

# Kellogg Alumni Leader Call

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**June 25, 2019**

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# Agenda

- Kellogg Alumni Relations Update 7 mins
- Eventbrite Review 10 mins
- Event Marketing Best Practices 20 mins
- Q & A 8 mins

# Kellogg Alumni Relations Update

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# Kellogg Alumni Relations Update

- Kellogg Alumni Relations: Team & Role
- Strategic Planning Reminder
- iModules Email Training
- Reunion 2020
- Event Marketing Overview

# Kellogg Alumni Relations Team

Team Member	Group Lead	Subject Expertise
<b>Bridget Krause</b> Director	Affinity Networks	Alumni engagement strategy Clubs and groups strategy Engagement metrics
<b>Tanya Dornik</b> Associate Director	Kellogg Alumni Council Pete Henderson Society International Clubs	Leadership connections
<b>Gail O'Hara</b> Associate Director	US West Clubs US South Clubs Mexico Clubs	Events and faculty New club process Governance
<b>Gina Razum</b> Associate Director	US East Clubs US Midwest Clubs Canada Clubs	Data resources & online tools Training & recognition
<b>Mark Lowry</b> Associate Director	Reunion Committees	Web editor
<b>Peggy Cornog</b> Associate Director	Reunion Committees	Student-Alumni Mentorship Admissions partner

# Alumni Relations Team Role: Tools, Guidance

	Foundational	Scaling	Sustainable
Connect you to Alumni leaders and faculty in the Kellogg Community	✓	✓	✓
Provide alumni data for purposes of the alumni group's business (email, etc.)	✓	✓	✓
Annual Market Sheets		✓	✓
Webpage on Kellogg Website	✓	✓	✓
Kellogg-branded email templates & access to email tool	✓	✓	✓
Eventbrite registration tool & initial training support	✓	✓	✓
Provide guidance and best practices for group management and events	✓	✓	✓
Additional training and communication support	✓		

# Strategic Planning Reminder

- **Goals / Areas of Focus for FY20**
  - 1 – 3 goals is reasonable. Use the Growth Stage Continuum Chart for ideas (see Appendix)
  - Goal #1
  - Goal #2
  - Goal #3
- **Calendar for FY20**
  - Provide a link/copy of your FY20 calendar (e.g. Google Calendar, Excel, PowerPoint, etc.)
- **Metrics**
  - Total connections
  - Unique connections
  - NPS (Net Promoter Score)
  - Your alumni relations liaison can work with you to provide historical data, where possible, and help you set metrics targets for FY20
- Submit your FY20 strategic plan to your alumni relations liaison by **August 31, 2019**

# iModules Email Training



Illustrations of.com #1050994

- The new iModules email tool is here!
- U.S. clubs/networks in Sustainable/Scaling/Foundational stages invited June 11
  - **Goal:** Complete training, start using new tool by **August 31**
- International clubs will be invited mid-July
- Requirements to access the new tool
  - Sign the Alumni Volunteer Code of Conduct
  - Sign the Volunteer Confidentiality Statement
  - Complete training (two options)

## 1) Live Webinar Training (all times CT)

- June 27: Noon – 1:00 pm
- July 9: 7:00 – 8:00 pm
- July 16: Noon - 1:00 pm
- July 30: 7:00 - 8:00 pm
- August 6: Noon – 1:00 pm
- August 19: 7:00 – 8:00 pm

## 2) Self-paced Training Activity

[Register for Live Webinar or Self-Paced Training](#)



# Reunion 2020



## Save the date for Your Kellogg Reunion

**Friday, May 1 and Saturday, May 2, 2020**

Registration opens in January

### Join us next May for an unforgettable experience

Reconnect with your classmates

Celebrate your milestone: Help your class win the Reunion Cup Challenge

Return to the classroom with Kellogg's world-class faculty

Make new memories in the beautiful Kellogg Global Hub

## Interested in serving on your Reunion Class Committee?

Alumni Relations is currently  
[accepting applications](#).

