

ASIAN ALUMNI BUSINESS FORUM 2019

NOVEMBER 1-3, 2019 | BANGKOK, THAILAND

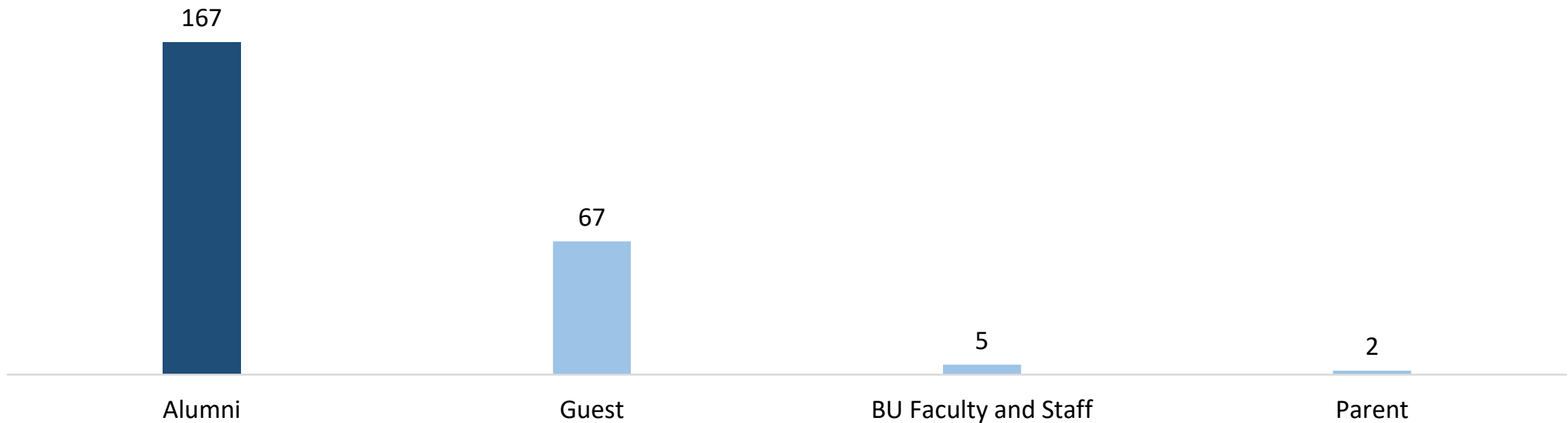


Post-Event Report

BOSTON
UNIVERSITY

