

INSEAD

Alumni Association
Norway



Christmas Lunch and General Assembly

December 2, 2016
Nationalgalleriet

in collaboration with



pwc

INSEAD

The Business School
for the World®

#1

MBA Programme in the World
(*Financial Times 2016*)

500

509 INSEAD Alumni in Norway
235 MBA and 274 Executive Education

The team: IAAN Board 2016



Maria Borge
Andreassen
(treasurer)



Martin Holst
Andreassen
(social
events)



Lyke Matser
Lorentzen
(events)



Petter Mather
Simonsen
(club
events)



Marius
Olsen
(president)



Naeem Zahid
(membership)















Wilfried
Pimenta de
Miranda
(executives)







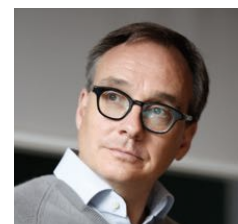
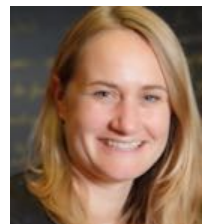
Susanne
Hannestad
(IN-BOARD +
Entrepreneurship
Club)







12 events this year: Big Data, Solar Energy, Politics to Work-life balance. 5 professors visiting

	French Embassy	Strategy Club	Andreas Thorsheim	Professor Paul Evans	Entrepreneurship & PE Club	Jennifer Petriglieri
First half 2016:						
Date:	26 January	23 February	15 March	4 April	26 April	31 May
Topic:	French-Norwegian business, social event	Strategy club at McKinsey & Co: "Big Data – What is your plan?"	Founder of Otovo: "The Future of Solar Energy"	INSEAD professor Paul Evans: "Norwegian Talent Competitiveness"	Professor Timothy Bouvard & panel: "Buying a Business is Entrepreneurship too"	INSEAD professor Jennifer Petriglieri: "Managing dual careers"

	Summer Party	Global INSEAD Day	Bjørn Tore Godal	Donald Lessard	Wegger Chr. Strømmen	Christmas Lunch
Second half 2016:						
Date:	19 August	12 September	20 September	21 October	2 November	2 December
Topic:	Dinner, live jazz, talks by Dean Ilian Mihov and Walter Qvam	Social event with food, drinks and live music	The impact of Norwegian foreign policy	MIT Professor on "Effective Industrial Ecosystems"	"Reflections on US Politics a few days before the Presidential Election"	Social event and general assembly

61 attendees on average, Club Events are the most popular throughout the year

	French Embassy	Strategy Club	Andreas Thorsheim	Professor Paul Evans	Entrepreneurship & PE Club	Jennifer Petriglieri
First half 2016:						
Date:	26 January	23 February	15 March	4 April	26 April	31 May
Statistics:	40 attendees (100% INSEAD alumni)	92 attendees (60% INSEAD alumni)	56 attendees (60% INSEAD alumni)	55 attendees (65% INSEAD alumni)	80 attendees (60% INSEAD alumni)	42 attendees (55% INSEAD alumni)

	Summer Party	Global INSEAD Day	Bjørn Tore Godal	Donald Lessard	Wegger Chr. Strømmen	Christmas Lunch
Second half 2016:						
Date:	19 August	12 September	20 September	2 November	2 November	2 December
Statistics:	102 attendees (75% INSEAD, 25% IMD)	25 attendees (100% INSEAD alumni)	48 attendees (70% INSEAD alumni)	45 attendees (35% INSEAD alumni – short notice)	70 attendees (50% INSEAD alumni)	40 attendees (100% INSEAD alumni)

Social events

- **Random Dinner**, a new initiative, was a success with 2 alums hosting on 2 locations with 18 guests
- **Global INSEAD Day** celebrations at Tjuvholmen
- We have put more emphasis on **networking over drinks after events**, on or close to the event location



Dinner at PWC after the event with Jennifer Petriglieri



Selected pictures from events (1/4)