For questions, contact:

Mark Lowry, 847-491-2827

Peggy Cornog, 847-491-1087

Email:

[alumninetwork@kellogg.northwestern.edu](mailto:alumninetwork@kellogg.northwestern.edu)

# Event Marketing Overview

Pre-Event Promotion	Post-Event Promotion
Emails <ul style="list-style-type: none"><li>• Save the Date</li><li>• Invitation</li><li>• Reminders</li></ul>	Thank you email <ul style="list-style-type: none"><li>• Survey</li><li>• Promote upcoming events</li></ul>
Newsletters	Summary on social media, with photos
Social media	Share with other clubs
Kellogg global events listing	Share with Alumni Relations liaison
Promote at club events (e.g. remarks, flyers)	Submit to Club News in Kellogg Magazine
Promote to other clubs <ul style="list-style-type: none"><li>• Northwestern, Law, Medill, affinity, etc.</li><li>• Other MBA schools</li></ul>	
Outreach to personal network	

# Eventbrite Review

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# Kellogg + Eventbrite Communities

The screenshot shows the 'All Events' page on the Kellogg Alumni Network website. At the top, there is a navigation bar with the Kellogg logo and links for 'Home', 'Contact', 'Learn & Develop', 'Career Development', 'News & Impact', 'Volunteer', and 'Give'. Below the navigation bar, there is a header for 'All Events' and a 'CREATE EVENT' button. The main content area features a 'Filter Event List' section with a map and search filters. Below the map, there is a list of events with details such as title, date, location, and a 'VIEW EVENT' or 'RSVP' button.

Name	Location (City)	Date	Action
iRelaunch Returns to Work Conference	THURSDAY MAY 7 - IRVINE, CA		VIEW EVENT
Finding Fulfillment in Person Workshops	Held Tuesdays May 2, 14 & 21, 2019 from 12:30 PM - 2:30 PM THURSDAY MAY 9 - IRVINE, CA		VIEW EVENT
CEO Breakfast Series: Becky Frankiewicz, President, ManagementGroup North America	THURSDAY MAY 9 - MILWAUKEE, WI		VIEW EVENT
Design Thinking Demystified	THURSDAY MAY 9 - NEW YORK, NEW YORK		RSVP
2019 Kellogg Greater China Business Conference	SATURDAY MAY 11 - EVANSTON, IL		RSVP

Launched in November 2018:  
<https://nvite.com/community/kellogg>

## Capabilities

- Global list of Kellogg-sponsored and club/network events open to alumni
- Searchable by keyword, date, location
- Clubs/networks can post to listing using existing Eventbrite accounts
- Able to promote events hosted on non-Eventbrite sites (collaborative events w/other orgs; iModules, etc.)

## Benefits

- Integration with Eventbrite – one of the world's largest event hosting/ticketing platforms
- Quickly add events to listing in real time
- Increased visibility of events to alumni
- Global listing is linked to alumni website
- Alumni can RSVP while on site
- Robust options for customizing event and ticketing

# Promote Your Events with Kellogg's All Events Listing

## EVENTBRITE USER

- Log in to your Eventbrite account
- Open new browser tab
- Go to **kell.gg/alumnievents** in 2nd browser tab
- Click "**Create Event**" then "**Allow**" to connect and import your event
- Click edit to customize details
- Follow prompts, then click "**Save**" then "**Make Event Live**"

## NON-EVENTBRITE USER

- Copy the URL to your event page
- Email **alumni-clubs@kellogg.northwestern.edu** with subject line "Add Event to Listing"
- A confirmation email will be sent within 48 hours to confirm the listing has been added

## EVENT WITHOUT LANDING PAGE

- Create an Eventbrite account
- Follow steps shown for "Eventbrite User"
- If you are unable to create an event in Eventbrite, contact your club liaison for support

# Kellogg + Eventbrite Communities

What's next:

- Clubs/Affinity Networks will receive an updated instruction sheet
- Increase club/network use of Eventbrite and Kellogg global listing
- Kellogg to explore naming conventions/categories to enhance search