Registrants by Affiliation

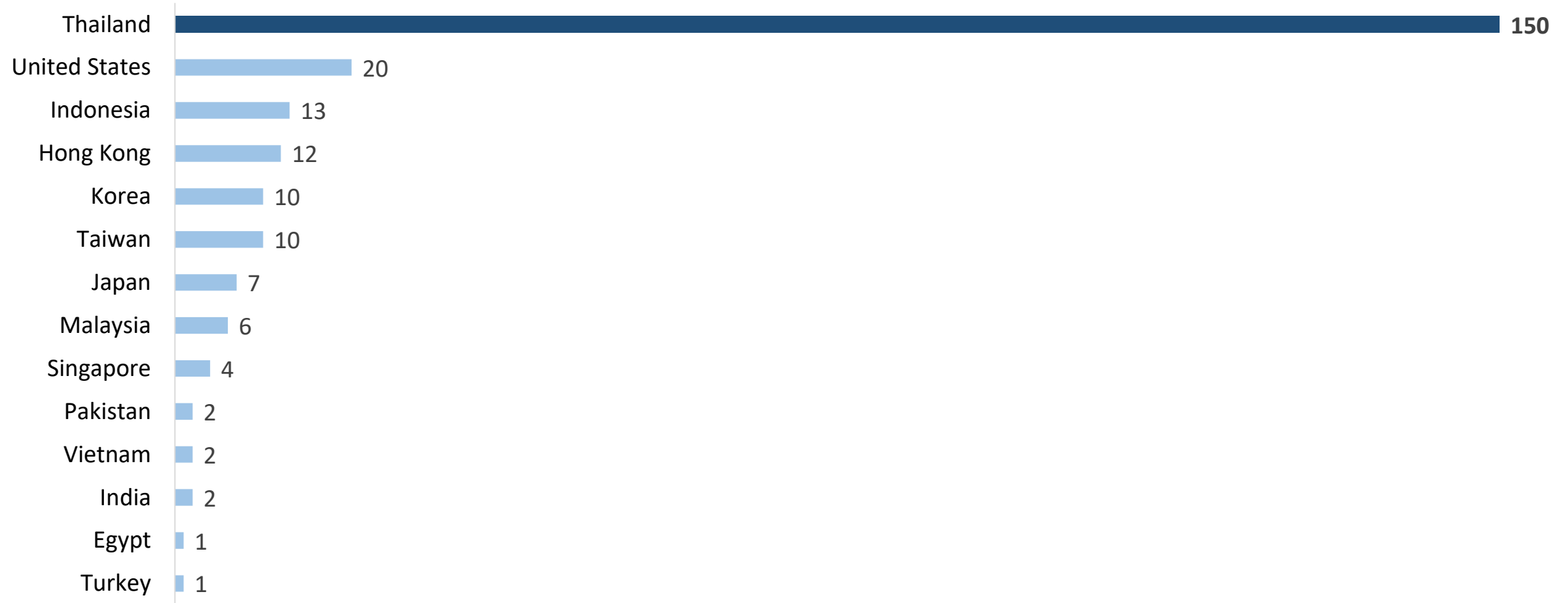
of unique registrants= 240



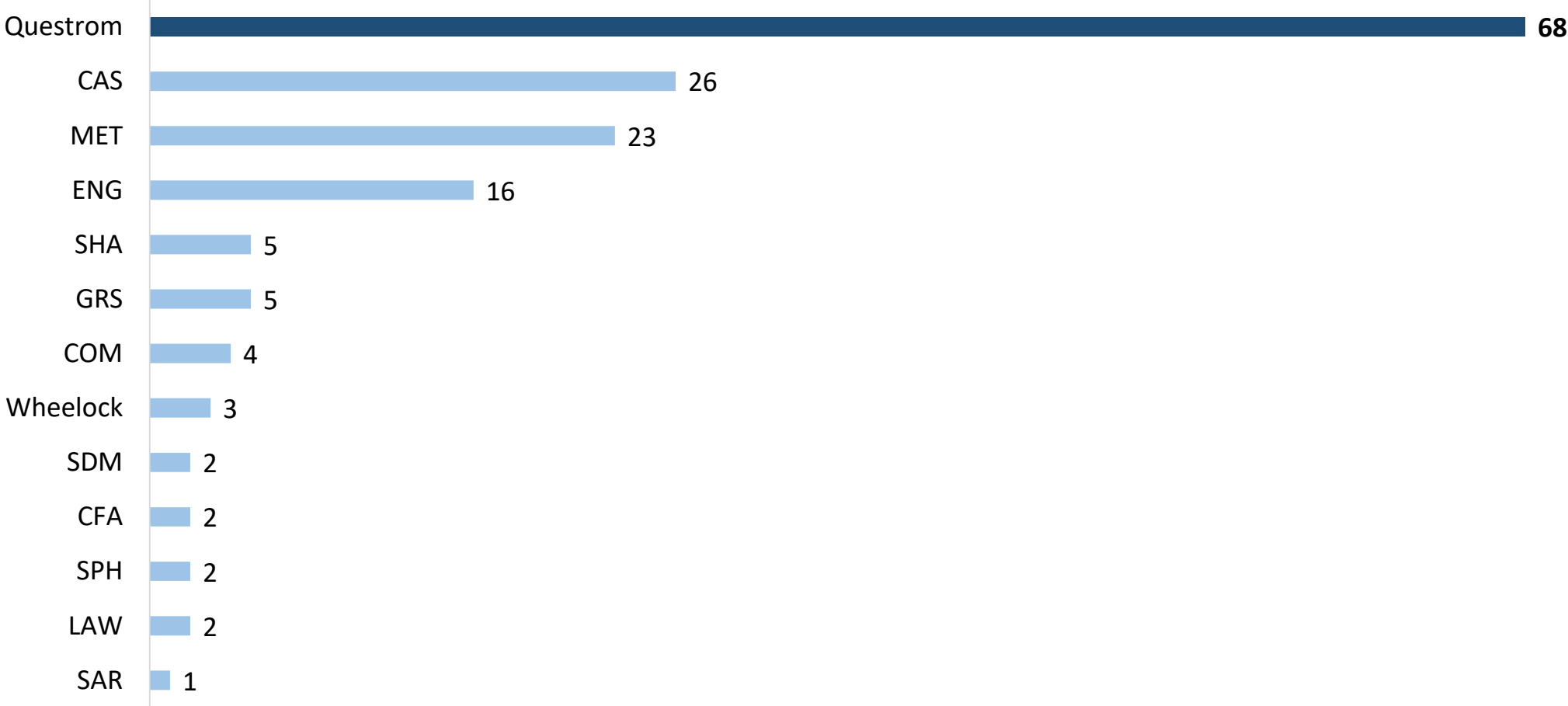
61% registrants are alumni.