Strategy Club



PE & Entrepreneurship Club

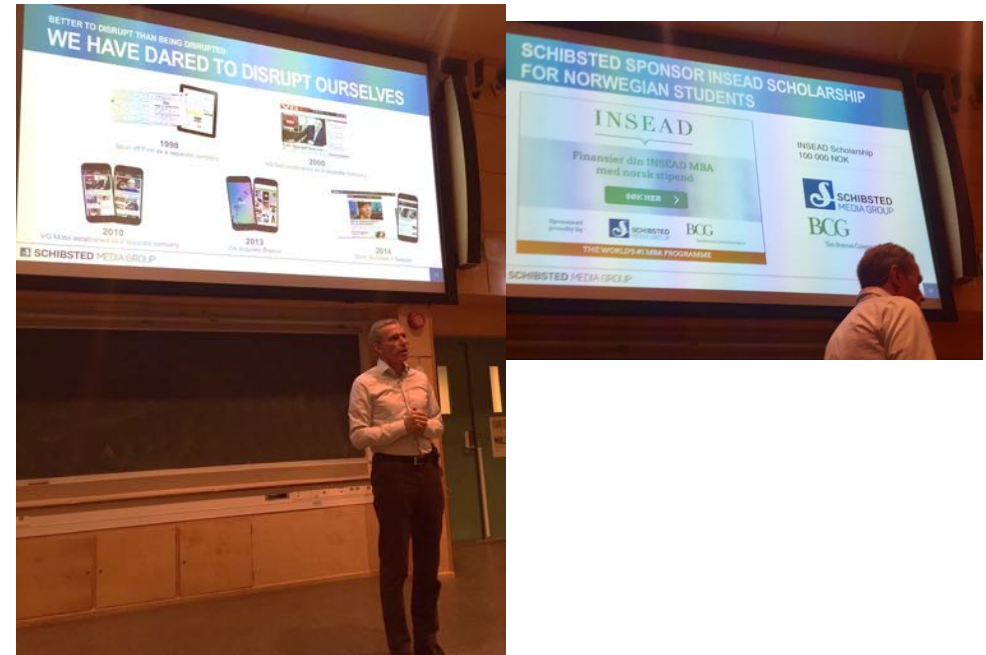


Bjørn Tore Godal

Selected pictures from events (2/4)



Global INSEAD Day
at Kezzler rooftop Tjuvholmen



INSEAD alumni Rolv Erik Ryssdal
with lecture at NTNU

Selected pictures from events (3/4)



Summer Party



Ilian Mihov
Dean of INSEAD



Walter Qvam
Kongberg Gruppenn

Selected pictures from events (4/4)



**Great mingling
and friends**



231 members in 2016, healthy increase from last year

Our membership penetration is well above INSEAD benchmarks



Membership penetration	INSEAD target	IAA Norway
MBA	30%	64%
Executives	15%	29%

Key learnings and improvement points for 2017

- ➔ Need a **simple payment solution** for our members, based on their preferences. **Structured follow-up** to make sure loyal members don't "forget to pay"
- ➔ We could have **less events (with high quality)**, rather than too frequent events with decreasing attendance
- ➔ Keep focusing on **high quality club events** as they attracting most attendees
- ➔ Keep pushing **social drinks** as an extension **after selected events** as it leads to mingling and networking
- ➔ Experiment with **Friday lunch events**
- ➔ Consider **changing venue of Christmas lunch** next year

Great learnings from volunteer meetings with international alumni associations

There are two international alumni association gatherings per year:

- Fontainebleau May: Naeem Zahid represented IAA Norway
- Singapore Nov: Marius Olsen represented IAA Norway

Key highlights:

- **MBA Graduation** is from now on at **Chateau de Fontainebleau** (France) and **Marine Bay Sands** (Singapore), long-term agreements with INSEAD
- Trend worldwide, **harder to get younger alumni to pay** for membership – looking at measures like free LinkedIn Pro, Economist, Frequent Flyer etc.
- Significant **curriculum change**, introducing P0 for online preparation before MBA
- Fun fact: INSEAD applications **increased by 57%** (compared to previous year) in the weeks after Trump election, higher quality applicants than ever

Great learnings from volunteer meetings with international alumni associations



Naeem Zahid representing IAA Norway at Alumni Volunteers Meeting in Fontainebleau, May. Main goal is to share challenges and best practices, share requirements around IT systems and membership solutions across INSEAD alumni associations. 42 countries represented.