# Event Marketing Best Practices

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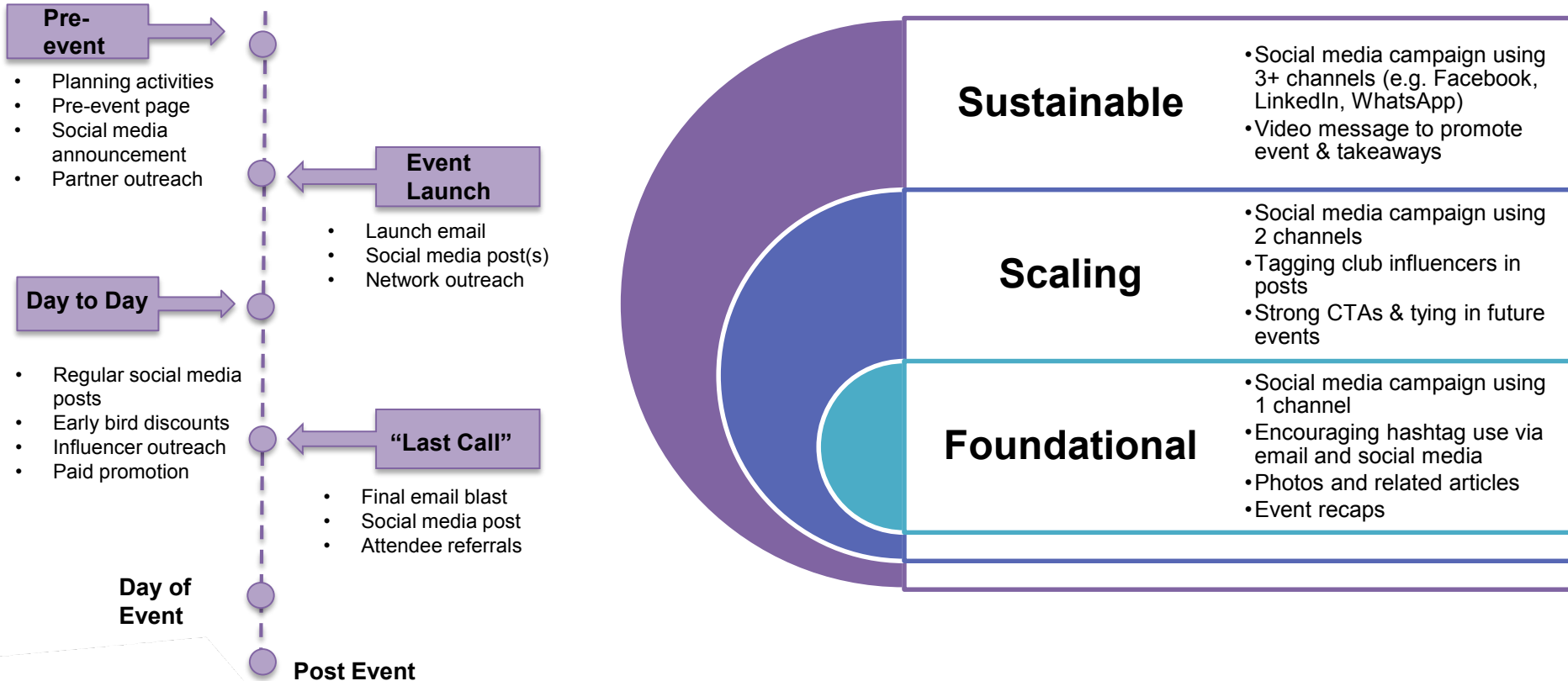
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# Integrated Event Marketing

- Generates excitement and interest over time
- Increases exposure of your channels
- Provides greater opportunity to tell the ‘story’ of your event
- Motivates your audience to connect with you pre- and post-event



# Timeline & Tools



# Sample Event Marketing Plan

	Email	Eventbrite	Kellogg Global Listing	Facebook	WhatsApp	LinkedIn	Instagram
<b>90 Days</b>	Save the Date w/ Event Name			Save the Date post with photo	Save the Date Message		
<b>75 Days</b>		Create Event Page				Save the Date post with highlights	
<b>60 Days</b>	1 <sup>st</sup> Email: general event details & link		Add event using instructions	Event link with early bird promo	Event link with details & early bird promo	Event link & early bird promo	Save the Date post with photo
<b>45 Days</b>	2 <sup>nd</sup> Email: Highlight event value prop			Encourage sharing with other alumni	Encourage sharing with other alumni	Encourage sharing with other alumni	
<b>30 Days</b>	3 <sup>rd</sup> email: 30 Day Countdown to event with fun facts			Weekly post with event value prop details or fun facts	Reminder to register	30 day countdown with fun facts	Encourage sharing with other alumni
<b>15 Days</b>	4 <sup>th</sup> email: More details on venue, speaker, etc.			Video message from speaker		Video message from speaker	
<b>7 Days</b>	5 <sup>th</sup> email: Registration update (sold out, etc.)			Venue details post	Speaker info; reference article	Article related to event theme	Video message from speaker
<b>1 Day</b>	6 <sup>th</sup> Email: Logistics						
<b>Day of Event</b>				Celebratory post with hashtag reminder	Hashtag reminder		Behind the scenes photo
<b>1-3 Days after event</b>	Event survey; recap with highlights/photos					Quote from event; attendance details	2-3 photo recap; IG story with CTA

