

Harvard Club Rhein Ruhr

Presentation for the European Club & SIG Meeting
Amsterdam, November 8-10, 2019

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HARVARD
CLUBS OF GERMANY

ASSOCIATION OF HARVARD UNIVERSITY ALUMNI IN GERMANY

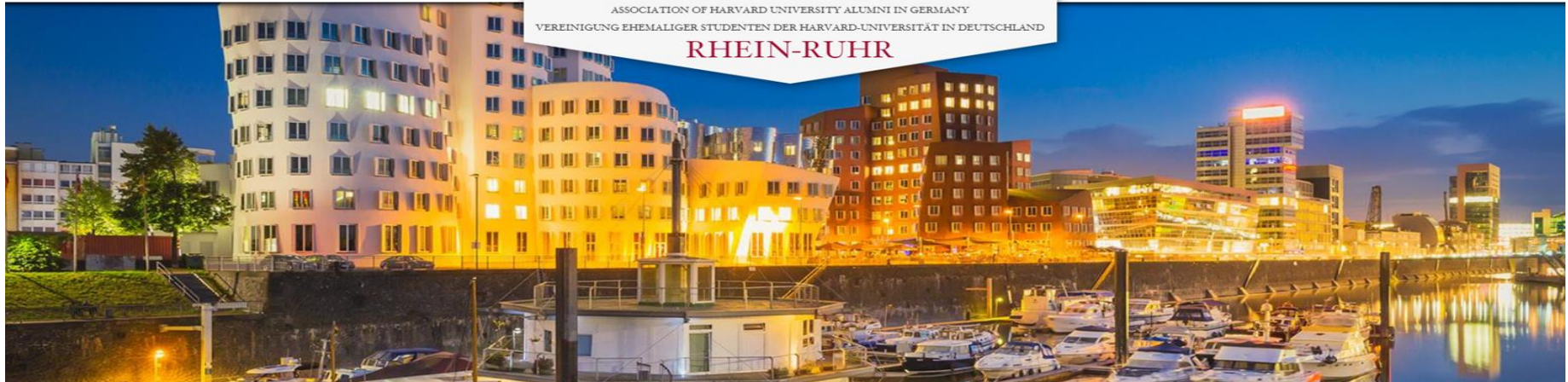
VEREINIGUNG EHEMALIGER STUDENTEN DER HARVARD-UNIVERSITÄT IN DEUTSCHLAND

RHEIN-RUHR



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Harvard Club Rhein-Ruhr e.V.



Our Team



**Peter Graf v.
Hochberg**
President

Kennedy School
MPA 2



Anastasios Fountis
VP Alliances

Kennedy School
NIS 2014



Mirko Jens Luebke
VP Operations

Business School
GMP 2013



**Prof. Robert
Ullmann**
Treasurer

Visiting Student
2005/6



Angie Henle
Secretary

Business School
MBA 1998

Accomplishments / activities (since 2018)

- Recruited approx. 15 new members from existing alumnis
- (Re-)established HCRR as renowned institution in regional area with contacts to politics, academics, business
- Contribution to Harvard Scholarship Foundation Germany and hosted Road-to-Harvard Program winners event
- Established cooperations with other Ivy League clubs
- Extensive event portfolio
 - Annual New Year Reception
 - Summer Barbecue with Harvard Krokodiloes
 - Quarterly cultural events (museum visits)
 - Regular speaker events and dinners
 - Harvard Happy Hour (every 3 months)



Harvard Club Rhein-Ruhr – Our Challenges

- **Mobilizing members:**

We attract only 10-20 of approx. 120 members to our events; on many events single digit turn-up. We create critical mass by mostly including a broad set of „friends of the club“ and members of other Ivy League and elite-school alumni associations

- **New members acquisition:**

We cover 20% of the alumni community in our region, and recruitment from new grads is limited. We need ideas and support in creating more awareness about our club

- **National and global reach:**

We are too much confined to our regional/local world. Networking with high profile individuals is (in particular in decentralized Germany) a task beyond our club „boundaries“. We need to cooperate more with other clubs and the global community. The exclusion of US clubs from this event is unfortunate, we wish a global meeting!

- **Technology and communication:**

We try to leverage state-of-the-art communication and marketing technologies, but often with self-made solutions on the web, facebook, twitter and instagram etc.. How can we better leverage our global scale?