

Dear Alumni Secretary/Manager, Fundraising/Development Director and Principal,

Please read, comment and subscribe to the new alumni relations blog now online with news and views, ideas and insights for engaging former pupils and students more effectively, at low cost.

<http://www.digitalalumnirelationsblog.com>

Recent posts include:

\* RECORDING ALUMNI RELATIONS - WHEN WESLEY WENT TO WINCHESTER

*(LISTEN TO THE BBC RADIO 4 PROGRAMME BEFORE MONDAY 27 JUNE 2011)*

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\* SOCIAL MEDIA - STILL NEED CONVINCING?

We are on Twitter too: @digitalalumni

> **IDPE CONFERENCE 2011 – PRESENTATION NOW AVAILABLE TO DOWNLOAD AS PDF**

The presentation given by OMTAC at the IDPE Conference 2011 at the Oxford Belfry Hotel on Friday 17 June 2011 is now available to download for free as a PDF document.

Please see the following webpage (and scroll down) for the PDF download link:

<http://www.omtac.com/go/alumnirelationstraining>

> **FOLLOW US ON TWITTER FOR UPDATES AND LINKS**

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> **HAVE YOU BOOKED YET? NEW DATES AND LOCATIONS IN UK, EUROPE, MIDDLE EAST, ASIA – PLACES AVAILABLE**

*Upcoming ‘Alumni Relations Online’ 1-day Masterclass seminars in July – Birmingham and London (see below for other locations)*

Now in its 7<sup>th</sup> year, this popular Seminar is a super-intensive everything you need to know day, ideal for those who are fairly new to using the Web, Social Media (Facebook, LinkedIn etc), Blogging & Micro-blogging (Twitter), RSS, Bookmarking and Sharing etc for developing an

Alumni Relations Community (with all the associated benefits of careers guidance, mentoring, networking, fundraising etc).

It is also ideal for anyone recently appointed to the role of Alumni Secretary/Manager and/or Fundraising/Development Director as a “quick study” day bringing them completely up to speed with all aspects of using digital channels and platforms to connect, engage and expand an Alumni community.

### 'HOW TO START AND GROW YOUR ALUMNI COMMUNITY ONLINE' - SEMINAR

Book now... Seminars are taking place in the **UK & Europe, Asia and the Middle East** from July 2011 – March 2012:

- \* **Amsterdam, Netherlands** – Wednesday 14 December 2011
- \* **Bangkok, Thailand** – Thursday 15 March 2012
- \* **Berlin, Germany** - Tuesday 30 August 2011
- \* **Birmingham NEC, UK** - Monday 4 July 2011, Tuesday 13 September 2011, Tuesday 15 November 2011
- \* **Cairo, Egypt** - Thursday 8 December 2011
- \* **Dubai, United Arab Emirates** - Monday 5 December 2011
- \* **Hong Kong, China** - Tuesday 20 March 2012
- \* **Kuala Lumpur, Malaysia** - Tuesday 13 March 2012
- \* **London, UK** – Wednesday 6 July 2011, Friday 9 September 2011, Friday 11 November 2011, Tuesday 10 January 2012
- \* **Madrid, Spain** - Tuesday 6 September 2011
- \* **Manchester, UK** – Wednesday 14 September 2011, Tuesday 8 November 2011
- \* **Paris, France** - Thursday 8 September 2011
- \* **Rome, Italy** - Wednesday 31 August 2011
- \* See website for more dates/locations

For full details please see:

<http://www.omtac.com/go/alumniseminar>

(If this or any link in this email does not work as a "click through" please copy and paste the web address into your browser.)

*Thanks for a fabulous day. I am buzzing with ideas now! (School)*

*I just wanted to say thank you very much for producing such an excellent seminar. (University)*

*Thank you again for a good, well-presented, and not-too-technical day! (International School)*

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We believe these events will provide considerable opportunity for your School/College/University to reflect on current practice and to work successfully towards implementing new channels and platforms essential to embracing and engaging your alumni community (for social networking, development and fundraising) and to meeting all future enrolment targets.

If you have any questions or any difficulties booking online or paying for your place(s) please do not hesitate to contact me.

We look forward to confirming your participation and to welcoming you to a Regional Meeting/Workshop or Seminar soon.

Best wishes,

Simon

Workshop Co-ordinator, OMTAC Ltd

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