THE AMBASSADOR'S KIT

HEC Liège Alumni
Who can become an Ambassador?

An Alumni:
- who works and/or lives abroad
- willing to volunteer for the School and its Alumni

⚠️ There can be several Ambassadors per country.

What are the missions of the Ambassadors?

- **To unite** the HEC Liège community on site (Alumni and students (Erasmus/interns)) by suggesting and leading meetings (Roadshows or initiatives in your respective countries).

- To be a **two-way representative** to promote:
  - Your country: send us via our social networks or our newsletter testimonials, information about your region and the professional opportunities offered in your various networks of contacts on site.
  - The School:
    - our Masters' -> let people know that students can come to HEC Liège to do their master's degree in English.
    - our MBAs in Morocco and Asia

- **To be of good advice** for the Alumni, young graduates who are about to settle in the country or for students during their internship or Erasmus in your region.

How often should international Alumni meetings take place?

The activity in your country will depend, among other things, on the number of Alumni in the country in question, their geographical proximity and on your availability.

In order to maintain contacts and dynamics on site, at least one meeting per year is advisable.
Tools available for the ambassadors

Once the Ambassador has decided on the date, the place, and the type of meeting, the Alumni service can help him with the organization:

- by preparing and distributing the invitation via email/socials/website
- by managing the registrations

The Ambassador is considered by the Alumni Service as a reference person for the target audience.

The Ambassador benefits from communication materials on HEC Liège and the Alumni network according to his specific needs.