



Alumni of LSE in France And Event Programming

Global Leaders Forum
London
24-26 Sept 2009

Faced up to Key Challenges in 2009

Low Loyalty

High Turnover

Missing the Target

Vocalising concerns

Low Brand Power Score, Market Share will drop

- Low % of paid for members
- Attend but don't commit
- No membership strategy

- Members not-rejoining
- Committee churn

- More Friends than Alumni
- More Grey than Gen X
- Weakening profile with employers

- Boys network
- Where's GOLD?
- Value for money?
- Not for me – speakers, venues, committee

Investigation & consultation required

The Opportunity

- LSE has strong & prestigious profile amongst us
 - They want a successful
 - LSE Alumni describe LSE as prestigious
- When we get it right, they come



We had to admit....did we really know who our customers are and what they want/need?

Alumni profile has changed exponentially



Etienne Dalemont
Economist/Author
1935



Roland Dumas
Ex-Foreign Secretary
1947



Christophe Lanne
COO/Dir Gen Credit Suisse
1990



Delphine Arnault-Gancia
Director Christian Dior
1998

Decades

30's	40s	50s	60s	70s	80s	90s	00s*
0.09%	0.09%	1.3%	2%	3%	5%	25%	63%

*Not including students

Implications for the committee

- New customers
 - New products required
 - New skills required to deliver new product
 - Re-org to deliver relevance in how we look and what we do

No AGM for 4 years



AGM (annual) required by Statute



New vision.....VOTE

The Vision as it impacts event planning

- Collaboration & respect within our association & committee
- Improve & extend opportunities to network & learn (from each other & others)
 - Extend our activities to include other (relevant) associations
- Association as an asset to Alumni & the LSE
- Address exceptional times
- Expose more alumni talents & exposure to raise quality profile of Association, and therefore LSE

The Objectives

- Increase number of paid-for membership (528 'waiting' to join)
- Increase participation (particularly GOLD)
- Improve fiscal strength
 - Through membership drive, sponsorship, using alumni network for venue/receptions
- Positively affect the awareness of and respect for LSE amongst corporations & press
 - Improve desire for LSE degree & grads (more alumni!)
- Overlaid with LSE objectives and qualities

This is LSE

- When voters see the vision and how you plan to execute then can decide
 - Transparency critical for brand success
- We are talking about LSE alumni
 - They want a voice at events (not just spoken to)
 - They feel free to express their opinions so feedback loop needs to be captured
 - (but manage response to vitriol of few versus needs of the tapestry of people that make up the association membership)

Always Reflecting values of LSE

- Quality (prestige in France)
- Diversity
- Relevance
- Originality
- (consistency delivered over time)

“LSE has been described as the place where the world comes to think...relevant....global...Shapes & leads public debate.”

Howard Davies, director of LSE



Event Preparation & Management

	Considerations	Decision – Who, What , How
LSE Profile	<ul style="list-style-type: none"> • Does event raise profile of LSE to prospective students • Does event Increase aware and status of LSE amongst French businesses & institutions • Does event increase awareness of and recruitment to LSE alumni association (Global and/or France) 	
Membership Development	<ul style="list-style-type: none"> • Rewards current members • Recruits new alumni • Recruits recent graduates 	
Format of Event	<ul style="list-style-type: none"> • Who is the target audience? • Debate, Presentation, Speech? • Who is managing speakers? Introducing speakers? etc 	
Budget	<ul style="list-style-type: none"> • Cost of venue • Cost of catering • Speaker travel, accommodation, dinner • Out of Pocket (OOP) expenses related to organizing and delivering event 	
Venue Selection	<ul style="list-style-type: none"> • Dinner • Formal room (e.g British Council, Lagadere) • Exceptional venue (Embassy) • Bar (e.g. like venue for AGM 2nd floor bar/café) 	
Pricing	<ul style="list-style-type: none"> • Differential between members and non-members (alumni & friends) • Cover cost of the event 	
Invitation	<ul style="list-style-type: none"> • Save the date followed by Invitation and Reminder • Include details on LSE France, HSO, Facebook 	
On the Night	<ul style="list-style-type: none"> • Committee and/or alumni to register attendees (min 2 people depending on size of event) • List of attendees, receipt book (in case people pay membership or event on the night) • Other responsibilities – taking pictures, nametags 	
Post event		
Tie up loose ends	<ul style="list-style-type: none"> • Ensure any invoices are approved and sent to treasurer • 'Thank you' to event speakers, hosts, helpers 	
Post event review	<ul style="list-style-type: none"> • Event write up and photos for LSE France website and HSO • Consider submission to LSE magazine 	

