



# Communicating with your Alumni Group

by Lieven Brouwers

*President*

*LSE Alumni Association Belgium*



Communicating  
with your  
Alumni Group



- 1. Developing a Communication Strategy**
- 2. Communication Channels - Technology**
- 3. Contents - Layout - Timing**
- 4. Constant Learning: Feedback, Do's & Don'ts**

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## 1. Developing a Communications Strategy

### A. Determine Goals

- Long-term
  - What is the overall goal(s) of the organization?
- Short-term
  - What would you like to achieve through your communications effort?
  - Does your current communication effort support your goal?
  - Do the people you need to reach know you exist?
  - How visible is your organization now?

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## 1. Developing a Communications Strategy

### B. Identify and profile your target audience

- Essential in choosing the most effective ways to communicate with your audience.
- Help from LSE Alumni Relations for stats on nationality, degree, occupation, age of alumni

Example Belgium:

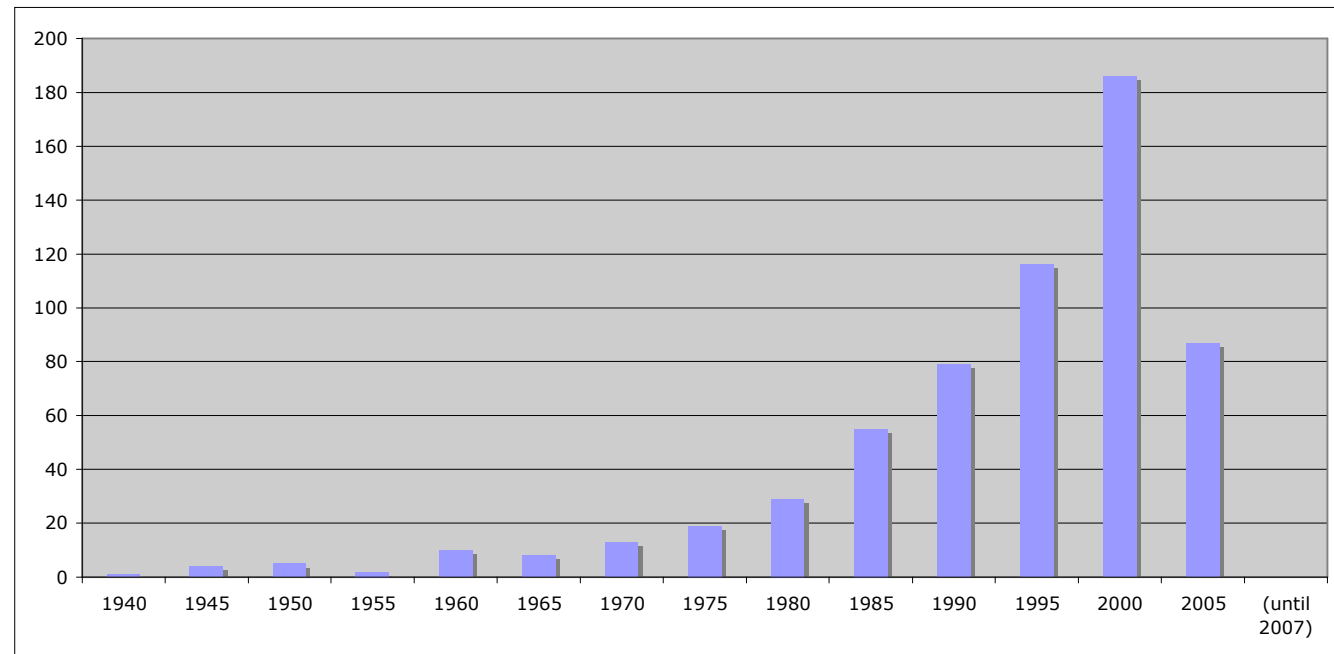
- 835 alumni registered as currently residing in Belgium
  - 243 Belgian
  - 94 UK
  - Majority of the rest spread between France, Germany, Italy, Greece, Denmark, Spain and the USA.
- (2008 numbers)

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## 1. Developing a Communications Strategy

### C. What's the message?

- Your messages are closely tied to your goals and your audience
  - Show importance, urgency, or magnitude of goals
  - Tied to interests of the audience
- Relevant
  - News and events
- Put a “face” on your alumni group

- Be memorable:



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## 2. Communication Channels - Technology

### A. Communication Channels

- Communication channels carry the messages to the target audiences.
- Channels take many forms and there is an infinite list of possibilities.
- Appropriateness to audience, goal, and message
- Where or from whom does your audience get its information?

