HOMECOMING 2020
KLU’S VIRTUAL & DECENTRALIZED ALUMNI REUNION
SAT. NOV 7 2020
BACKGROUND INFORMATION

Communication Means
- Email Newsletter & Email Announcements
- Spokespeople as multipliers
- LinkedIn closed group & page
- FB closed group & page
- Instagram

Alumni Stats
- 1300 alumni (including all)
- 540 KLU program alumni
- 37 Spokespeople
- 7 Alumni Association Board members
HOMECOMING FINAL AGENDA
SATURDAY, NOV 7 2020

1:00 – 1:10 pm (CET) Welcome (R. Gomez)
1:10 – 1:40 pm (CET) Welcome & KLU Executive Presentation (T. Strothotte)
   - Target audience: KLU alumni

1:45 – 2:15 pm (CET) Choice of Faculty Expert Q&As (tbd)
3:00 – 3:30 pm (CET) Choice of Faculty Expert Q&As (tbd)
   - Target audience: KLU community

4:30 – 5:30 pm (CET) Networking, Gratitude & Community Video Broadcast
   - Target audience: KLU alumni

6:00 – 7:30 pm (CET) General Assembly
   - Target audience: KLU alumni

Starting 8:00 pm (CET) or whenever organized
Decentralized worldwide Get-togethers
   - Target audience: KLU alumni

Derived from an Alumni Homecoming Survey and a discussion with a focus group.
WELCOME & EXECUTIVE PRESENTATION
NOV 7: 1:00 - 1:40 PM (CET)
„WHAT CONTENT WOULD YOU BE INTERESTED IN?“
FACULTY EXPERT Q&AS
NOV 7: 1:45 -2:15 PM (CET) = 2 SESSIONS
NOV 7: 3:00 -3:300 PM (CET) = 2 SESSIONS
FOLLOWING THE BEST RANKED SESSIONS (SURVEY):

1. **Prof. Alan C. McKinnon**, PhD: Impact of Covid19 on logistics systems and global supply chains: An update
2. **Prof, Rod Franklin**, PhD: Risk planning for the future: Avoiding the next black swan event
3. **Prof. Dr. Niels Van Quaquebeke**: Remote leadership
4. **Prof. Dr. Maria Besiou**: Implications for developing countries

- **Non Covid-19 topic**
- **Covid-19 consequences** for the economy in general - and logistics in particular? Provide some real takeaways.

- The majority voted for a good choice of faculty sessions, and thus, against additional alumni speaker.
ORGANISATION & SUPPORT (FACULTY Q&A)

- **Head organizer:** Anne Rehmet (KLU)/ President Strothotte

- **Supporter:**
If the below given faculty members are able to join us (tbd) on Nov 7, the following alumni already volunteered to assist e.g. as co-moderators in the Q&As.

1. **Prof. Alan C. McKinnon**, PhD: Mark Albers
2. **Prof, Rod Franklin**, PhD: Fred Staebler
3. **Prof. Dr. Niels Van Quaquebeke:**
4. **Prof. Dr. Maria Besiou:**

As soon as we know who will join us, we will ask for alumni support regarding the remaining speakers.

We hope that the above stated faculty members will be able to accommodate us. If not, KLU will be able to support the homecoming with similarly exciting speakers!
NETWORKING, GRATITUDE & COMMUNITY VIDEO BROADCAST
NOV 7: 4:30 -5:30 PM (CET)

In spite of the fact that this year’s homecoming will be a mostly virtual experience, we want to integrate a session focusing on celebrating the KLU community spirit, networking, being part of the KLU family.

- Target 60 minutes
- 4:30 – 5:30 pm (followed by 30 min. break before assembly)
- Includes:
  - Networking Activity
  - Thanks to especially involved alumni (gratitude)
  - Alumni Community Video Screening
NETWORKING ACTIVITY
NOV 7: 4:30 -5:00 PM (CET)

- Due to last year’s very positive feedback regarding the included networking activity, we will attempt an online version.

- An option would be to invite alumni into different online breakout rooms.
COMMUNITY OF GRATITUDE
NOV 7: 5:00 - 5:15 PM (CET)

- It is important to value those community members who continually engage, dedicate time and energy to further develop and strengthen KLU’s alumni community.

- We want to start a new tradition whereby those who have been nominated showing outstanding support, get to be praised during KLU’s Homecoming.