Boston University Alumni Association

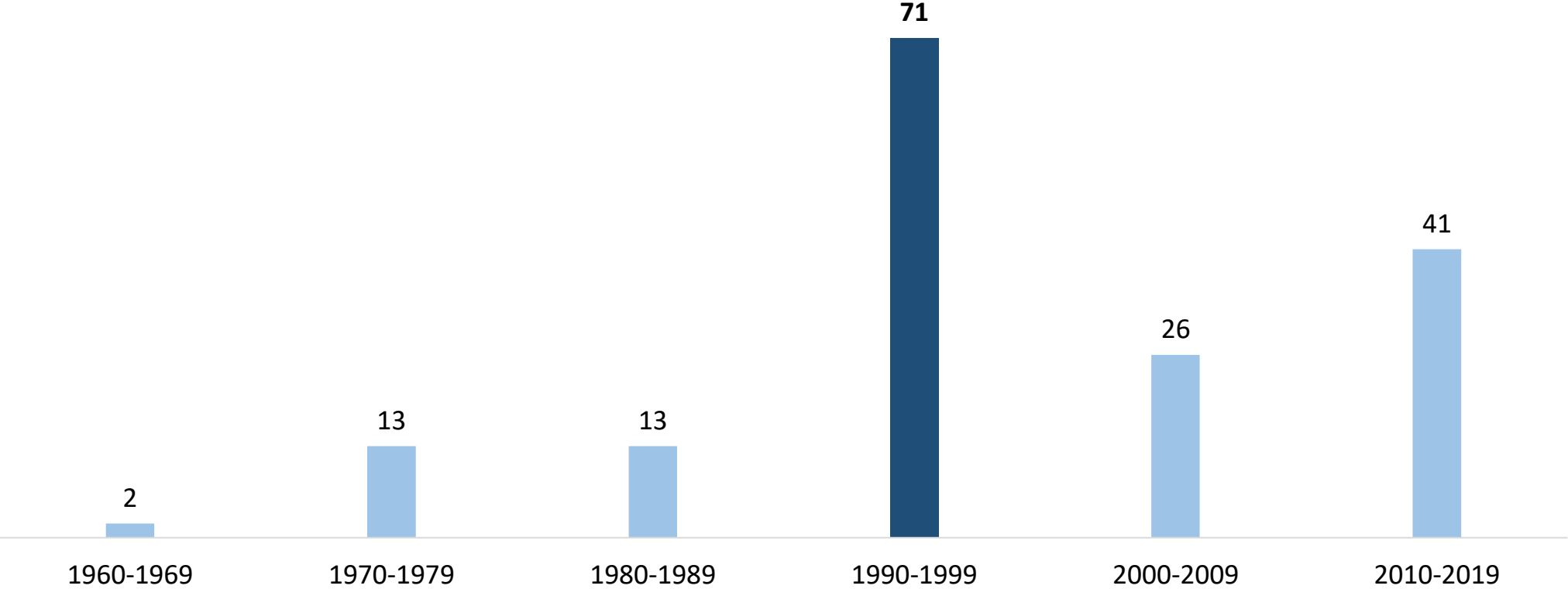
Registrants by Country



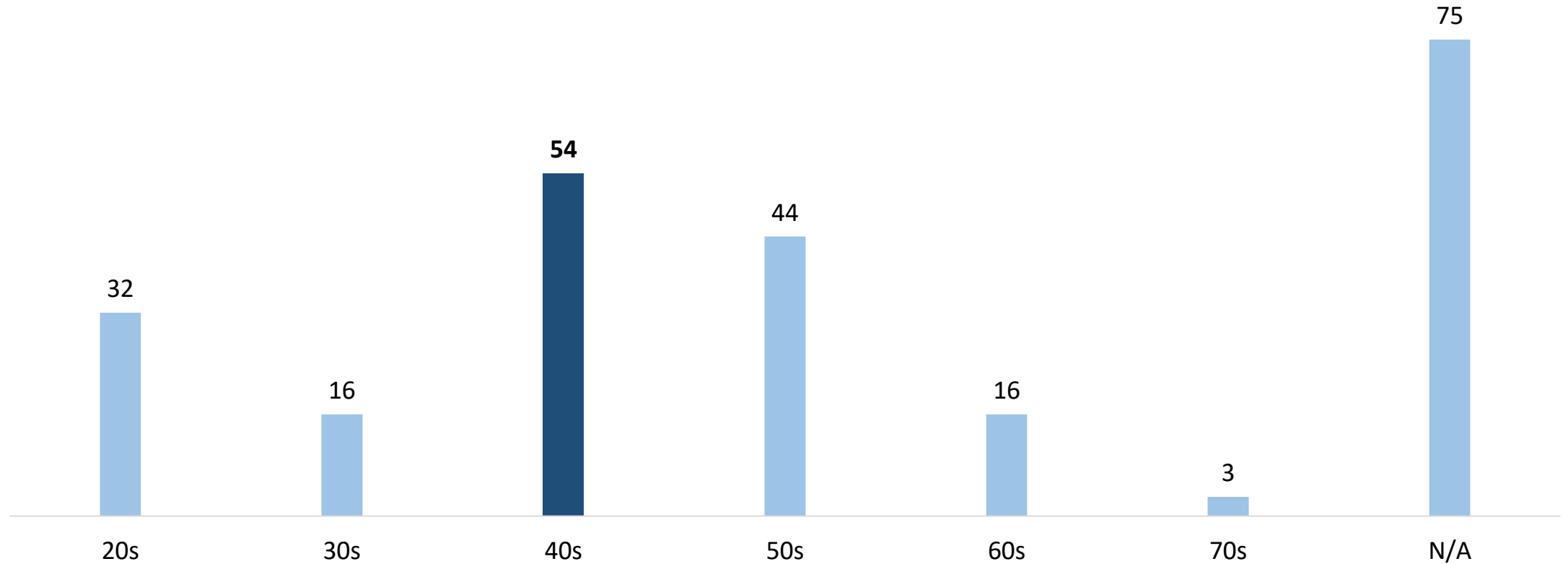
Alumni by School



