

INSEAD

The Business School  
for the World®



**ENGAGING**  
**WITH INSEAD**

## Table of Contents

	Page
<b>Welcome</b>	3
Austin Tomlinson, Director of Alumni Relations	
<b>How can you engage with INSEAD?</b>	
• Alumni Speakers	4
• Alumni Ambassadors - Reunion	6
• INSEAD Young Alumni Initiative	6
• Alumni Ambassadors -Marketing	7
• Alumni Ambassadors - Admissions	9
• Alumni Career Development Volunteers	10
• INSEAD Alumni Association Volunteers	11
• Raise Funds for INSEAD	12



## Welcome

Dear Alumni,

Thank you for your interest in volunteering for INSEAD!

The INSEAD alumni community is an incredibly powerful network, spanning generations, continents and industries. Your involvement as a volunteer for INSEAD and the INSEAD Alumni Association will both deepen your own connection with this remarkable resource and further strengthen the community through your unique insights, skills and experiences.

Serving as an INSEAD volunteer can be a one-time, hour-long experience—such as speaking to a class—or a multi-year in-depth commitment—such as serving on the executive committee of a National Alumni Association.

The information in this document provides an overview of the many different ways you can get involved with INSEAD, and provides the key contact information for each role. The Alumni Relations team is happy to answer your questions and is available to help you find the best way to engage with INSEAD.

INSEAD's robust alumni community is a critical element to the school's continued success.

Thank you in advance for your commitment and dedication.

With warm regards,  
Austin Tomlinson  
Director, Alumni Relations

## Alumni Speakers



Every year hundreds of alumni share their expertise and experience with fellow alumni by participating as speakers at alumni forums, National Alumni Association (NAA) events, and alumni club events across the globe. Students are also always eager to meet alumni, and we frequently arrange formal and informal interactions with students on our three campuses.

### Student events

- Take part in **MBA alumni panels** to provide your insight to new students about how they can best leverage the INSEAD alumni network.
- Participate in **MBA student club activities** by giving presentations on specific industry topics or conducting workshops. Student-run annual industry events include:
  - o INSEAD Private Equity Club Conference
  - o TEDxINSEAD (Big Ideas Club)
  - o Entrepreneurship Week (Entrepreneurship Club)
  - o Social Impact Week (INDEVOR)
- **Speak in a class** to share your experiences and debate with students. These opportunities range from informal conversations within an elective to participation in formal debates as an industry leader.



### Volunteer-organised alumni events

INSEAD's many **National Alumni Associations** (NAA) are always eager to have senior alumni and industry specialists share their expertise on specific topics at their events. In any given year more than 1000 National Alumni Association events are held around the world.

The **Global Alumni Clubs**, which are organised by industry, are likewise eager for your participation. Current Global Alumni Clubs are:

- |   |   |
|---|---|
| o Energy                                    | o Entrepreneurship                              |
| o INSEAD Directors Programme Network (IDPN) | o Technology, Media and Telecommunication (TMT) |
| o INDEVOR                                   | o Healthcare Network                            |
| o INSEAD Private Equity Club (IPEC)         |   |





### **Institutional events**

- **Alumni Forums**

Three times a year INSEAD, in partnership with one of the National Alumni Associations, organises alumni forums in various cities in the Americas, Europe and Asia Pacific. Members of the school's faculty, staff and other highly esteemed speakers present at these events.

- **Class Reunions**

MBA and EMBA alumni are invited back to campus every five years after their graduation for a reunion. The reunions are a great opportunity to connect with old friends and reconnect with the school. The reunion programme usually includes talks from faculty and alumni.

- **Academic Centre Events**

INSEAD boasts a number of highly regarded academic centres and institute such as the INSEAD Centre for Entrepreneurship, the Global Private Equity Initiative, the Emerging Markets Institutes, the INSEAD Centre for Economic Growth, the Wendel International Centre for Family Enterprise and others. The centres and institutes organise frequent events and are often in need of alumni speakers.

- **Other events**

Events are a key element of the school's outreach programme and your expertise is an invaluable contribution to their success. For more information about upcoming institutional events please visit: [www.insead.edu/alumni/events](http://www.insead.edu/alumni/events).

### **Key contact information**

To get involved as a speaker please contact [alumni.relations@insead.edu](mailto:alumni.relations@insead.edu).