# Leveraging Social Media: Social Event

Event Example: KEWN Wine Tasting

## Pre-Event

- Spotlight on one of the wines or regions
- Speaker fun facts or Q&A
- Short video tour of venue

## Post-Event

- Key takeaways from sommelier
- Article on women in the hospitality/wine industry
- Event recap with CTA to share photos using hashtag & tag alumni



## CHOOSE 2-3 PHOTOS

Curate photos that tell a story  
and draw the eye

# Leveraging Social Media: Content Event

Event Example: Faculty Speaker (Nicholas Pearce)

## Pre-Event

- Share recent article quoting faculty member
- Image of faculty member with book
- Pull selected quotes to tease content
- Posts that ask poll questions related to book theme(s)

## Post-Event

- 3 key ideas/takeaways
- Thank you post tagging faculty's social media handle
- Image of faculty chatting with audience member(s)
- Image of faculty speaking

# Leveraging Social Media: Intern Event

Event Example: Welcome to Interns Happy Hour

## Pre-Event

- Throwback/archive photos of alumni while interning
- Highlights of why connecting with interns is important
- "Where are they now?" posts celebrating connections made at previous intern events

## Post-Event

- Polls/questions related to best advice given (or to share)
- Images of alumni + intern interaction
- Article related to networking throughout career stages (or similar)

# Dos and Don'ts

## DO:



- Use the #KELLOGGALUMNI hashtag
- Share details that reinforce why alumni should attend
- Use high quality photos
- Add media release copy to emails and event registration page

## DON'T



- Post blurry photos
- Use a lot of exclamation points or use all caps
- Forget to encourage attendees to share on social media (with hashtag)
- Forget to share content post event

# Questions & Best Practices Sharing





**Thank you for all you do on behalf of Kellogg!**



# Appendix

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# Kellogg Alumni Club & Network Mapping\*

	Domestic	International	Affinity
Sustainable	Chicago (16,995) Dallas (918) San Francisco (3,633) New York (3,921)	Japan (824) Singapore (279) Switzerland (325)	Finance (5,022) Executive Women's (7,220)
Scaling	Atlanta (902) Boston (1,346) Chicago-West (4,686) Los Angeles (1,625) Seattle (1,081) South Florida (928) Washington DC (1,190) Wisconsin (1,166)	France (330) Hong Kong (633) Korea (257) Shanghai (256) Toronto (281)	Real Estate (532) Private Equity Network (149)
Foundational	Cleveland (359) Colorado (992) Houston (713) Indianapolis (335) Orange County (437) Portland (310) San Diego (471) St. Louis (337) Twin Cities (963)	Beijing (161) Benelux (287) Germany (888) Greater Gulf Cooperation Council (34) India (369) Italy (106) London (314) Mexico (441) Palestine (27) Spain (138) Taipei (80)	Family Business (66) Hispanic (863)  *Data from April 2019

# Club & Network Growth Stage Continuum

Each stage builds on the previous stage 

	Foundational	Scaling	Sustainable
# Board Members	3 – 5	5 – 8	9+
# Board Meetings/Year	1 – 3	4 – 6	7+
# Board Roles	President + 2–3 roles	President + 3– 5 roles	President + 6+ roles
Annual Strategic Planning	6 months	1 year	3 years
Recruiting	Personal network Call for volunteers email	Intentional recruiting at events Welcome/recruit new grads	Develop annual recruiting plan
Succession Planning	File sharing mechanism to store & share documents	Shadow roles for incoming leadership	Formal election Onboarding, training & recognition
# Events/Year	2 – 4	4 – 8	8+
Types of Events	Social Content	Career Welcome for new grads/interns	Signature Targeted
Communications	Sends event invitations Sends post-event thank you Sends registration lists to Kellogg Uses Kellogg email templates Maintains web page Uses social media Uses event management platform	Sends post-event surveys with NPS Sends NPS to Kellogg	More sophisticated and targeted communications
Finances	N/A	Establishes bylaws Secures EIN Opens bank account Charges admission for events	Obtains 501(c) status Generates revenues via events, corporate sponsorships, other methods