



Wharton
ALUMNI CLUB
UNIVERSITY of PENNSYLVANIA

Wharton Club of Argentina

Rethinking Club Strategy - Lifelong Learning Initiative

Clubx Talk – Sharing Best Practices

Wharton Club of Argentina – Rethinking Club Strategy

1) Rebuild Club's Institutional Structure

- New Executive Leadership Group
- New Senior Board
- Create 3 distinct commissions integrated by committed volunteers: Lifelong Learning, Outreach, Events

Wharton Club of Argentina – Rethinking Club Strategy

2) Rethink Communication Channels copying best practices from other clubs

- Incorporate platform for professional mailing
- Create informative whatsapp group to send invites and quick reminders for events
- Create different whatsapp interactive interest groups
- Relaunch Linkedin group quickly incorporating +170 members

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3) Design future Club Strategy with emphasis on Lifelong Learning

- Create strong ties with University Alumni Resources Department and International Executive Board
- Perform Survey for our Club Base to understand what are major interest drivers in terms of topics and industries and needs in terms of executive education choices.
- In depth analysis of Wharton's Executive and Online education offering and benefits for Alumni.
- Explain and present offer to our members in a comprehensive presentation to enhance inscription to courses promoting Lifelong Learning.
- Offers Webinars for our members exclusively led by Wharton - related speakers

Wharton Club of Argentina – Rethinking Club Strategy

4) Strong presence in the Wharton Global Clubs Network

- Strengthen ties with Latinamerican Clubs community by creating a Whatsapp group of Club Presidents and Leaders
- Promote sharing webinars and event Co - Hosting to enhance event participation and better use of Wharton's resources

Achievements

6 Online Webinars in 3 months

- 1 Wharton Angels Alumni Webinar. Several Club members joined the Club
- 2 Webinars open to Global Clubs Community. One of them was record in registration and assistance in Club History
- 1 Webinar Co- Hosted with Latin American Club Partner
- 1 Webinar Co- Hosted with European Club Partner
- 1 Webinar directed by a Club Member with a PhD in Economics