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## 2. Communication Channels - Technology

### B. Technology

- Keep it simple
- Costs/Resources
- What are the current skills of the board members?
- Do you have the resources for outside communications & technological expertise?
- Which platform(s)? Pros & Cons
  - Website - Houghton Street Online - Facebook - LinkedIn - Mailing list

# Own Website

The screenshot shows the homepage of the LSE Alumni Association Belgium website. At the top, there is a navigation menu with links for Home, About us, LSE AAB Team, Advisory Board, Sponsors, Events, Newsletter, Membership, Members, Members list, Links, and Contact. The main content area features a large banner with the text "The LSE Alumni Association in Belgium" and a welcome message. Below this, there is a section for "Current and admitted students" and a list of "What's New" including "LSE Drinks, 2 September 2009", "Summer 2009 newsletter", "LSE Alumni 39Q, 13 September 2009", and "LSE AAB Online Calendar". A sidebar on the right contains a "What's New" section with similar items and a "LSE Alumni" logo.

# Houghton Street Online

The screenshot displays the Houghton Street Online website, which is the online community for the LSE Alumni Association Belgium. The header includes the LSE logo and the text "Houghton Street Online". A navigation menu at the top right lists "Alumni", "Supporting LSE", "Annual Fund", and "Donate Now". The main content area features a "Welcome | News | Events | Join/Pay Dues | Contact Us" section. A "Latest News" section highlights the "LSE AAB Newsletter Summer 2009". Below this, there is a "Word from the Presidents" section with a red header and a message addressed to fellow alumni. The website also includes a sidebar with "Alumni Groups" and "Events and Reunions" sections.

# Facebook

The screenshot shows the Facebook page for "LSE in Brussels". The page header includes the Facebook logo and navigation links for Home, Profile, Friends, and Inbox. The main content area features a "Basic Info" section with details about the group, including its name, category, and description. There is also a "Contact Details" section with email and website information. The page includes a "Recent news" section with a post from August 2009 and a "Group type" section. A sidebar on the right contains a "Create an Ad" section and a "Share" button.

# LinkedIn

The screenshot displays the LinkedIn profile for "LSE Alumni". The profile header includes the LinkedIn logo and navigation links for People, Jobs, Answers, and Companies. The main content area features a "Basic Info" section with details about the group, including its name, location, and industry. There is also a "Connections" section with a list of members and a "Public Profile" section. The page includes a "Recent news" section with a post from August 2009 and a "Group type" section. A sidebar on the right contains a "Create an Ad" section and a "Share" button.

### 3. Contents - Layout - Timing

#### A. Contents

- Relevance to desired outcomes

*Messages should be based on what the target audience perceives as most important to them, what they want to know, and not what is most important or most interesting to the originating agency*

- Clarity: to avoid misunderstanding
- Eliminate unnecessary information
- Spelling & grammar
- Proof reading

Goal: Break through “information clutter”: too much info to process

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### 3. Contents - Layout - Timing

#### B. Layout

- Both the channel and the goal influence message design

### 3. Contents - Layout - Timing

Gmail - LSE Alumni Association Belgium Newsletter December 2007 - lieven.brouwers@gmail.com

**LSE Alumni Association Belgium Newsletter December 2007** LSE Belgium | X

Print all Create a document Expand all Forward all Turn on highlighting

★ **Lieven Brouwers** to bcc: jaudenaert, bcc: thaidigsmann, bcc: pe show details 07/12/2007 Reply

Please find our Newsletter of December 2007 in attachment

---

 **071206-LSE-Newsletter Dec07.pdf**  
1138K View Download

Reply Forward

★ **Mail Delivery Subsystem** This is an automatically generated Delivery Status Notification Deliver 07/12/2007 Reply

★ **Mail Delivery Subsystem** This is an automatically generated Delivery Status Notification Deliver 07/12/2007 Reply

Done 1:58:59



### 3. Contents - Layout - Timing

Gmail - LSE Alumni Association Belgium Newsletter May 2008 - lieven.brouwers@gmail.com

**LSE Alumni Association Belgium Newsletter May 2008** LSE Belgium | X [Print all](#) [Create a document](#) [Turn on highlighting](#)

LSE to me [show details](#) 07/05/2008 [Reply](#)

**Images are not displayed.**  
[Display images below](#) - [Always display images from lieven.brouwers@alumni.lse.ac.uk](#)

Dear Lieven

Please follow this link to our [latest Newsletter of May 2008](#).