Alumni by Graduation Year



Registrants by Age

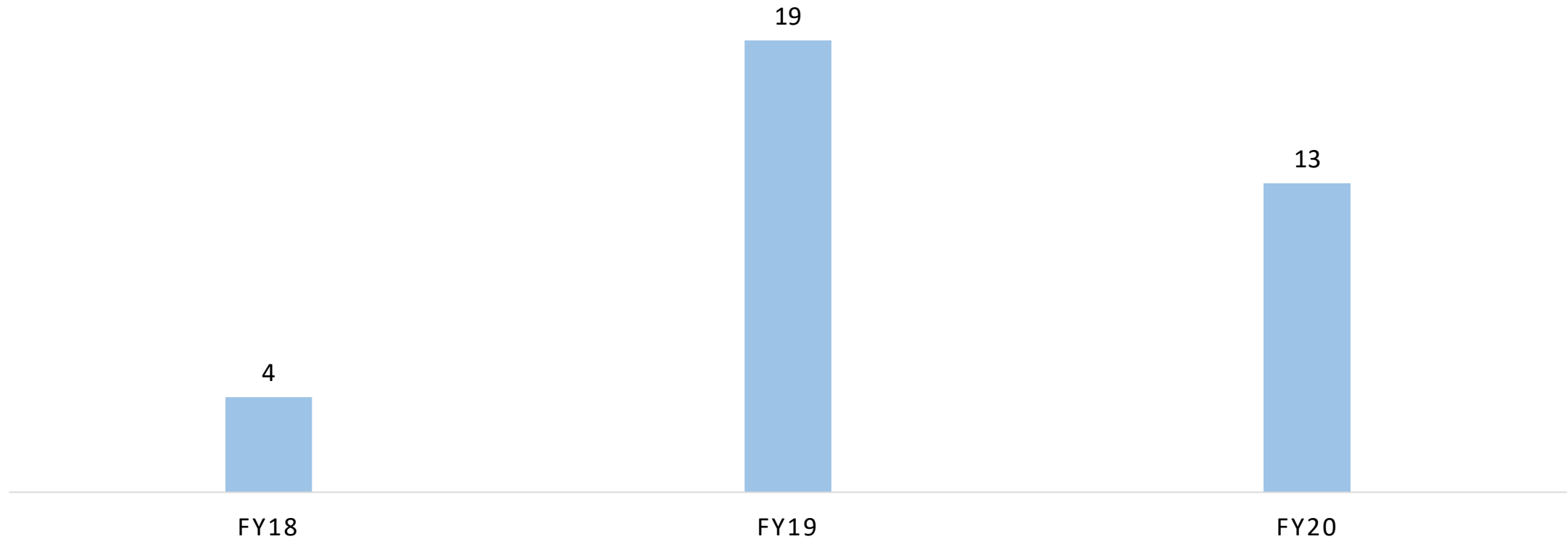


Registrants by Lifetime Giving



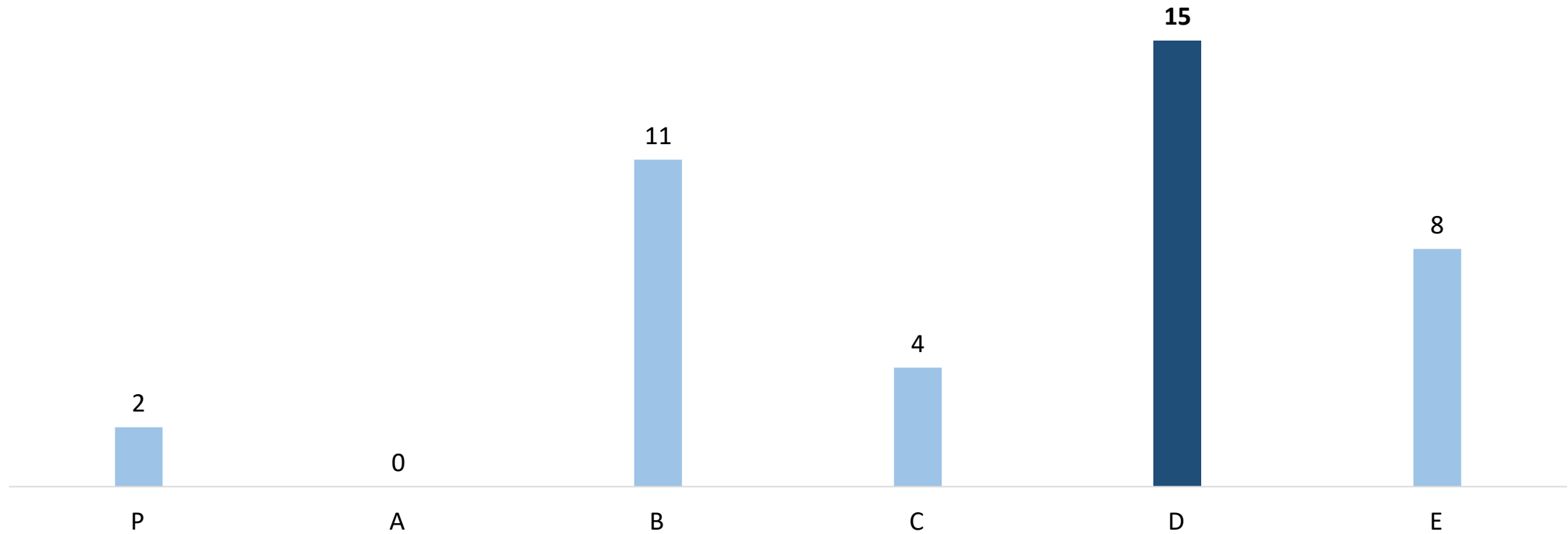
Registrants by Recent Giving

15% of registrants donated in the last three fiscal years
12% of registrants donated in 2019 (Jan – Nov)