## Alumni Reunions

Reunions are a major event in the school's calendar. They play a critical part in maintaining and further developing one of the world's most powerful business school alumni networks. Every year INSEAD hosts 19 reunions which give MBA and EMBA alumni the opportunity to return to campus every five years to expand their horizons with insightful talks by INSEAD faculty members, reconnect with old friends and relieve the magic of the INSEAD experience. The reunions would not be possible without the support and involvement of the Alumni Reunion Ambassadors

### • Alumni Ambassadors - Reunions

Alumni Ambassadors work closely with the INSEAD events team to help organise the reunion programme (i.e. speakers, social events, class meeting) and drive participant attendance. They provide valuable insights on the class to the events team and help ensure the success of these events



### Key contact information

To get involved as an Alumni Reunion Ambassador please contact Stephanie Paille, [stephanie.paille@insead.edu](mailto:stephanie.paille@insead.edu) (5-, 10-, 15-year reunions) or Marie Ferreira, [marie.ferreira@insead.edu](mailto:marie.ferreira@insead.edu) (20-year+ reunions).

## INSEAD Young Alumni Initiative

Emphasis has been placed on young alumni (from 0 to 10 years after graduation) outreach and engagement through the implementation of the class engagement programme.

### The Young Alumni Initiative:

- Designs offerings that build affiliation to the school
- Develops localised young alumni events
- Ensures best-in-class networking opportunities
- Implements a class project that will help set regular donations and increase the class participation rate

You have the opportunity to be an Alumni Ambassador for the IYAI to help the school connect and communicate effectively with your promotion, to organise tailored events for your class such as dinners, conferences, talk of a professor, and encourage your classmates to support the school.

### Key contact information

To get involved with the INSEAD Young Alumni Initiative please contact Anna Mbow, [anna.mbow@insead.edu](mailto:anna.mbow@insead.edu).

### Reunion Class Gift Committee

Alumni reunions are an opportunity to meet your classmates and celebrate a milestone while supporting your alma mater. As a member of the reunion class gift committee, you are partaking in the fundraising campaign and help us reach out to your classmates to increase participation and encourage leadership annual gifts to the INSEAD Investors' Circle. By becoming a member of the "participation committee" or the "leadership gift committee", you are part of a group of dedicated alumni who want to ensure that "The Business School for the World" maintains its place among the top schools.

### Key contact information

To get involved with the Reunion Class Gift Committee please contact Barbara Ebert, [barbara.ebert@insead.edu](mailto:barbara.ebert@insead.edu).

## INSEAD Alumni Ambassadors



Alumni play a crucial role in INSEAD's new student recruitment strategy. Students often say that the biggest influencer in their decision to attend INSEAD was interactions they had with alumni. There are countless ways you can get involved as an Alumni Ambassador to help INSEAD recruit the best and brightest students.

Below is a list of activities you can participate in to help promote INSEAD to prospective degree programme (MBA, EMBA, TIEMBA, EMCCC, MFin) candidates.

### **Marketing activities**

- **One-to-one coffee chat/group coffee chat/breakfast talk**

Meet prospective candidates one on one or in a group setting to share with them about your INSEAD experience and answer questions they may have about the programme. (MBA, EMBA, TIEMBA, EMCCC, MFin)

- **Information session**

Host an information session (brief presentation and Q&A) for prospective candidates in your country of residence, to give them an insider's view of the programme and share information about the application and admissions process (MBA, EMBA, TIEMBA EMCCC, MFin)

- **Online event**

Be a featured speaker in one of our online information sessions and share your INSEAD experience with prospective candidates from around the world (MBA)

- **On-or off-campus panel discussion**

Participate in panel discussions at events for applicants and/or accepted candidates and share with them about your INSEAD journey and your career. (MBA, EMBA, TIEMBA)

- **Masterclasses**

Attend a masterclass, hosted by an INSEAD faculty member and share about your time at INSEAD and answer questions of prospective candidates. (MBA, EMBA, TIEMBA, EMCCC, MFin)

- **Networking event**

Host an informal event for prospective candidates to meet other alumni in your country of residence (MBA)

- **Business school fair**

Represent INSEAD at a business school fair in your country of residence and answer questions from prospective candidates (MBA)

- **Welcome event**

Meet and greet newly admitted candidates at lunch or dinner events in key cities around the world as a representative of INSEAD. (MBA)

