



# HARVARD CLUB DE ARGENTINA

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18 August, 2018

• [www.harvardclub.com.ar](http://www.harvardclub.com.ar)

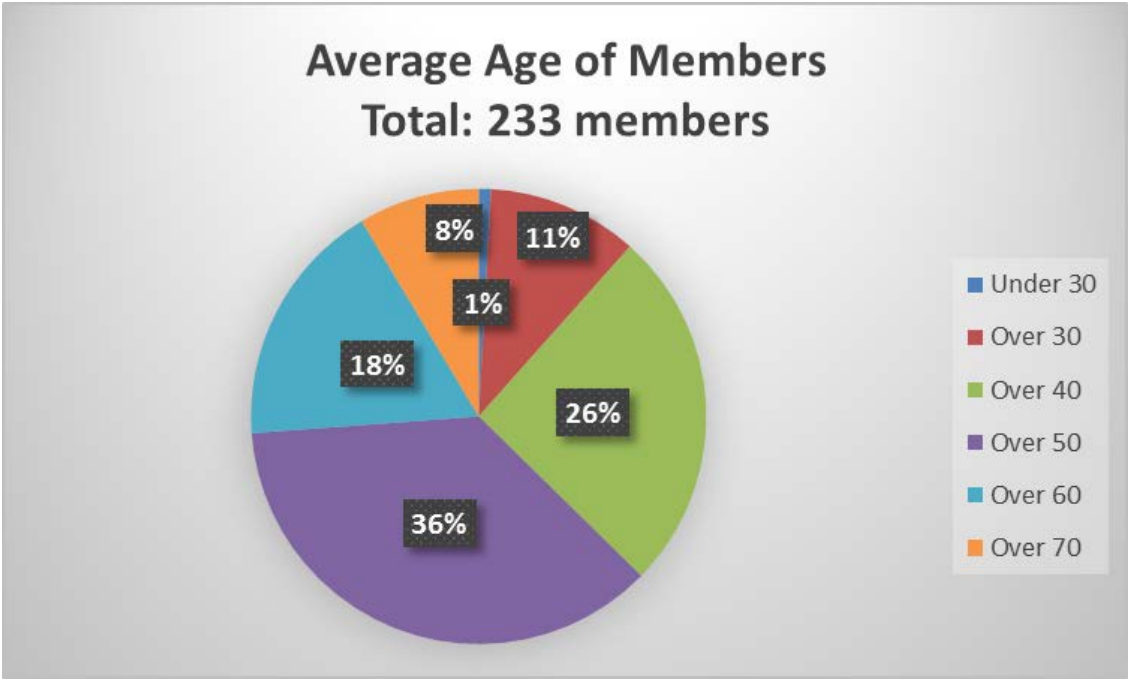
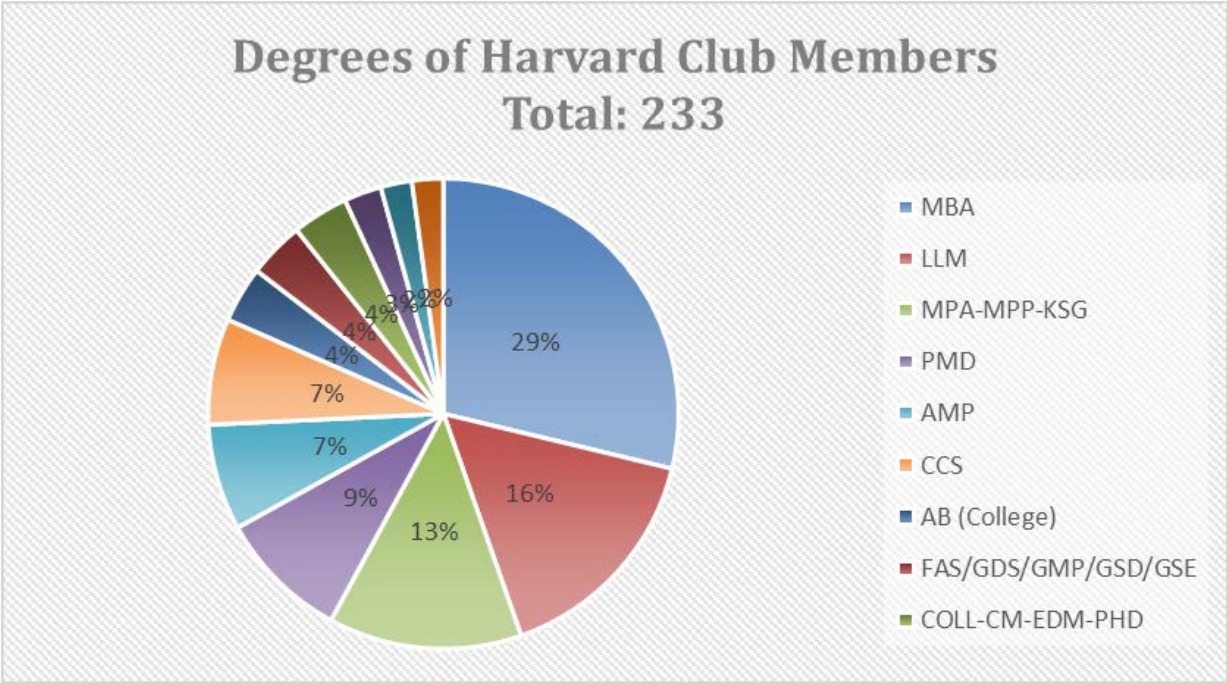
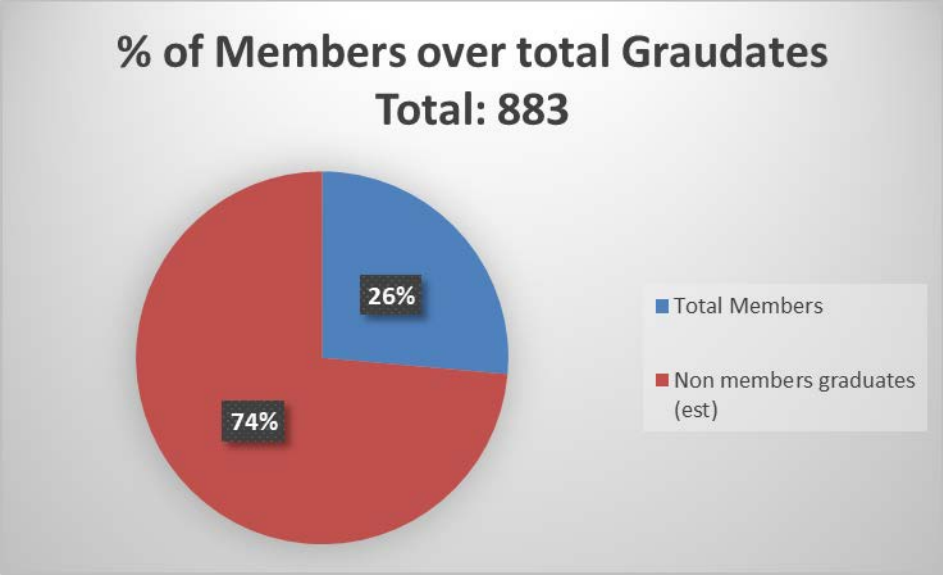