More information about the activities of our Association can be found on [our website: www.lse-alumni.be](#) (due to switching servers, for the moment, please find our website at [www.fkoebele.de/lsebelgium](#)).

We can also be found on [LSE's Houghton Street Online](#) and on [Facebook](#).

On behalf of the board of the LSE AAB,

Kind regards,


Lieven & Olivier  
Presidents LSE Alumni Association Belgium  
This message is being sent to you via the LSE online community, [Houghton Street Online](#)

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**Email preferences:** Please [click here](#) to select the types of email you receive from LSE, or to opt-out of all emails.

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ODAR  
7th Floor, Tower One  
Houghton Street  
Aldwych  
London, WC2A 2AL  
England



2:00:06



## 3. Contents - Layout - Timing

Gmail - INVITATION: LSE expert talk on 'Doing business with the Dragon', Thu 5 June at The Centre from 18:30 (start 18:45), followed by a drinks reception - lieven.brouwers@gmail.com

**INVITATION: LSE expert talk on 'Doing business with the Dragon', Thu 5 June at The Centre from 18:30 (start 18:45), followed by a drinks reception** [Print all](#) [Create a document](#) [Expand all](#) [Forward all](#) [Turn on highlighting](#)

LSE Belgium | X

★ **Lieven Brouwers** to bcc: me, bcc: Caroline, bcc: Darinka, bcc: Florian, bcc: Joana, bcc: Julien, bcc: Laura, bcc: Laurent, bcc: luka.repansek, bcc: Miriam, bcc: nina, bcc: olivi [show details](#) 04/06/2008 [Reply](#)



**Doing Business with the Dragon**  
On Thursday 5 June from 18:30/20:00 (start 18:45), followed by a drinks reception

With:

- Stefaan Depypere, Director, Trade Defence, DG Trade, European Commission
- Dr. Razeen Sally, LSE Professor for International Political Economy, Director of the European Centre for International Political Economy (ECIPE)
- Stephen Kai-yi Wong, Director, Hong Kong Economic & Trade Affairs

The LSE Alumni Association Belgium and The Centre invite you to a discussion ('Chatham House Rule') on "Doing Business with the Dragon". The meeting will bring together three leading experts to discuss the key issues related to the challenges in the EU's economic relations with China.

This event is part of the LSE Expert Talk series and open to LSE Alumni. To register, please send an email with "LSE alumni" in the subject field and stating clearly your name, your organisation and your year of graduation to: [meet@thecentre.eu](mailto:meet@thecentre.eu).

Please note that this invitation is personal. Should you wish for another person from your organisation to attend, please send us their name and contact details.

For further information on The Centre, please visit [www.thecentre.eu](http://www.thecentre.eu).

For further information on the LSE Alumni Association Belgium, please visit [www.lsealumni.be](http://www.lsealumni.be). We can also be found on [LSE's Houghton Street Online](#) and on [Facebook](#). Please follow this link to our latest [Newsletter of June 2008](#).

The Centre  
Avenue Marnix 22  
B-1000 Brussels  
[www.thecentre.eu/directions](http://www.thecentre.eu/directions)

↓ Laura Dawn Eid  
1:56:45

## 3. Contents - Layout - Timing

Gmail - LSE AAB Newsletter September 2008 + invitation LSE Alumni BBQ - lieven.brouwers@gmail.com

LSE AAB Newsletter September 2008 + invitation LSE Alumni BBQ Belangrijk | X Print all Create a document Expand all Forward all Turn on highlighting

LSE Belgium | X Werk | X

★ **Lieven Brouwers** to bcc: a.antonakis-al., bcc: a.barbera-i-ar., bcc: a.e.kordecka, bcc: a.k.sroczynski, bcc: a.m.monchovet, bcc: a.sethi, bcc: acini, bcc: adams.peter, bcc: ade [show details](#) 01/09/2008 Reply

Dear alumni,

Please follow this link to our [latest Newsletter of September 2008](#)

Contents:

- 1) Edito - Word from the presidents**  
Announcing the **Advisory Board** of the LSE AAB
- 2) Forthcoming events**
  - **LSE Wednesdays drinks - Every first Wednesday of the month**  
**Wednesday 3 September, 7.30pm at "De Ultieme Hallucinatie"**  
[Rue Royale 316, 1210 Saint-Josse \(Brussels\) \(click here for map\)](#)
  - **LSE AAB Pre-departure & Welcome home Event** (click for more info)  
**Sunday, 14 September 2008 14.00-15.30**  
[at KultuurKaffee, Pleinlaan 2, 1050 Brussels \(click here for map\)](#)
  - **LSE AAB Alumni BBQ** (click for more info)  
**Sunday, 14 September 2008 16.00-...**  
[at KultuurKaffee, Pleinlaan 2, 1050 Brussels \(click here for map\)](#)

The LSE Alumni Association Belgium kindly invites LSE Alumni of all ages currently residing and working in Belgium, with their respective partners and families to share the grill at a beautiful green and family-friendly location close to the centre of Brussels.

  - **Registration form for Pre-departure & Welcome home event + alumni BBQ**  
Please return the reply form [at this link](#) by email to [joanacruz@alumni.lse.ac.uk](mailto:joanacruz@alumni.lse.ac.uk) before September 10, 2008
- 3) Reports and pictures of past events: LSE expert talk : doing business with China.**
- 4) Sign up for Membership: Advantages, details, procedures** (click for more info)

LSE Alumni Association Belgium

Mail Delivery Subsystem 1:56:29

## 3. Contents - Layout - Timing

Gmail - LSE AAB Newsletter March 2009 - lieven.brouwers@gmail.com

**LSE AAB Newsletter March 2009** Heather | X LSE Belgium | X

Print all Create a document Expand all Forward all Turn on highlighting

Lieven Brouwers to bcc: acini, bcc: adams.peter, bcc: aleksandra.kor., bcc: alessandro, bcc: alexandre.cobb., bcc: alexcobaert, bcc: alixhorsch, bcc: ana.barberaare., bcc: aniel [show details](#) 3 Mar Reply


Dear alumni,


Please follow this link to [our latest Newsletter of March 2009](#).

Contents:

- 1) Edito - A word from the presidents**  
Announcing new members of the **Advisory Board** of the LSE AAB
- 2) Keynote lecture by Sir Howard Davies & Walking Supper with the LSE AAB Advisory Board**  
16 March 2009 - Keynote speech on the Financial Crisis -  
Followed by walking dinner reception at the Official residence of the British Ambassador in Brussels
- 3) LSE AAB Wednesday Drinks**  
Every first Wednesday of the month  
4 March 2009, 7.30pm at the brand-new stylish lounge bar *Midi Station*
- 4) European Internship Fair 2009**  
20 March 2009, Brussels
- 5) [New Website for the LSE AAB](#)**
- 6) LSE in the news**
- 7) Membership scheme**

Kind regards,  
The LSE Alumni Association Belgium





Mail Delivery Subsystem 1:57:51


## 3. Contents - Layout - Timing

Gmail - LSE AAB Newsletter Summer 2009 - lieven.brouwers@gmail.com


LSE AAB Newsletter Summer 2009 LSE Belgium | X

Print all Create a document Expand all Forward all Turn on highlighting

Lieven Brouwers to bcc: acini, bcc: adams.peter, bcc: aleksandra.kor., bcc: alessandro, bcc: alexandre.cobb., bcc: alexcobbaert, bcc: alixhorsch, bcc: ana.barberaare., bcc: anielab, bcc: anna\_e\_de, bcc: [show details](#) 4 Aug Reply



LSE Alumni Association Belgium



LSE Alumni Association Belgium

LSE AAB Newsletter Summer 2009

In this Issue

- Edito
- Pre-Departure & Welcome Home Event
- Annual Alumni BBQ
- LSE AAB Arts & Culture Group
- Advisory Board Launch Report
- LSE AAB Wednesday Drinks
- LSE Annual Fund 2008-2009
- LSE AAB Membership 2009-2010

Edito - Word from the Presidents

Dear fellow alumni,

By August, when most of you are hopefully spending your holidays at some far away sunnier location, it will have been exactly two years since the first Annual General Meeting of the re-launched LSE Alumni Association Belgium was held in Brussels. It's therefore time to reflect back on the past two years and look into our future.

