

Meeting of the Governing Council MIB Trieste Alumni Association

March, 11th - 2024

Participants present via Teams: Baron Toaldo Daniele, Chiarella Guisela, Drigo Nicolò, De Lorenzis Maria Avelia, Farina Pilar, Ion Georgiana, Clara Mattos, Maraldi Valentina, Montinaro Nicoletta, Prinzi Laura, Titotto Matteo.

Meeting starts at 21:00 CET

Meeting Agenda:

1. Survey: analysis of results and comments
2. Local Events: updates, promotion/communication, Alumni engagement
3. Reunion 2024: updates, discussion on meeting theme, speakers, activities plan, other organisational aspects
4. Communication plan of Alumni Association
5. Ambassador: recap on their input and next actions.

The meeting starts following the discussion as per the proposed agenda.

1. Survey: analysis of results and comments

296 people responded to the survey launched in February to the MIB Alumni Association to collect info useful for the planning and execution of the activities program. Waiting to complete a deeper analysis of the results, the Board has focused the attention on the topics related to the Reunion experience. In particular, Leadership, Artificial Intelligence and Competitiveness in the unstable geopolitical environment have been the most selected topics that the respondents would like to be touched on the Association Reunion. Furthermore, it emerged that the respondents consider the topics and speakers to be important in choosing whether to participate in the reunion. The complete analysis of the survey will be shared with the MIB School stakeholders once available.

2. Local Events: updates, promotion/communication, Alumni engagement

Currently there are 3 local events already planned one event in Milan (April 04th - Speaker: Ottavio Maria Campigli, Topic: evolution of the leadership and the organisations), Pordenone (April 12th - Speaker: Monica Ruffati, Topic: Intercultural dynamics in the companies and strategic opportunities) and in Padova/Vicenza (Speaker and date to be confirmed, Topics: transformations of the employment landscape) with the format including a brief intro to the event, 40 min of talk followed by networking activities.

The board has analysed and approved the template of the promotional flyer proposed by the MIB marketing team and submitted some suggestions to further improve it. The invitation to the local event should be sent to the MIB Alumni association by email and shared through social networks. The goal for the first event (Milan, 04th April) is to send the invitation by the end of this week.

The Board also discussed the need to have a budget for the organisation of the local events. The team estimates that it could organize at least 12 local events, in Italy and abroad, by the end of the year.

3. Reunion 2024: updates, discussion on meeting theme, speakers, activities plan, other organisational aspects

In agreement with the MIB School and thanks to the support by Generali Group , the annual Alumni Association Reunion will take place on September, 21st , from 14:00 to 18:00 in the prestigious palace Procuratie Vecchie in St. Mark Square in Venice. The next steps is to define the theme around which to organized the agenda, based on the survey results on the matter and speakers in accordance with the MIB School stakeholders; identify the location for the dinner and a couple of recreative activities for the next day.

4. Communication plan of Alumni Association

In February, few LinkedIN posts have been published, collecting new followers on the MIB Alumni Association page. A separate meeting will be organized to discuss in detail the communication plan to be deployed in order to better engage the MIBers.

5. Ambassador: recap on their input and next actions.

Following the web meeting organized to connect the Board with the Ambassadors, 14 of them confirmed their availability to actively support the association organizing local activities and engaging their networks. The Ambassadors will be updated on the alumni present in their respective territories.

Having nothing else to discuss, the meetings ended at 23:20 CET.

The Secretary-of the meeting

Maria Avelia De Lorenzis

The President of the meeting

Laura Prinzi