Student overview 2016



INSEAD

The Business School
for the World*

23% increase in
apps for 17D

57% increase in
apps for 18J (R1)

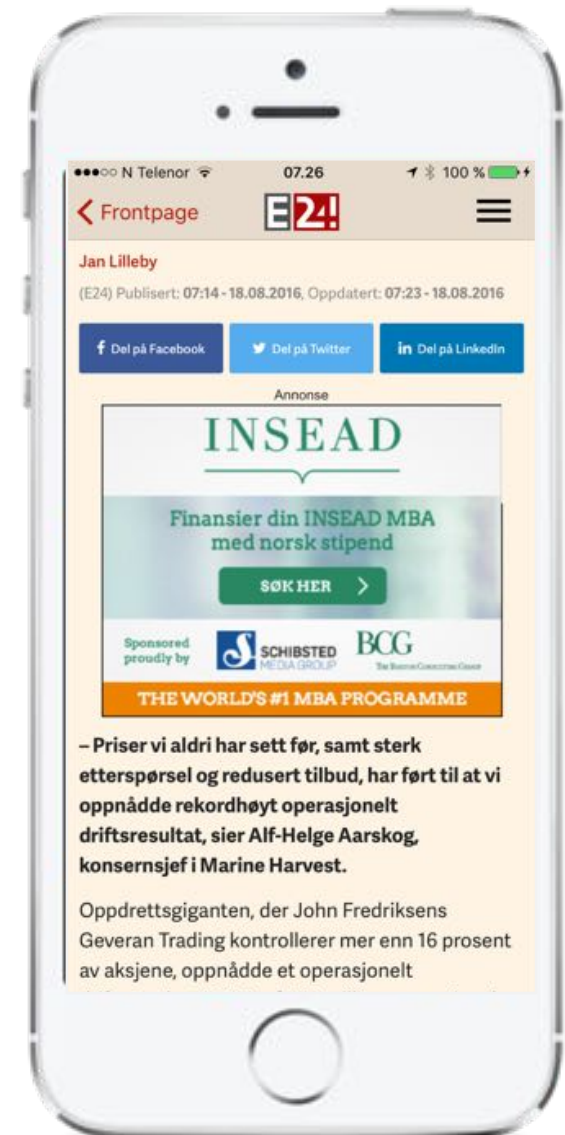


INSEAD scholarship for Norwegian students

The INSEAD Council, lead by Birger Magnus, has created an INSEAD scholarship for Norwegian students

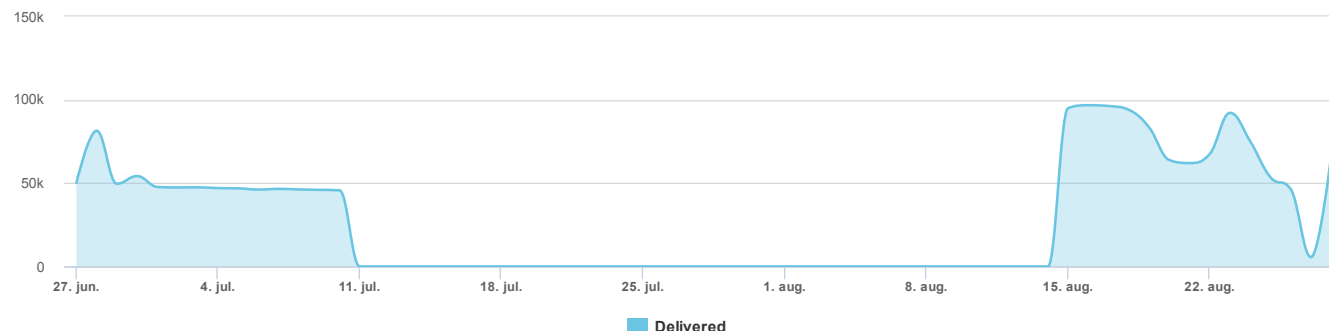
Up to **NOK 150.000,- per year**

- BCG financing the scholarship
- Schibsted financing the marketing



INSEAD scholarship for Norwegian students

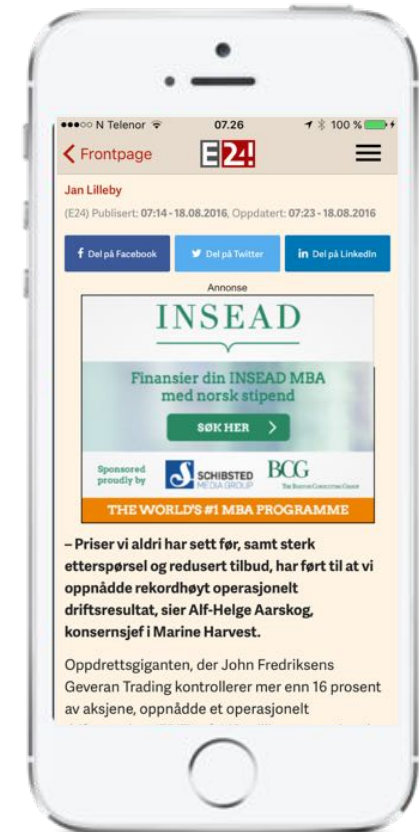
- 1.8 millioner ad impressions June to August