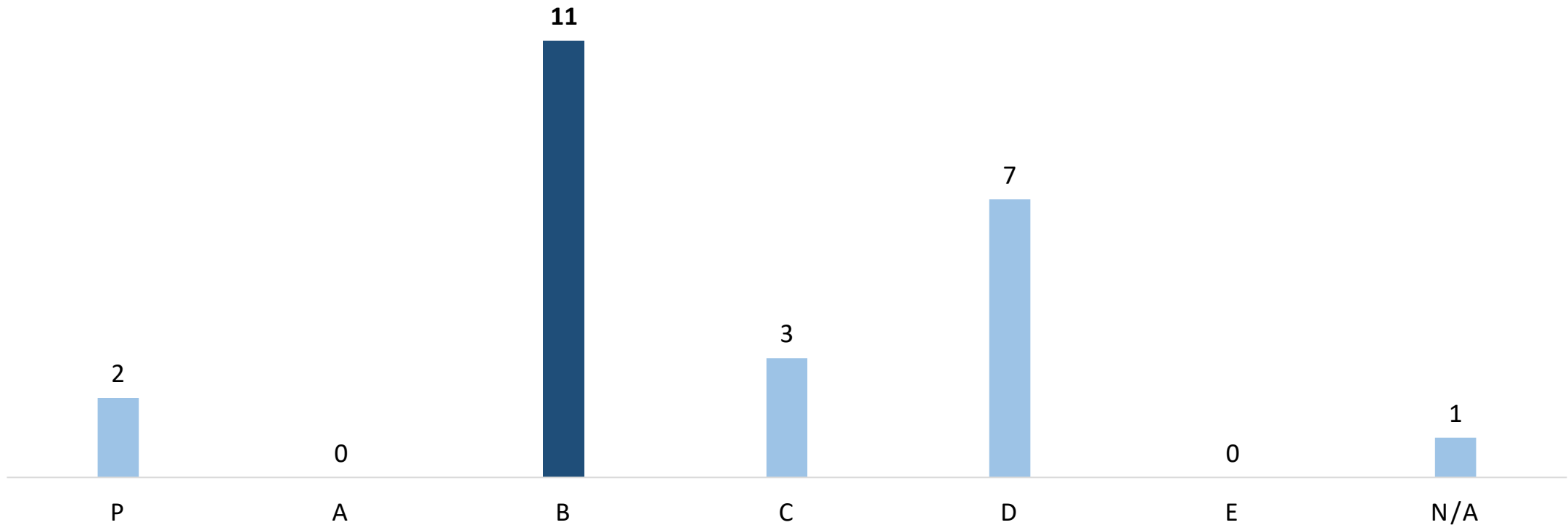
Registrants by Capacity

Total # of registrants by rating = 40



Managed Prospects


Total # of managed prospects = 24



Email Marketing

	Send Date	Open Rate	Unsubscribes
Invitation			
Early signup	7/10/2019	61.8%	0
Past event registrants	7/10/2019	40.1%	0
Thailand donors	7/10/2019	33.6%	0
General	7/17/2019	27.7%	2
Wheelock - Singapore	7/17/2019	21.6%	0
Thailand alumni	7/17/2019	24.0%	0
Segmented			
PRC	8/20/2019	35.9%	3
Thailand	8/20/2019	31.0%	0
Hong Kong	8/20/2019	27.1%	0
Indonesia	8/20/2019	31.5%	0
Malaysia	8/20/2019	24.6%	0
Singapore	8/20/2019	20.0%	0
Vietnam	8/20/2019	36.8%	0
Taiwan	8/21/2019	41.1%	0
Japan	8/21/2019	49.9%	0
Korea	8/21/2019	42.3%	0
Reminder			
Shopping Cart	9/30/2019	57.0%	0
Thailand	9/30/2019	57.0%	0
General	9/30/2019	51.0%	3
PRC	9/30/2019	49.0%	0
Post-Event Survey			
	11/4/2019	60.0%	0

Segmented Email Examples



Dear ##Nickname#,

We noticed that you recently visited the [Asian Alumni Business Forum 2019](#) website but didn't complete the order. We thought we'd get in touch to see if we could help you with anything.

