

How to think strategically in Alumni Marketing

Czech National Agency for International Education and Research

Michaela Takácsová, 13. 6. 2024



CTU Prague
13-14 June 2024



Marketing activities



Online marketing

- Visual identity – brand communication
- Social media
- Web – blog, testimonials, pictures, events, information
- **Campaigns**



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Marketing activities



Offline marketing

- Ambassadors
- Work with Database
- Events
- Leaflets, posters and brochures
- Cooperation within the Agency and external partners (ESN)



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International Student and Alumni Meetup

Paris
March 22, 6 pm

**Czechia Alumni –
Unique individuals
stronger together.**



**“When my parents
visited me in Czechia,
they didn’t have to
worry about me
anymore.”**



Ambassade de la République tchèque
à Paris




JOIN US TO GAIN

Alumni **Community**
Alumni **Events**
Career Development
Source of **Information**



Czechia Alumni – Unique individuals stronger together.



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“If you keep in touch with alumni, you are bound to have connections wherever you go.”

Anjanette
member of Czechia Alumni programme




Q&A




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