



RSM MBA Alumni Reunion Ambassador Guide



In this guide

- 1 Introduction
- 2 Message from Sue Martin
- 3 Meet the team
- 4 Who is an ambassador?
- 5 Tasks and responsibilities
- 6 Class gift
- 7 How to apply

This is your MBA Reunion year!

We hope that you're ready to revive all the memories you created during your MBA – and make new ones not only with your peers, but also with new MBA friends! The MBA Reunion is one of our yearly highlights and an event to remember!

We want to reunite as many of your classmates as possible, and for that we need **your help**. Lead the way to a successful reunion, become an ambassador for your class and get everyone to join the reunion!

As an ambassador, RSM will be in close contact with you, provide you with this handbook, and make sure that you have the knowledge and the tools to help you every step of the way to create an amazing weekend for you and your classmates. Get ready to contact your classmates and help them register early to get a discounted admission price!





A message from
Sue Martin

Dear alumni,

Thank you supporting RSM by becoming reunion ambassador!

Your reunion is a great way to reconnect with classmates, friends and the school. In recent years reunion classes have set new records for attendance, thanks to the dedication of volunteers like you.

This handbook provides an overview of the processes for achieving a successful reunion. We'll follow up soon with all the tools you need to be a great ambassador. Our team is here to help you, and we are grateful for your commitment to creating an excellent weekend for your classmates.

Thank you and I look forward to seeing you at reunion!

Yours sincerely,

Sue Martin
Director of Corporate and Alumni Relations



Carolina Ospina
Events Project
Manager



Rachel Grandi
Assistant Director



Juan Maldonado
Alumni Relations
Manager



Meta Haag-Mikec
Alumni Relations
Manager

Meet the alumni relations team

Each year, alumni from around the world return to RSM for reunions. This is an opportunity to rekindle old friendships and an invitation to strengthen bonds with the school. Reunions are also a time when classmates join forces to invest in RSM.

Successful reunions are the result of planning, preparation and dedication of alumni volunteers working hand-in-hand with our alumni relations team. Together, we strive to deliver a fun and meaningful weekend and to amplify RSM's impact as a *force for positive change*.

We are excited for your input and ideas about how we can create the best reunion for you!



Who is an ambassador?

MBA Reunion ambassadors are the pillars of our reunion. If you were a leader in your class, and someone that always made sure that your cohort was united, then we are looking for you!

Qualities of a reunion ambassador



Passion

Ambassadors are people that love RSM and bring a positive attitude and understanding of the importance of keeping their network alive and thriving. Their passion is contagious, and it turns them into leaders.



Communication

You have the ability to approach your cohort and talk openly about their needs for the reunion. Ambassadors are the face of their cohort for RSM! You need to be aware of different ways to communicate with your classmates.



Knowledge

Aside from personality and listening skills, a good ambassador needs to know the latest news on the reunion and share them with their classmates. The RSM team will keep ambassadors updated on the latest developments.

Tasks and responsibilities

Feedback to RSM & communication with your cohort

1



Be the bridge between the organizers and alumni to communicate any suggestions or identify potential issues.

2



Provide information to your cohort about the programme, accommodation, tickets sales, and answer other questions.

3



Use your cohort's social media channels to post about the reunion. RSM will share visuals that you may choose to use.

4



Be enthusiastic in contacting your classmates and directing them to the sign-up page to make this the best reunion ever!

New for this year

To commemorate your reunion and recognize the impact of your education, we encourage you to make a gift of any amount to RSM. This is a great way for the class ambassador to actively encourage their classmates to join in. We will recognise the class with the highest participation.