- **Corporate host**

Host an event (e.g. function room or pantry area) for prospective candidates in your office. Hosting such events can be a good way for companies to raise awareness among high-potential future business leaders. (MBA, EMBA, TIEMBA)

### **Candidate mentoring**

Network with and mentor an EMBA candidate with a similar profile, industry and location (EMBA)

- **Candidate referrals**

Alumni who would like to refer a prospective candidate to INSEAD may either respond to an email referral campaign initiated by the school on an ad-hoc basis, or send referrals directly to the Marketing Team for immediate follow-up (MBA, EMBA, TIEMBA, EMCCC, MFin)

### **Key contact information**

To get involved as an Alumni Ambassador with any or all of the activities listed above please contact the programme representative of the programme you would like to support.

**MBA Programme:** [mba.info@insead.edu](mailto:mba.info@insead.edu).

**Executive MBA Programme (EMBA):** [emba.info@insead.edu](mailto:emba.info@insead.edu).

**Executive Master in Consulting and Coaching for Change (EMCCC):** [ccc.info@insead.edu](mailto:ccc.info@insead.edu)

**Master in Finance (MFin):** [mfin.info@insead.edu](mailto:mfin.info@insead.edu)

**Tsinghua INSEAD Executive MBA (TIEMBA):** [tiemba@insead.edu](mailto:tiemba@insead.edu)



## **Alumni Ambassadors - Admissions**

INSEAD is one of the most competitive business schools in the world. Alumni involvement in the admissions process helps us identify the best and brightest students which will have a significant impact on the continued growth and future strength of the alumni network.

- **Interviews: conduct admissions interviews in your country of residence (MBA, EMBA)**

The MBA Admissions Team recruits alumni as interviewers according to class profile needs. Alumni interviews have a twofold purpose: to evaluate candidates and to promote the school. The interviews often play a critical role in convincing candidates to make INSEAD their preferred choice. The interviews are the only face-to-face element of the admissions evaluation and are therefore critical for providing insights into the candidate's character and potential. After conducting an interview, interviewers are required to write an interview report that becomes an essential component of the candidate's file. The report is evaluated carefully, alongside the candidate's application form, letters of recommendation, CV, job description and personal essays.

- **On-Campus assessment panels (EMBA)**

The purpose of the assessment panels is to evaluate EMBA candidates based on a case study presentation and a motivation interview. Assessment panels comprise alumni, faculty and/or senior staff members. Half-day panel sessions, during which up to five candidates are assessed, take place regularly on the three INSEAD campuses.

As a token of gratitude, participation in three of these sessions grants alumni access to a free EMBA elective.



## **Key contact information**

To get involved as an Alumni Ambassador with the admissions activities listed above please contact the programme representative of the programme you would like to support.

**MBA Programme:** [mba.candidates@insead.edu](mailto:mba.candidates@insead.edu)

**EMBA Programme:** [leila.murat@insead.edu](mailto:leila.murat@insead.edu)

## Career Development Volunteers

Many INSEAD alumni would not be where they are in their careers today without the support of fellow alumni. Getting involved as a career development volunteer will allow you to help shape the career of future INSEAD alumni and make a lasting impact on their post-INSEAD journey. Career development volunteers speak at sector-specific events for students, give presentations about their companies, host students at their companies and are given valuable opportunities to network with students.

- **Sector-specific student club events**

If you are enthusiastic about sharing industry insights and networking with current INSEAD students, you can volunteer to be a panelist or keynote speaker at one of our sector-specific club events. These events are an opportunity for you to share about your own career journey and insights about where the industry is going and the challenges that your company or industry faces. These events are held either on campus or as webinars and are an opportunity to meet current INSEAD students.

- **Be an INSEAD champion within your organisation**

As an INSEAD champion, your input can benefit both your organisation and the school. INSEAD's Career Development Centre will support your efforts to increase awareness and appreciation for INSEAD talent within your organisation. Possible initiatives include full-time opportunities, internships, part-time projects and hosting students on company visits.



### Key contact information

To get involved as a career development volunteer please contact the career development centre on the campus which is closest to you.