Lots of ideas, but do they delivery 'on strategy'

1 Build Profile of LSE

- Quality, Prestigious, Relevant/Topical
- Does event Increase aware and status of LSE amongst French businesses & institutions
- Does event increase awareness of and recruitment to LSE alumni association (Global and/or France)
- Does event raise profile of LSE to prospective students

2 Membership Development

- Rewards current members (benefits, VIP events, exclusive, expose LSE member services & talents)
- Recruits new alumni
- Captures attention of Recruits (and keeps) GOLD

3 Format of Event

- Appropriate for speakers/subjects/alumni type
- Attract attention (press, LSE academics!)

How does event programming achieve objectives

- Events are like our products and services
 - Need relevance, engagement, empathy
= loyalty
- It's like great product and marketing
 - Quality
 - Meeting/exceeding expectations

2010

2009 (new committee)

JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	SEPT	OCT	NOV	DEC
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New Customers (new grads)

Career Dev

Welcome Back

Career Gen X

Networking & Social Events (GOLD)

Paris Jazz Festival LSE VIP section

Drinks at new Philip Stark Hotel

GOLD Launch

Launch Member Expansion Events

LSE Women's Alumni Network

LAUNCH LSE Women's Alumni Network (LVMH award recipient)

Prestige Events (improving LSE profile / quality)

LSE BOG

Political Elite on EU

Financial Press Freedom

Roland Dumas

Events for everyone (fun and frank)

EU election Post mortem

Shakespeare in the Park

Network with Politics & Wine

Stress in the Workplace

Christmas Party LOUVRE

Specialist Events

Islamic Finance

GREG

GREG

M&A

Initiatives to support Event Strategy

WORK

- French jobs use to be so safe
- 23 suicides at FT
- Is it possible to have a career during the crisis?
- How managing stress leads to Leadership

Focus on GOLD

- Gold champion on committee
 - Sub-committee
 - Specifically targeted GOLD events (VIP alumni events are seen as exciting, but exclusive)
- Exposure for Young high profile alumni
 - (Charles Savary wine expert)
- Increase networking opportunities
 - Alumni
 - Partner associations (e.g. Cambridge, Oxford, Sciences Po, organisations – OECD, Publicis)

Creating LSE community

- LSE's got talent
- Advertise Professional Services
- Links to alumni webpages
- Value alumni
(not just VIPs or
external speakers)
- Give voice to alumni

Improving Profile Outwards

- Have welcomed lapsed committee members who are well connected in the press
 - Evolution of committee improved confidence in participation and recommendation (speakers & press contacts)
- Exclusive web content
 - interviews, profiles,
 - personal recommendations
 - services and talents of members for non-member viewing

Using LSE news & services to improve image of LSE

- Mentoring
- LSE library
- Careers Service
- BOG



Communication to members

- Newsletter
 - Member services (career development) and events (book readings)
 - LSE News Service
 - Members recommend events to other members (History of Jazz at Quai Branley Museum)
 - Events
 - In english (it's the common LSE language and more inclusive given international profile of members)
- Includes LSE News (subscribe!)
- Higher quality / modern publicity
- Facebook
- Links from member company/personal pages (reciprocated)



The results

The Results

- Dramatic increase in membership from recent graduates (less than 2 years from graduation membership free), GOLD and 90's generation
- New committee improved diversity of events schedule attracting more alumni and friends
- Great events increased the number of advocates and ambassadors for the alumni association
- Stronger finances to improve quality and diversity of event schedule
- Improved profile amongst, therefore access to, VIP alumni/ae
- Will monitor improved loyalty, versus previous years of high turnover.