



ESCP

BUSINESS SCHOOL

ALUMNI

**2021**  
**BACK TO**  
**GROWTH**



**TOWARDS**  
**A NEW**  
**MODEL**



**In 2021:**



**2330**

**new members  
(vs. 2020)**



**64%**

**of them decided to  
become lifelong member**



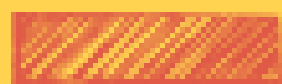
# AN EVOLVING MEMBERSHIP MODEL



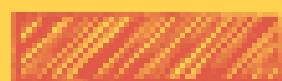
From the start of the 2022 academic year, students will have the opportunity to become **contributors for life** from the beginning of their studies for €1,200.

## OBJECTIVE

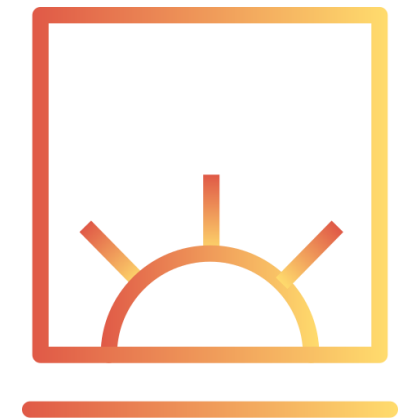
- Contribute to their employability
- Integrate them in the community from the beginning
- Propose them a tailor-made offer



**A POSITIVE IMPACT ON**



**THE SCHOOL RANKINGS**





# A GROWING COMMUNITY



**+5 000**

new members  
in the community each year

**A MORE AND MORE DIVERSE AND  
INTERNATIONAL COMMUNITY**

In 2022

More than **50%** of students will follow their  
studies in a campus outside of France





**A STRONG &  
DYNAMIC  
NETWORK**

# A REVITALIZATION PLAN FOR GROUPS

- Remobilization of the Delegates
- Quality events with more regularity
- Recruiting of new Delegates and new members

**75** % of the professional groups have been revitalized

**A steady pace for international events : 20%** of the global programming



# REMOBILIZED GROUPS



# SIGNIFICANT INCREASE IN REMOTE AND ENGLISH-SPEAKING EVENTS



**150**  
events



**75**

remote events  
in 2021

+56% vs. 2020



**727**  
delegates

**210**

outside of France

# SUCCESSFUL HIGHLIGHTS OF THE YEAR



## GENERAL ASSEMBLY

2 prestigious guests :

**Thibaut Guilluy (99)**

High Commissioner for Employment  
and Business Engagement

**Elias Orphelin (21)**

co-creator of CovidTracker,



## DELEGATES CELEBRATION

by video-conference

# GARDEN PARTY

## SUCCESSFUL HIGHLIGHTS OF THE YEAR



# ALUMNI OF THE YEAR

## SUCCESSFUL HIGHLIGHTS OF THE YEAR



Laetitia Toupet (98)  
CEO - La Roche-Posay

Alumni of the Year "Corporate"



Marine Mandrila (13) et Louis Martin (12),  
co-founders of Refugee Food

Alumni of the Year "For Good"



Aline Foulet (01)  
Founder - Akane

Alumni of the Year "Creators"



**STUDENTS:  
OUR PRIORITY  
IN 2021**

# STUDENTS' DEDICATED OFFER



## Since 2020

100% of the students are members through the duration of their studies.



## Acclaimed Bootcamps

**4** Bootcamps:  
Finance, Consulting, Tech, Marketing

**700** students trained



## Mentorship : still a success

**244** mentors mobilized

**372** duos formed



# THE FEDERATING SUCCESS OF

# "Solidarity on the Line"

**1000+** graduates called by phone **2600** students

## Objective

To hear from them in a crisis period and let them know about the mobilization of the community towards them.

## A success covered by the press

**98%**

of the students said they liked the operation



# **A REVITALIZED COMMUNICATION STRATEGY**





# A REDESIGNED MAGAZINE

Quarterly issue

A more dense content

A more journalistic editorial line

New sections : "the Great Interview", "Full Immersion",  
"Green is Good", "Culture"

Subscription now possible for  
non-contributors

# NEW SOCIAL MEDIA STRATEGY

A more frequent content



**#1**

of European Alumni Associations social media pages



**18 000** followers



# GRADUATES THAT MAKE THE BRAND SHINE

## L'Instant CEO

A privileged conference with a CEO

## Alumni of the Month / Alumni of the Year

Monthly highlight of an inspiring Alumni  
& 3 Alumni of the Year Awards (Corporate, Creators and For Good)

## Talented Women

Portrayals of inspiring and expert Alumnae

## Webconf'

Online conferences by Alumni experts in their field

## Ask me Anything

A young graduate answers all the questions of students





**AN ENRICHED  
PROFESSIONAL  
DEVELOPMENT  
OFFER**

# PROFESSIONAL DEVELOPMENT

## 26 new thematics developed

In direct contact with the concerns of Alumni: Remote management / Phygital, etc.

## Emphasis on Soft Skills

Emotional Intelligence and resilience

And, as always, on job research

Project, pitch, CV and network

**2000**

Alumni participants

**235**

individual coaching ITWs

**100**

Career experts

Satisfaction rate: **96%**

**98%** recommends these services



# AN ADAPTED OFFER TO THE JOB MARKET



## Events for all profiles

With our partner WATs4U :  
3 remote recruitment events and 8  
remote networking 'apéros'



## "Cap Avenir" program, in person

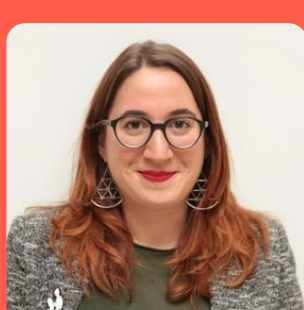
Support to the definition of Alumni's  
professional project



## Co-development Group

Sharing of best practices between  
Alumni

**The majority of participants  
found back a job in June**



and

many

more!



**THANK  
YOU!**