**Europe Campus:** [careers.fb@insead.edu](mailto:careers.fb@insead.edu)

**Asia Campus:** [careers.sgp@insead.edu](mailto:careers.sgp@insead.edu)

**Middle East Campus:** [careers.me@insead.edu](mailto:careers.me@insead.edu)

## INSEAD Alumni Association Volunteers



The INSEAD Alumni Association (IAA) was founded as an independent organisation by alumni in 1961 to serve and engage the global INSEAD alumni community and to foster lifelong relationships among alumni and with the school. The IAA is a unique model of alumni relations based on volunteerism and autonomy in its legal structure. The unique nature of this model has helped instill a strong sense of community and ownership among alumni in the school and the INSEAD Alumni Association. Since its inception, the IAA, the National Alumni Associations and INSEAD have worked together in partnership to serve and engage the alumni community. Over the years the IAA has initiated and helped develop many activities for alumni such as Global INSEAD Day, the Salamander Magazine and the Alumni Forums among others.

The INSEAD Alumni Association is comprised of 47 National Alumni Associations ,7 National Alumni Clubs, 7 Global Clubs and 18 National Contacts. For more information about the IAA and the National Associations/Clubs please visit: <http://www.insead.edu/alumni>.

### **Alumni Association Volunteers**

Volunteers are always needed to help with the NAA's activities. Contact your nearest NAA to discuss how you can best help.

NAA volunteers play an essential role in the INSEAD alumni community and are involved in initiatives such as:

- o organising events
- o encouraging alumni to become members of an NAA
- o developing communications
- o career coaching
- o mentoring
- o serving on the leadership of the local NAA
- o getting in touch with admitted/current students to share your experience, reassure, and advise them

### **Key contact information**

To get involved with your local NAA, please contact [alumni.relations@insead.edu](mailto:alumni.relations@insead.edu).



## Raise Funds for INSEAD



*"In order to assert and advance INSEAD's independence, global vision and international reputation, it is essential to build quality in every part of the school's activities. By giving to the school you are investing in its alumni, you are investing in our future. When you enhance the value of the school, you are strengthening the value of your own credentials, creating value for yourself. When we help our school nurturing its world class position, we all benefit. By giving INSEAD more resources to invest for its future, you help our school strengthening its position at the cutting edge of management education. The INSEAD Alumni Fund encourages you to invest in the Dean's vision for INSEAD."*

Warmest regards,  
Leonidas T. Los, MBA'75  
Chairman - INSEAD Alumni Fund

### • Working with the school and the INSEAD Alumni Fund

Participating in the school's fundraising activities helps strengthen all that is unique about INSEAD—our diversity, academic excellence, entrepreneurial culture and global network.

Alumni Volunteers can take part in different activities in partnership with the school and the INSEAD Alumni Fund:

- o Become a member of your reunion class gift committee (please read more below)
- o Assist with class giving actions between reunion years
- o Help with fundraising in your country or region
- o Support the Young Alumni Initiative

### • Reunion class gift committee

Alumni reunions are an opportunity to meet your classmates and celebrate a milestone while supporting your alma mater. As a member of the reunion class gift committee, you are partaking in the fundraising campaign and help us reach out to your classmates to increase participation and encourage leadership annual gifts. By becoming a member of the "participation committee" or the "leadership gift committee", you are part of a group of dedicated alumni who want to ensure that "The Business School for the World" maintains its place among the top schools.

