

YOU'VE GOT
MAIL:

CONTINUOUS CAREER
SUPPORT AT THE
HEART OF ALUMNI
COMMUNICATION

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Expertise in Labour Mobility



What alumni relations are

Higher Education Institutions invest a lot to keep in touch with their alumni:

- Magazines, newsletters
- Surveys with prizes
- Networking & homecoming events, honoring successful alumni
- Social media...

But will the alumni turn off Netflix to read, donate or attend?

What alumni need

They want to communicate:

"63% of alumni say their university could do better in communicating with them"

"9 out of 10 want to stay in touch with fellow alumni"

And they need career advice:

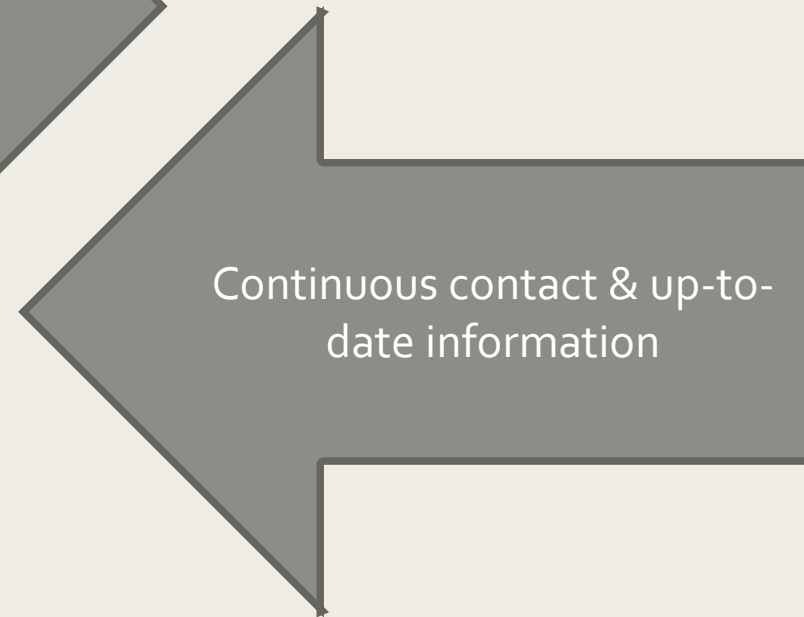
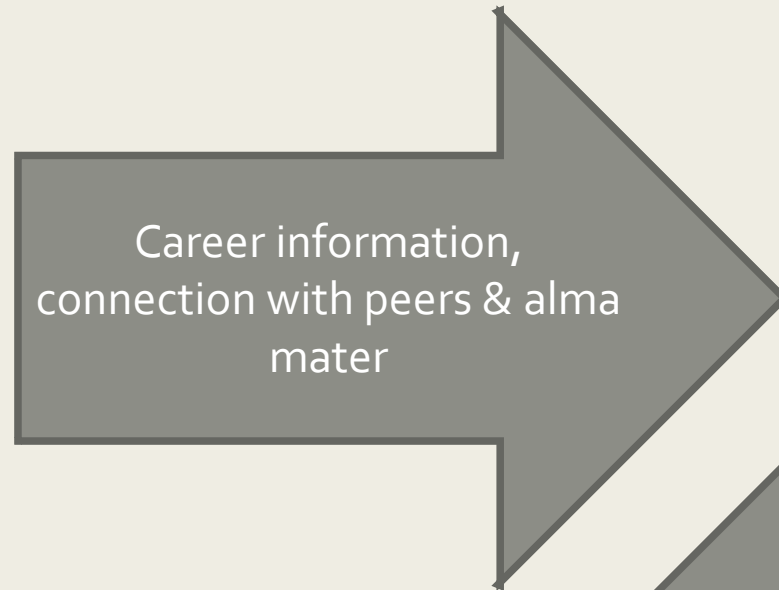
"79% of graduates need help in finding employment"

"87% of graduates would like more careers advice from their university"

- Expertise in Labour Mobility, 2014

Why not make an exchange?

UNIVERSITY



ALUMNI

A European promising practice

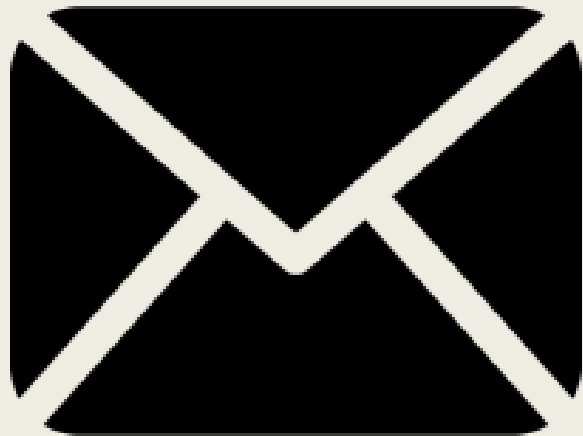


UNIVERSITÀ
CATTOLICA
del Sacro Cuore

An Italian University uses **CareerProfessor.works** platform to reach out to their students & alumni using a messaging system which draws on the give-and-take principle:

- MESSAGING & NETWORKING
- COUNTRY SPECIFIC CAREER SUPPORT
- UNIVERSAL CAREER SUPPORT
- GAMIFIED CULTURAL SCENARIOS

CareerProfessor.works™



CareerProfessor.works™

Continuous career advice & peer networking have the potential to be the trading currency in alumni relations

YOU'RE WELCOME TO FIND OUT MORE AT THE POSTER!

THANK YOU FOR LISTENING
NANNETTE RIPMEESTER

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