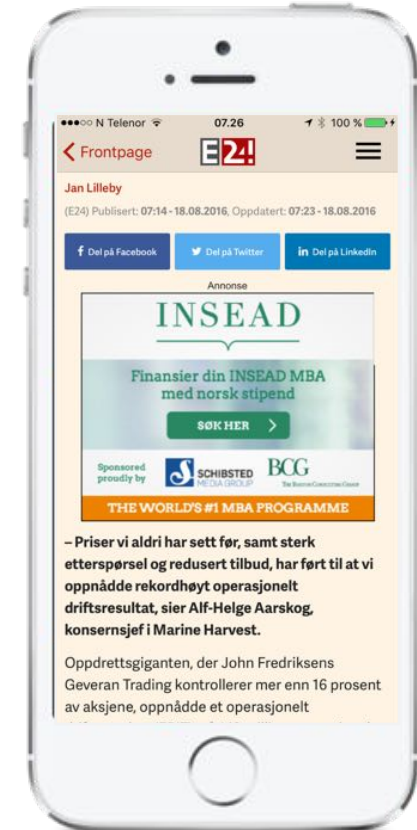
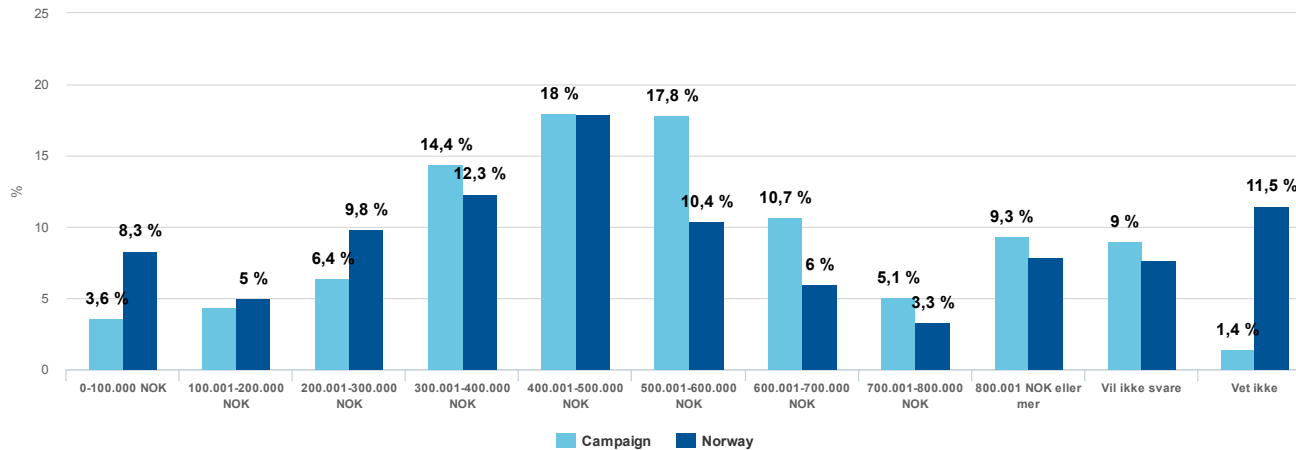
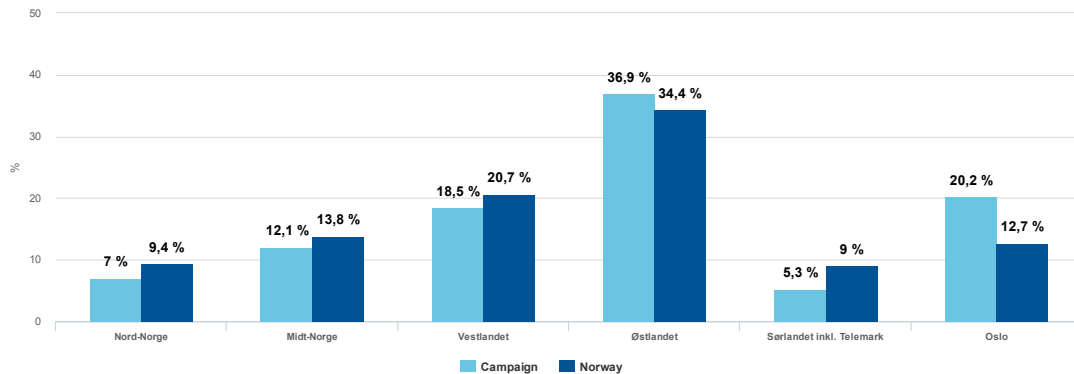
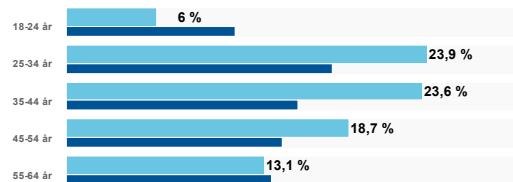
73 %
MALE