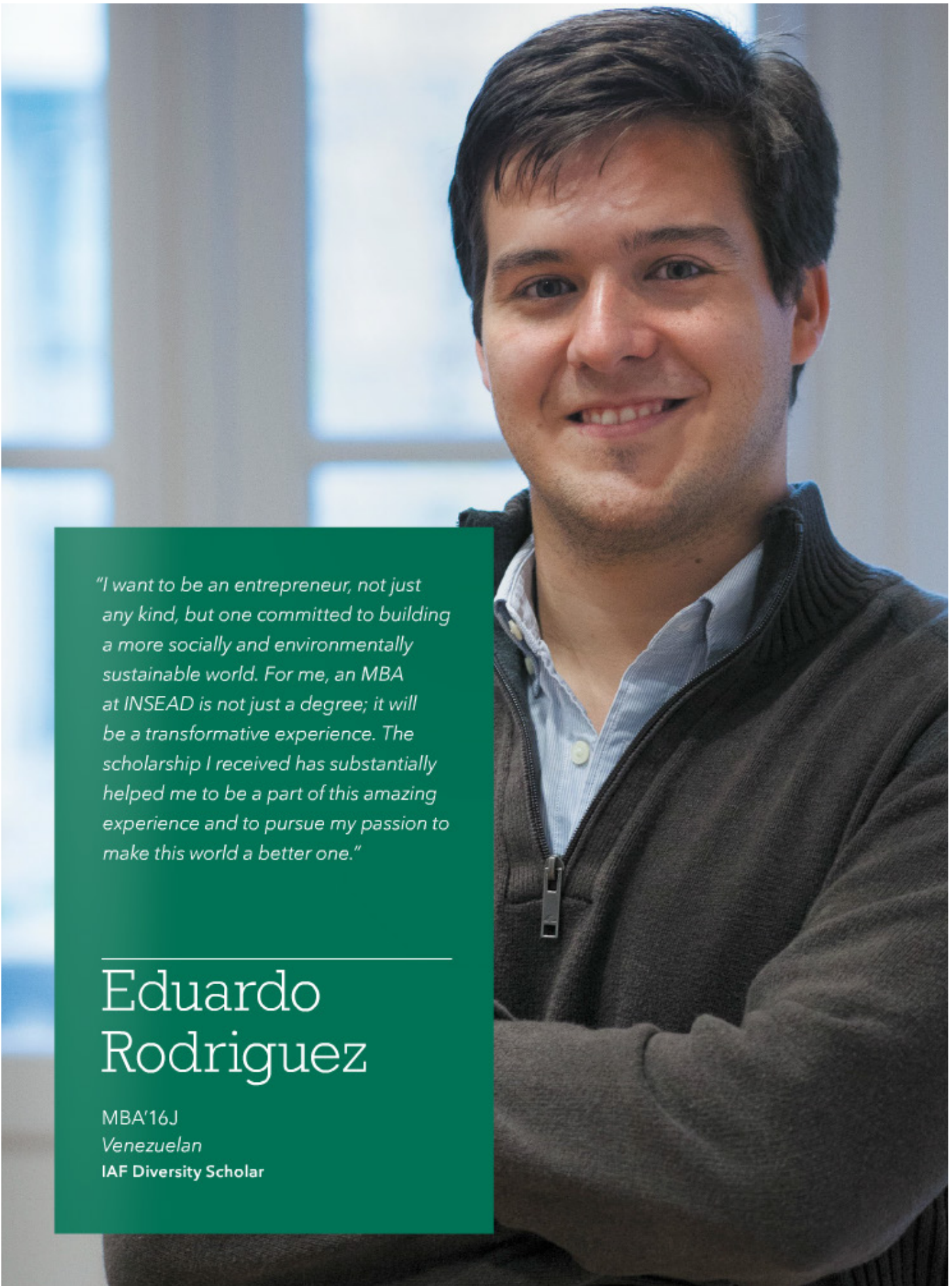
Don't hesitate to contact us to learn about the many others ways in which you can get involved with our fundraising activities.

## Key contact information

IAF and reunion giving : Barbara Ebert, [barbara.ebert@insead.edu](mailto:barbara.ebert@insead.edu)

Young Alumni Initiative: Anna Mbow, [anna.mbow@insead.edu](mailto:anna.mbow@insead.edu)



A portrait of Eduardo Rodriguez, a young man with dark hair, smiling. He is wearing a dark brown zip-up sweater over a light blue button-down shirt. The background is a blurred indoor setting with large windows.

*"I want to be an entrepreneur, not just any kind, but one committed to building a more socially and environmentally sustainable world. For me, an MBA at INSEAD is not just a degree; it will be a transformative experience. The scholarship I received has substantially helped me to be a part of this amazing experience and to pursue my passion to make this world a better one."*

---

## Eduardo Rodriguez

MBA'16J  
Venezuelan  
IAF Diversity Scholar

# INSEAD

The Business School  
for the World®

## **Europe Campus**

Boulevard de Constance  
77305 Fontainebleau Cedex, France  
Tel: +33 (0)1 60 72 40 00 Fax: +33 (0)1 60 74 55 00

## **Asia Campus**

1 Ayer Rajah Avenue  
Singapore 138676  
Tel: +65 6799 5388 Fax: +65 6799 5399

## **Middle East Campus**

4th Street - Muroor Road, P.O. Box 48049  
Abu Dhabi, U.A.E.  
Tel: +971 2 651 5200 Fax: +971 2 443 9461