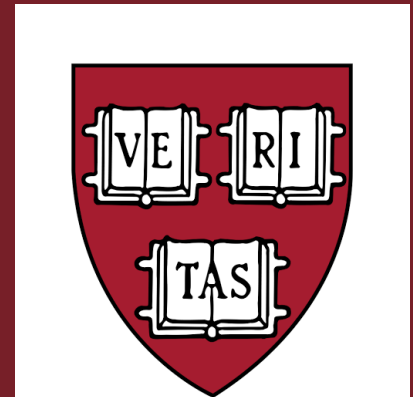


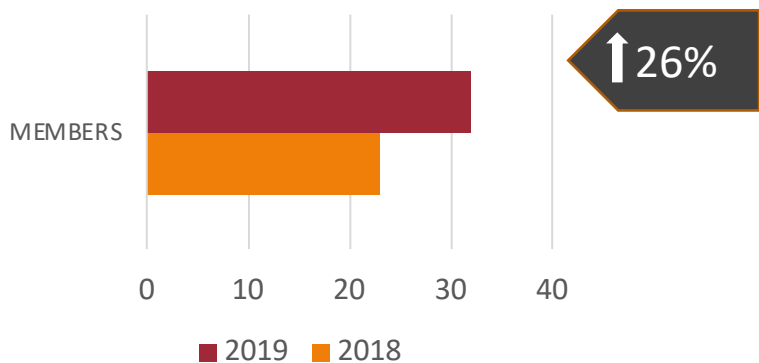
Harvard Club of Mexico



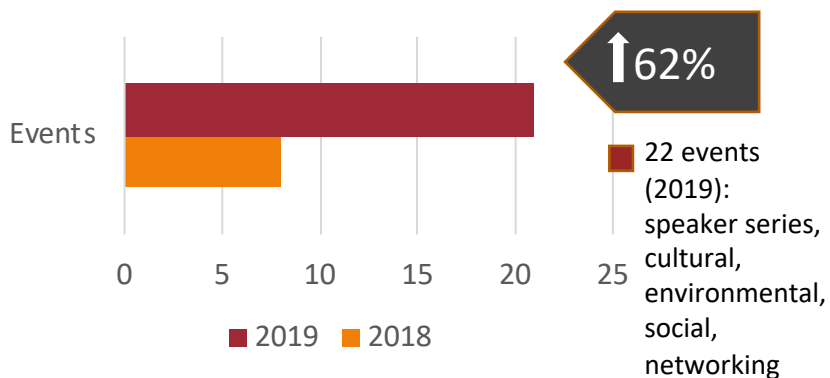
October 2019

ACCOMPLISHMENTS

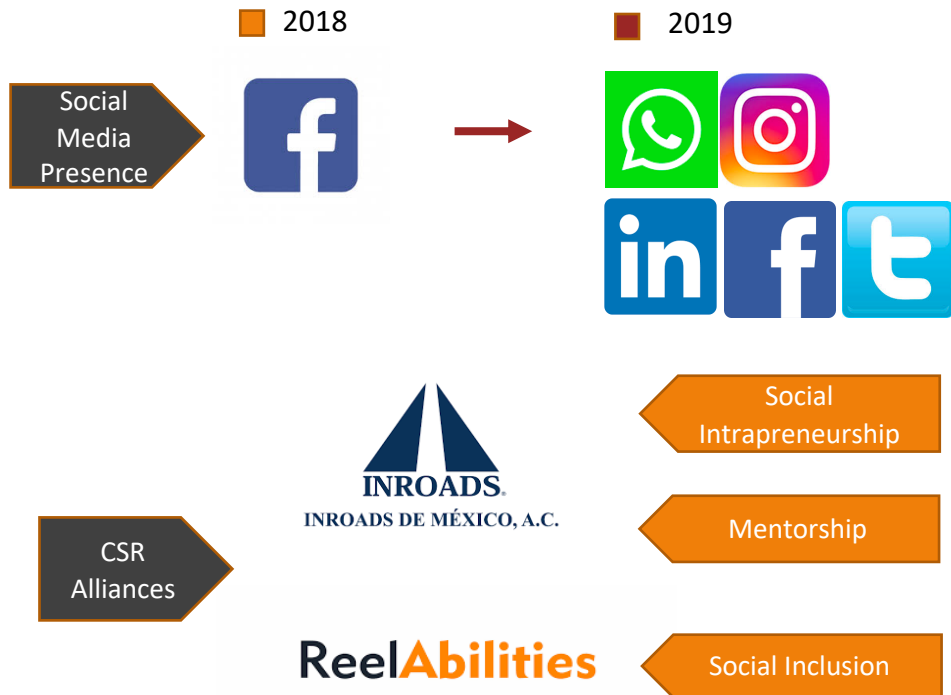
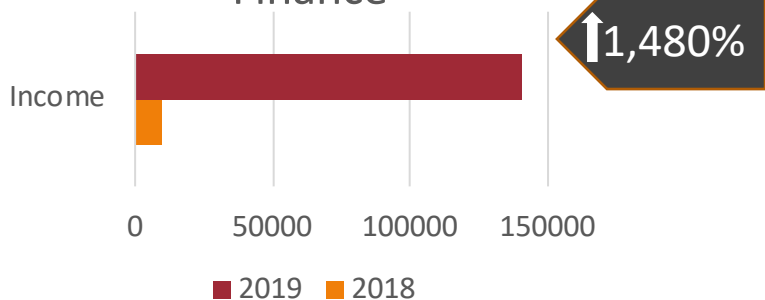
Members



Events



Finance



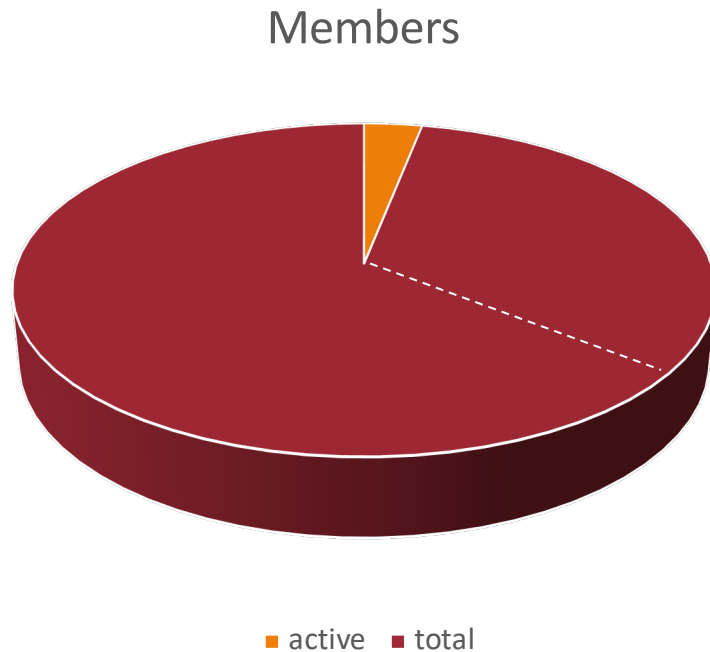
Key initiatives:

- Social media presence and communications
- 1st Alumni Survey for engagement and feedback (input from 124 alumni)
- Diversified offering of events
- Preparing 1st Harvard Club of Mexico Gala Dinner & Women's Forum



CHALLENGES

- ✓ Increase membership & Engagement:
 - Membership: 3% of total number of alumni
 - Engagement: average 25 attendees per event



Fact: Overlap and confusion with the HBS Club for memberships and events.

- ✓ Develop an engaging communication strategy / Digital Transformation of the Club



Target



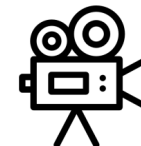
Engage



Listen



Reach



Views



Involvement