28 %
FEMALE



INSEAD scholarship for Norwegian students



Successful first IN-BOARD

Truly Nordic participations with Swedes, Dutch/Norwegian, French/Norwegian, Canadian/Norwegian and Norwegians – 12 persons

Workshops in Oslo – Friday lunch to Saturday lunch

August 26-27	workshop 1 – McKinsey (Strategy)
September 23-24	workshop 2 – PwC (Legal & Compliance)
October 21-22	workshop 3 – First House and Esholdt (Communication & HR)



INSEAD - sessions at Fontainebleau (FR)

Group 1: 24-26 November 2016 – 25 persons

Group 2: 25-27 November 2016 – 25 persons

International Group: Dutch, German, Swiss, Belgian, Lebanese and Nordic

Topics: Leadership, Coaching and 360-feedback

Plan to continue next year with the Nordic IN-BOARD



Healthy financial situation for IAA Norway

Positive profit of more than 20,000 (even with a negative budget)

Accepted by
General
Assembly

IAAN - Annual Report 2016

Item	Amount (NOK)
Income 2016 (NOK)	
Membership dues	147 081
Summerparty - Participation fees	52 258
Payment from IMD for their summerparty participation	35 428
Sponsorship	7 500
Interest	281
<i>Inboard - Participation fees</i>	172 006
Total Income	414 554
Total Income excluding Inboard	242 548

Expenses 2016 (NOK)

NAA Contribution	-8 259
Admin Expenses (post, bank)	-11 567
IAA Address Book	-1 994
Events (venue hire, gifts, catering, professor)	-16 126
Global Insead day	-4 177
INSEAD Summit participation	-13 600
IAAN Summer Party expenses	-131 167
2015: IAAN Christmas Lunch	-20 000
Board meetings	-15 220
<i>Inboard</i>	-10 064
Total Expenses	-232 173
Total Expenses excluding Inboard	-222 109

Profit 2016 (NOK)

Total Profit	182 381
Total Profit excluding Inboard	20 439

Balance 2016 (NOK)

Starting Balance	232 513
Total profit	20 439
Ending Balance	252 952
Whereof pending transactions	8 343
<i>Cash Balance as of November 27, 2016</i>	261 295

Budget 2017 with only minor adjustments

Increase items Summer Party and Christmas Lunch

Accepted by
General
Assembly

	Budget 2017	Actual (est. per nov)	Budget
IAAN - Budget (NOK)	2017	2016	2016
Membership	136 000	147 081	129 500
Renter	280	281	280
Sponsorship	7 500	7 500	15000
Totale Income	143 780	154 862	144 780
NAA Contribution	-13 000	-8 259	-13 000
Admin Expenses (post, bank)	-12 000	-11 567	-12 000
IAA Address Book	-2000	-1 994	-1 000
Events (venue hire, gifts)	-20 000	-16 126	-20 000
Global Insead Day	-5 000	-4 177	-5 000
IAA Summit Participation	-25 000	-13 600	-25 000
IAAN Summer Party Subsidy	-40 000	-43 481	-30 000
IAAN Christmas Lunch	-30000	-20 000	-20 000
Board Meetings	-20000	-15 220	-20 000
Totale Expenses	-167 000	-134 423	-146 000
<i>Total Balance</i>	<i>-23 220</i>	<i>20 439</i>	<i>-1 220</i>