HARVARD CLUB  
DE ARGENTINA

# MISSION

- A place to gather among graduates to keep and enrich personal and professional links: *"recreate the Harvard Experience each member get together"*
- A link between *Harvard* in Argentina and the University
- A facilitator to make feasible initiatives that result in a contribution to the society in which we live

# Status of the Harvard Club of Argentina – Untapped demand, high concentration of Schools, Age over 40





IF YOU DON'T HAVE A COMPETITIVE ADVANTAGE,  
**DON'T COMPETE.**

**Competitive Advantage of  
Harvard Club of Argentina:  
Ample range of activities,  
Education Award and loans to  
students**



# CURRENT ACTIVITIES OF HARVARD CLUB OF ARGENTINA



MONTHLY LUNCHS



GOVERNMENT  
BREAKFASTS



SPECIAL INTEREST GROUP  
ENTREPRENEURSHIP



YOUTH CHAPTER



EDUCATION AWARD



HONOR LOANS



COLLEGE AWARENESS  
PROGRAM



HARVARD A TU ALCANCE

# CURRENT ACTIVITIES UNDER IMPLEMENTATION 2018





- 1) TOO MANY OPTIONS – REDUCED MEMBER PARTICIPATION IN ACTIVITIES
- 2) COMMUNICATION STRATEGY (WITH EMPHASIS ON RECENT GRADUATES)
- 3) DIFFICULTY IN ACCESS EXTERNAL FUNDING/  
SPONSORS



**DISCUSSION QUESTION:**

**HOW DO WE INCREASE PARTICIPATION WITH SO MANY  
OPTIONS IN PLACE?**

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**DISCUSSION QUESTION:**  
**WHAT IS THE MOST EFFECTIVE COMMUNICATION STRATEGY? (WITH EMPHASIS  
ON RECENT GRADUATES)**

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**DISCUSSION QUESTION:**

**HOW CAN WE RAISE MORE FUNDING IN A STAGNANT ECONOMY?**