB LEADER COMMITMENT

Thank you for reviewing the IE Alumni Club Official Guidelines!

Please take 2 minutes to complete the IE Alumni Club Leader Commitment Agreement. If you have any questions or concerns, please contact us at clubs@ie.edu

IE Alumni Club Leaders
Community

clubs@ie.edu

www.alumni.ie.edu