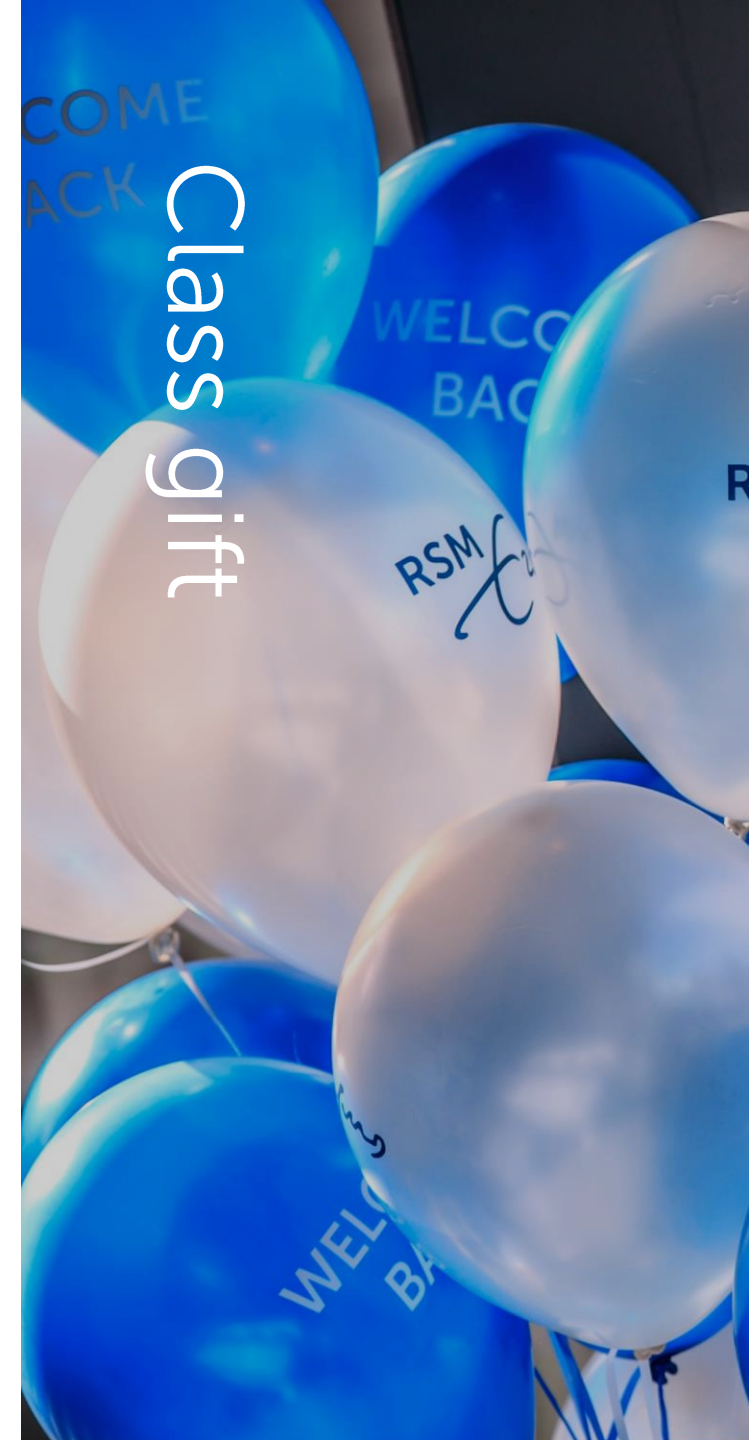
By giving back during your reunion year, you will be supporting two causes:

- **MBA Scholarship Fund** in supporting future students;
- **EUR Student Emergency Fund** in supporting students who are directly affected by the war.

You and your classmates can easily make your donation while registering for reunion via Eventbrite. After selecting your ticket option, scroll to the bottom and add your donation amount before clicking the "Check-out" button.

For the ones not able to attend or for additional donations, we have prepared [a dedicated MBA Reunion gift page.](#)

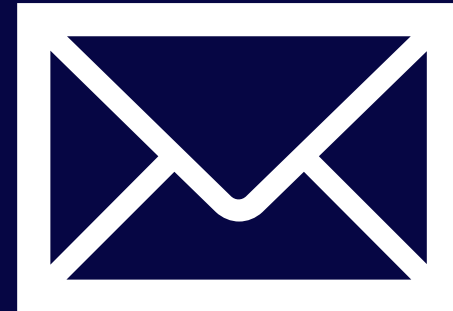
Class gift



How to apply

If you're the person we are looking for, send an e-mail to reunion@rsm.nl and tell us what motivates you!

We are looking forward to creating a memorable reunion with you!



Follow us on social media



[Facebook](#)

RSM Alumni page



[Instagram](#)

@rsmalumni



[LinkedIn](#)

Alumni Network RSM,
Erasmus University