Comments:
• Several positive remarks to establish this tradition.
• First nominations
• An official call for nominations would need to be sent.
• Can we do more than just saying “thank-you”? 
CREATION OF AN ALUMNI SPIRIT VIDEO
NOV 7: 5:15 - 5:30 PM (CET)

Comments:
- Slight tendency towards a Toast to the Class of... Video..
- Already 14 alumni left their names to volunteer.
- The video could be similar to the following example by the Washington University, St. Louis
  [https://www.youtube.com/watch?v=G-qpAyn0_pw](https://www.youtube.com/watch?v=G-qpAyn0_pw)

<table>
<thead>
<tr>
<th>Would you prefer one of the two videos?</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Toasts to the Class of&quot; video</td>
<td></td>
</tr>
<tr>
<td>&quot;KLU musical spirit&quot; video</td>
<td></td>
</tr>
<tr>
<td>I like both of them well</td>
<td></td>
</tr>
<tr>
<td>I wouldn’t recommend do…</td>
<td></td>
</tr>
</tbody>
</table>

Answered: 58  Skipped: 6
ORGANISATION & SUPPORT
(NETWORKING, GRATITUDE & COMMUNITY VIDEO BROADCAST)

Head organizer:  Anne Rehmet (KLU)

Supporter:
This session consists of three parts. Each part is being organized via a team of KLU staff or alumni board representative and alumni supporter.

1. Networking Activity (30 min):  Yana Asenova (Board) & Luis Godoi
2. Community of Gratitude (10 min):  Anne Rehmet (KLU) & Victoria Herzog
3. Alumni Toast Video (10 min):  Holly Hillen (KLU) & Ceyda Zaim

Alumni who already volunteered to participate in the videos:

- Meyn, Niclas (Toast)
- Godoi, Luis Henrique (both)
- Ariza, Mateo (both)
- Roemmelt, Tizian (both)
- Carrasco, Pablo (both)
- Stokovac, Donald (both)
- Drevo, Katja (both)

- Wedell, Nicole (Toast)
- Don Ranasinghe, Danilo (both)
- Huber, Cornelia (both)
- Nowc, Markus (Music)
- Rueter, Luka (Toast + organisation)
- Dawe, Jannes (Toast)

We want you all! Let Holly and Ceyda know, if you want to join as well!
GENERAL ASSEMBLY
NOV 7: 6:00 – 7:30 PM (CET) – POTENTIALLY SHORTER

■ Comments:
  • Assembly should be shorter, ideally 60 min max.
  • Perhaps the voting could be the first agenda item, as it might be the most interesting item.

  • Head organizer:

Current Alumni Board
  • Ruben Gomez
  • Daniela Salas
  • Yana Asenova
  • Sven Müller
  • Erdal Yigit
  • Nicolas La Rotta Forero
  • Amanda del Valle

Join the Alumni Board!
If you want to support the current board, or are interested in running for one of the open board positions, please reach out to any of the current board members!
DECENTRALIZED GET-TOGETHERS
NOV 7: 8:00 PM (CET) OR WHATEVER YOUR PLAN IS

- We may not be able to have a party on campus this year. If it's possible, you will be informed on short notice. Rooms have already been reserved ;o).
- We want to encourage alumni to connect/meet beyond Hamburg.
- We are an international community, and we want to celebrate our homecoming wherever our alumni are around the world.
- We invite alumni to get-together in smaller groups (as Covid-19 permits).
  - Are you into Gin-tasting and would be happy to organise a Gin-Tasting? Let us know!
  - Would it be your class’ anniversary? Of course, you should meet!
  - Happy to go for a hike in the Swiss mountains? Let us know!
- To share the KLU spirit, please send us a photo, greeting or video snipped of your homcoming get-together on Nov 7 via the social media.

  - Many positive comments.
  - Already 9 volunteers.
  - Locations range from places in Germany to Brussels, Dublin, and Zurich.
ORGANISATION & SUPPORT
(DECENTRALIZED GET-TOGETHERS)

- Head organizer: Sabine Mundt (KLU)
- Supporter: Eike Simon Langer

Sabine and Eike will continue to spread the idea, encourage alumni to offer get-togethers, collect details regarding the get-togethers for information on a KLU Homecoming landing page, support with connecting alumni.

The following alumni already volunteered to arrange a get-together:

- Carrasco, Pablo
- Chirkova, Anna (meeting at her place in Zurich)
- Torreblanca, Ricardo (joining a meeting in/around Kassel)
- Zaim, Ceyda (Dublin)
- Wedell, Nicole (Brussels)
- Don Ranasinghe, Danilo
- Petersen, Jonathan (meet-up in a bar)
- Huber, Cornelia (dinner in Zurich)
- Rehmet, Anne (alumni staff meeting)
- Ariza, Mateo (Latin-American get-together)
- Schwalbe, Thomas
- Stork, Elmar
- Kambunga, Salmon (Namibia)

The more the better! Let Sabine and Eike know, if you want to join as well!
WHAT ELSE.....

- IT = KLU
- Marketing (before hand)
- Marketing/ Community Involvement (homecoming day)

Are you a marketing expert? We need your support!

Marketing this extraordinary homecoming requires your help, not only up front via email, social media, etc.

On the very day, we would like to be out there, connecting with the KLU alumni community, sharing the spirit – but how???

Reach out to us, if you think you can help! alumni@the-klu.org