



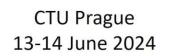
How to think strategically in Alumni Marketing

Czech National Agency for International Education and Research *Michaela Takácsová, 13. 6. 2024*



















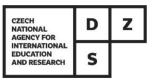




Online marketing

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





















Offline marketing

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

















Czechia Alumni – Unique individuals stronger together.

Paris March 22, 6 pm









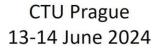


Ambassade de la République tchèque à Paris













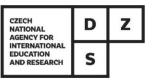


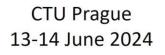






















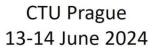








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CTU Prague 13-14 June 2024