In the second year of our association we have successfully launched our **Membership Scheme**. More than 150 alumni have already expressed their support by contributing to the LSE Alumni Association Belgium. We are pleased to see that our efforts have been appreciated as we see more and more alumni donating their Membership fee (20 EUR) to our bank account to become a Contributing Member. This is very important to us as it enables us to build up the alumni association that the many alumni in Belgium deserve, and it facilitates the organisation of events. At the same time, the network of active alumni that we reach through our mailings has steadily continued to grow to several hundreds.

The LSE AAB has continued its effort to offer you diverse social, academic and cultural events. Our **Monthly Drinks** - every first Wednesday at different locations in Brussels - have been especially popular. We held a special Christmas edition of our drinks and organised joint events with the Yale and Oxford alumni in Brussels.

LSE Alumni Association Belgium

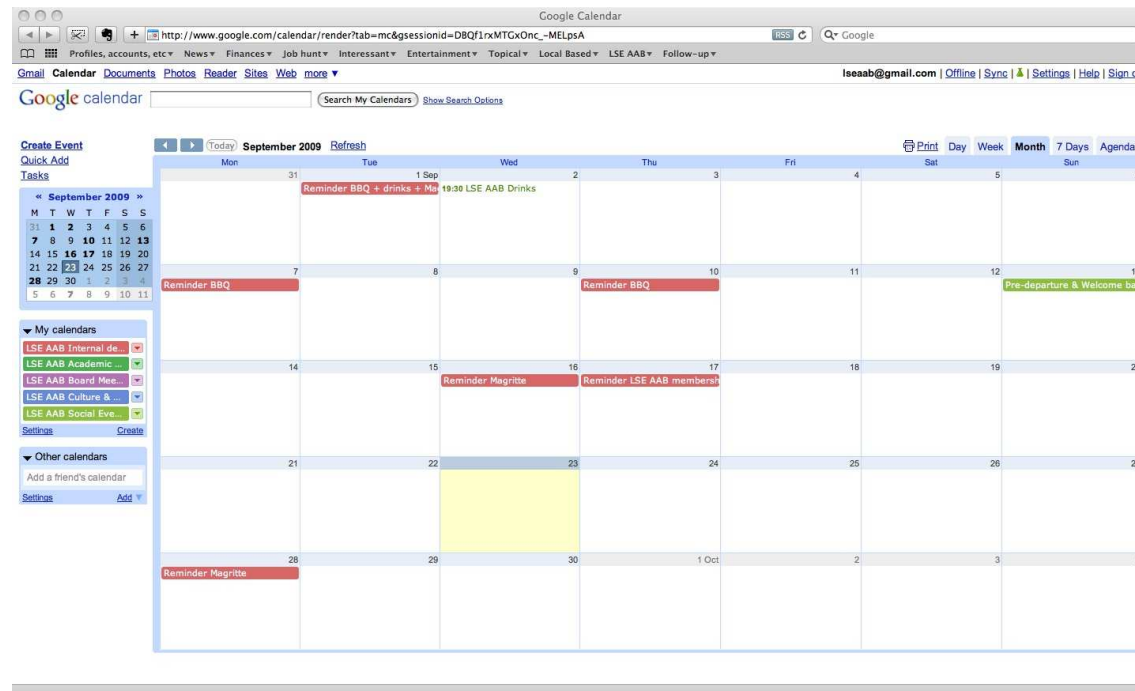
Mail Delivery Subsystem 1:55:46

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## 3. Contents - Layout - Timing

### C. Timing

- Plan communication around specific activities and events
- Consider an overall strategy
- Calendar with timeline for reminders etc.



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## 4. Constant learning: Feedback, Do's & Don'ts

### A. Feedback

- Take feedback into consideration
- Look at communications of similar organizations
- Be critical about yourself:
  - determine strengths and weaknesses
  - Evaluate and make corrections
  - Identify obstacles
- Create and implement new approaches

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## 4. Constant learning: Feedback, Do's & Don'ts

### B. do's & don't

- No sensitive or private information
  - always BCC email addresses (privacy issues, professional)
- Policy to deal with requests to take up content
  - differentiate it from your message (eg. Members' wall)
- Spamming...
  - don't send too much, too often



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**Q&A**

by Lieven Brouwers

*President*

*LSE Alumni Association Belgium*