Ready to register?

Yes, take me there!

Need help?

Contact us

SHOPPING CART:
Targeted email to
uncompleted transactions

SEGMENTED:
Translated in to local
languages; leverage local
alumni volunteer as
signatories

尊敬的 BU 校友和朋友:

在当今世界, 与其他志同道合的人建立联系至关重要。许多机会都源自你认识的人和认识你的人。虽然我们几乎都通过社交媒体进行联系, 但是花时间坐下来彼此面对面建立联系特别有意义。

尽享美妙泰国风味, 同时了解受人尊敬的校友演讲人和当地商业领袖。您还将有机会展示您对波士顿大学的自豪感, 并为泰国其他本地同伴所做努力提供支持。

2019 年亚洲校友商业论坛 (Asian Alumni Business Forum) 括:

- 周五晚上在暹罗协会 (Siam Society) 举行的欢迎晚宴, 这是该国最古老的私人会员俱乐部之一, 在此将逼真再现传统庙会情景, 让您真实体验泰国生活的风情
- 周六在万豪侯爵女王公园 (Marriott Marquis Queen's Park) 举行商业论坛, 在此与会者将了解“社会创新和全球领导力实现可持续发展未来”同时与校友商业领袖进行互动
- 周六晚上举行庆祝晚宴, 宾客将通过精致的泰国美食和娱乐节目庆祝泰国传统文化

今年十一月, 让我们在曼谷建立联系, 获得新知, 共同庆祝!

[Click here](#) to see this message in English.

EVENT INFORMATION

2019年11月1日-3日
泰国曼谷
\$250 (在8月31日之前注册以获得折扣。)
提供按项目收费选项。

Start your registration

Social Media

Blog posts:

<http://www.bu.edu/alumni/2019/08/21/top-four-reasons-to-attend-this-years-asian-business-forum/>

<http://www.bu.edu/alumni/2019/10/29/asian-business-forum-instagram-stickers/>

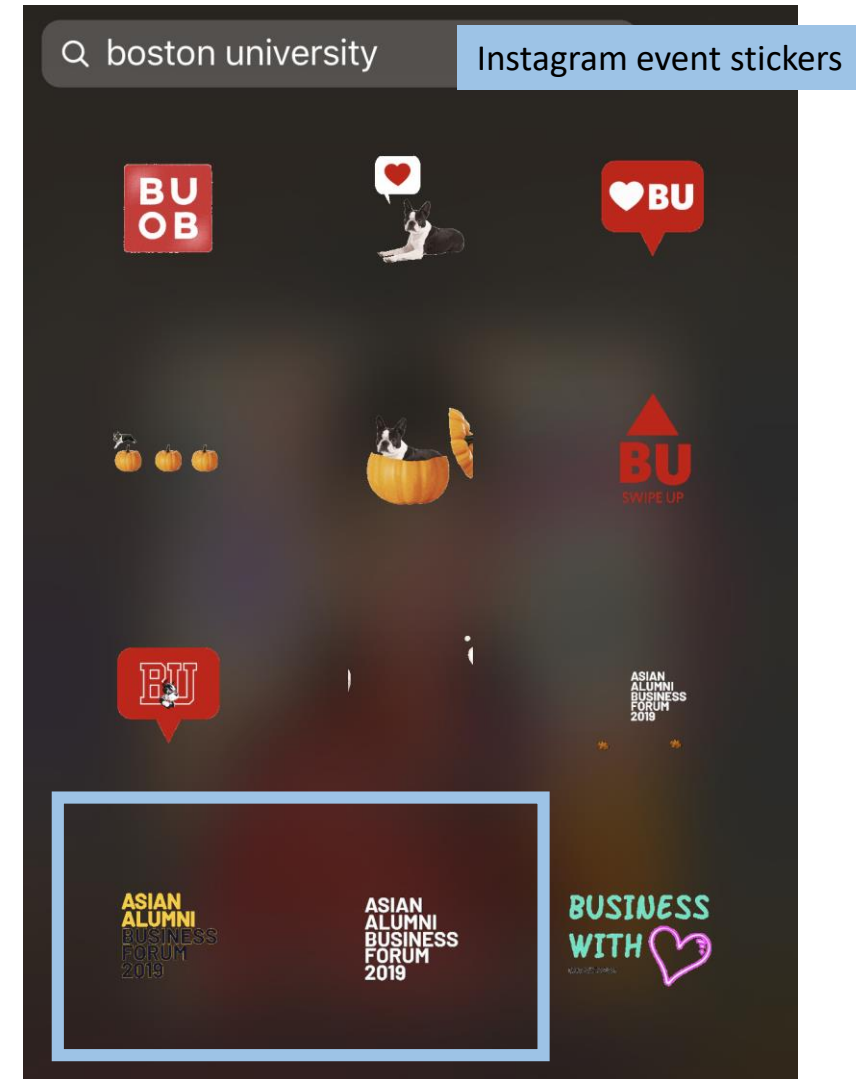
Two social videos were created: general overview & Muslim focused



