

# For a successful class reunion

Take advantage of a symbolic date

**5, 10, 15, 20, 25, 30, and more**

To bring in even those who have never come before

## *Conditions for success*

1. Start early: the first meeting 1 year in advance
2. Surround yourself with people: gather about ten motivated organizers, if possible, from different affinity groups
3. Look for missing classmates: no address and/or no valid e-mail
4. Block the date: send a "save the date" at least 6 months in advance
5. Call for sponsors
6. Raise funds
7. Organize the party

# Conditions for success

## *1- Get there early*

- 5 to 10 working meetings with the organization group will be necessary
- One every month from the Kick-off, considering the vacations

## *2- Surround yourself with people*

- Too much work for one person
- More chances to surround oneself with an assiduous and representative group: try to cover all affinity groups and choose 1 representative for the main ones

## *3- Finding the lost people*

- The more participants, the more successful and promising the party will be
- Export the list of classmates from hecalumni.fr website and find the absent ones or those whose e-mail is missing (or invalid)
- Divide the research among the organizers, who should bring their findings to each meeting
- Ask everyone to register on the site and at the event
- Inform HEC Alumni of any new contact details so the database can be updated

# Conditions for success

## *4- Block the date*

- At least 6 months in advance to allow those living far away to plan their visit
- Be careful with the choice of the date May-June-September-October: ideally September, after the beginning of the school year, the Heritage Days, Rosh Hazana and Ramadan
- Send a Save The Date by email right away, with an Early Bird (preferential price for payment in advance)
- Create an event on the hecalumni.fr website with all the useful information
- Create a Facebook event
- Confirm by sending a paper invitation by mail (souvenir to keep)

## *5- Appeal to sponsors*

- In the culture or events sector
- In beverages
- In the press



Objective: to bring down fixed costs

Priority: find a free venue; even the smallest venue rental costs €3,000

# Conditions for success

## *6- Send several reminders*

- Monthly at the beginning sent by email on the site, specifying who has already paid and who is coming, with the progress of the organization
- Personally by assigning to each organizer a list of classmates
- 1-2 months before by personalized mail or phone all those who have not yet responded
- Use affinity groups
- Postpone the early Bird deadline

## *7- Appeal to sponsors*

- Brainstorm until the last moment: films, photos, posters, songs, newspaper, animations
- Consider organizing a collection for the HEC Foundation: entrust it to friends who are active in the Foundation or with its permanent staff, and relay it in all communications
- Appoint a person in charge of each task during the evening: reception, cashier, catering, music, photos...
- Entrust the cashier to an external person
- Publish the photos and films of the evening on the website, the Facebook page, or on Flickr (HEC Alumni account)
- Send immediately the report and photos (or other media) for publication in the Alumni Journal