LinkedIn



Facebook

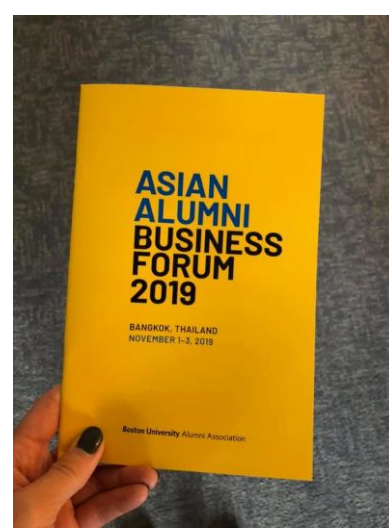


BU Resources

Dedicated Event Website:
bu.edu/alumni/asianbusinessforum



Event promotion video featuring Dean Arun Upneja



Welcome Dinner





Asian Alumni Business Forum 2019



Forum speakers

Alumni panel discussion



Gala Dinner







Boston University Alumni Association

Post-Event Survey


Total # of survey responses: 31

A personalized post-event survey was packaged with access to:

- Photos
- Attendee list
- BU Points of Pride
- Slides from speakers

Satisfaction score per program:

	Minimum	Maximum	Average	Count
Welcome Dinner	2.00	6.00	4.97	31
Business Forum	3.00	6.00	4.90	31
Gala Dinner	1.00	5.00	4.68	31



ASIAN ALUMNI BUSINESS FORUM 2019
BANGKOK, THAILAND

ASIAN ALUMNI BUSINESS FORUM 2019

Dear Yoona,

Thank you for attending the **Asian Alumni Business Forum 2019!** We hope you enjoyed the experience, as well as the opportunity to connect with alumni and friends.

Please take a moment to [share your thoughts](#) on what we did well, and how we could do better.

We hope to see you again in Malaysia next November!

— Bangkok Planning Committee 2019 and BU Alumni Association

Take Survey

Here's a roundup of some great takeaways and leadership wisdom, along with photos and slides from the event.

Takeaways

Share your experience with [#BUAsianBiz](#)

Highlights

- All three events reached its capacity (sold out) in the shortest time.
- Featured high-profile alumni speakers at all three events.
- The most diversified alumni and guest registrants from 16 countries.
- Experimented Proud to BU podcast to encourage event registration as wells as to initiate online buzz.
- An optional Whatapp group for alumni registrants to share information, ask questions, and more.
- Showcased a wide range of Thai culture from food, performance, and music.
- Re-created a local fair, Thai temple fair, which was well-received by the out-of-town guests.



Boston University Alumni Association

Suggestions

- Speaker programming during gala dinner should be brief (no more than 15 mins) to retain attention span and align with the celebratory tone and manner.
- Considering having alumnus/a as event emcee(s) who can relate more with alumni attendees.
- To strategically leverage BU resources, include BU staff from early planning stage until the execution.
- Host country event promotion and registration should be encouraged early in the timeline to have
- Open seating is recommended to increase networking opportunity among alumni and guests.
- Clear and timely check-in with event vendor(s) to prevent miscommunication that can impact event execution.