Membership fee suggested kept unchanged

Accepted
by General
Assembly

Suggestion:

- **650,- for normal membership**
- **300,- for regional (supporting) membership**

Membership is **valid 1 year**

Pay the way you prefer – in 2017 we will offer:

- **VIPPS mobile payment**
- **INSEADs own online payment portal**
- **Faktura on paper**

Two people leaving the team



Maria Borge
Andreassen



Martin Holst
Andreassen

Leaving after
6 years



Lyke Matser
Lorentzen



Naeem
Zahid



Marius
Olsen



Petter Mather
Simonsen

Leaving after
8 years



Susanne
Hannestad



Wilfried
Pimenta de
Miranda

Thank you Martin and Petter for
fantastic contributions to the INSEAD alumni family in Norway

The team 2017



Maria Borge
Andreassen



Lars
Thoresen

Welcome!



Lyke Matser
Lorentzen



Naeem
Zahid



Marius
Olsen



Wendy
Lam

Welcome!



Susanne
Hannestad



Wilfried
Pimenta de
Miranda

Welcome Lars and Wendy!

Board 2017 with two new members

Lars Thoresen and Wendy Lam joining

Accepted
by General
Assembly

Roles:

- **Marius Olsen**, President
- **Maria Borge Andreassen**, Treasurer
- **Naeem Zahid**, Membership
- **Lars Thoresen**, Club Events **(NEW)**
- **Susanne Hannestad**, IN-BOARD and Club Events
- **Lyke Matser Lorentzen**, Social Events
- **Wendy Lam**, Speaker Events and IN-BOARD **(NEW)**
- **Wilfried Pimenta de Miranda**, Executive Membership



Lars
Thoresen



Wendy
Lam

Clubs:

- **Lars Thoresen / Susanne Hannestad** – Private Equity & Entrepreneurship Club
- **Krister Paulsen** - Energy Club
- **Sverre Fjeldstad** - Strategy Club

The Board maintains the right to supplement itself during the election period

Main KPI goal is to reach 240 members in 2017

Mål	Status 2016	KPI 2017
Total members	231 (45% penetration)	240 (47%)
Executive members	79 (29% penetration)	70+ (26%)
Event participation	Total average 61	50+
Sponsors	1	1
Participants at summer party	102	80+
Number of MBA students at INSEAD (difficult to influence directly)	6 total (16J = 4 and 16D = 2)	6+ (2 admitted so far)

Vision and focus areas

Our vision:

- **Be the most relevant MBA alumni forum in Norway** by having relevant speakers and meeting places for alumni

General focus areas:

- **Continued strong collaboration with elite MBA alumni** associations (Harvard, IMD, Stanford and London Business School)
- **Increase knowledge of INSEAD among potential applicants** for the MBA- og EDP-programs, as well as for **recruiters** through presence at schools and by inviting prospective students to selected events
- Get at least one alumni to have **guest lectures at NTNU / NHH** to increase INSEAD brand awareness among potential future applicants
- Facilitate for **good networking opportunities** before/after each event

INSEAD Norway Event Program 2017

Main sponsor



Sponsors of INSEAD Scholarship



French Embassy

Strategy Club

Artificial Intelligence

Entrepreneurship & PE Club

Luxury Goods

First half 2017:



Date: 31 January
Topic: French-Norwegian business, social event

Date: 21 February
Topic: Our yearly strategy club event

Date: 14 March
Topic: Silvija Seres, Board of Nordea: "AI and the secret political life"

Date: 18 April
Topic: Our yearly PE & Entrepreneurship club event

Date: (Date to be confirmed)
Topic: David Dubois, INSEAD professor: "Creating sustainable competitive advantage"

Summer Party

Global INSEAD Day

Digital Disruption

Energy Club

Internet Strategy

Christmas Lunch

Second half 2017:



Date: 29 August
Topic: Social event with dinner and live jazz music

Date: 12 September
Topic: Social event with food, drinks and live music

Date: September
Topic: Rian Liebenberg, CTO Schibsted, former Google: "How to succeed with digital transformation"

Date: 24 October
Topic: Our yearly energy club event

Date: (Date to be confirmed)
Topic: Annet Aris, INSEAD professor of strategy: "Media and Internet - new rules of the game in the digital world"

Date: 5 December
Topic: Social event and general assembly

⑦ Other

Questions?

Want to join the team?

Suggestions for speakers?

info@insead.no



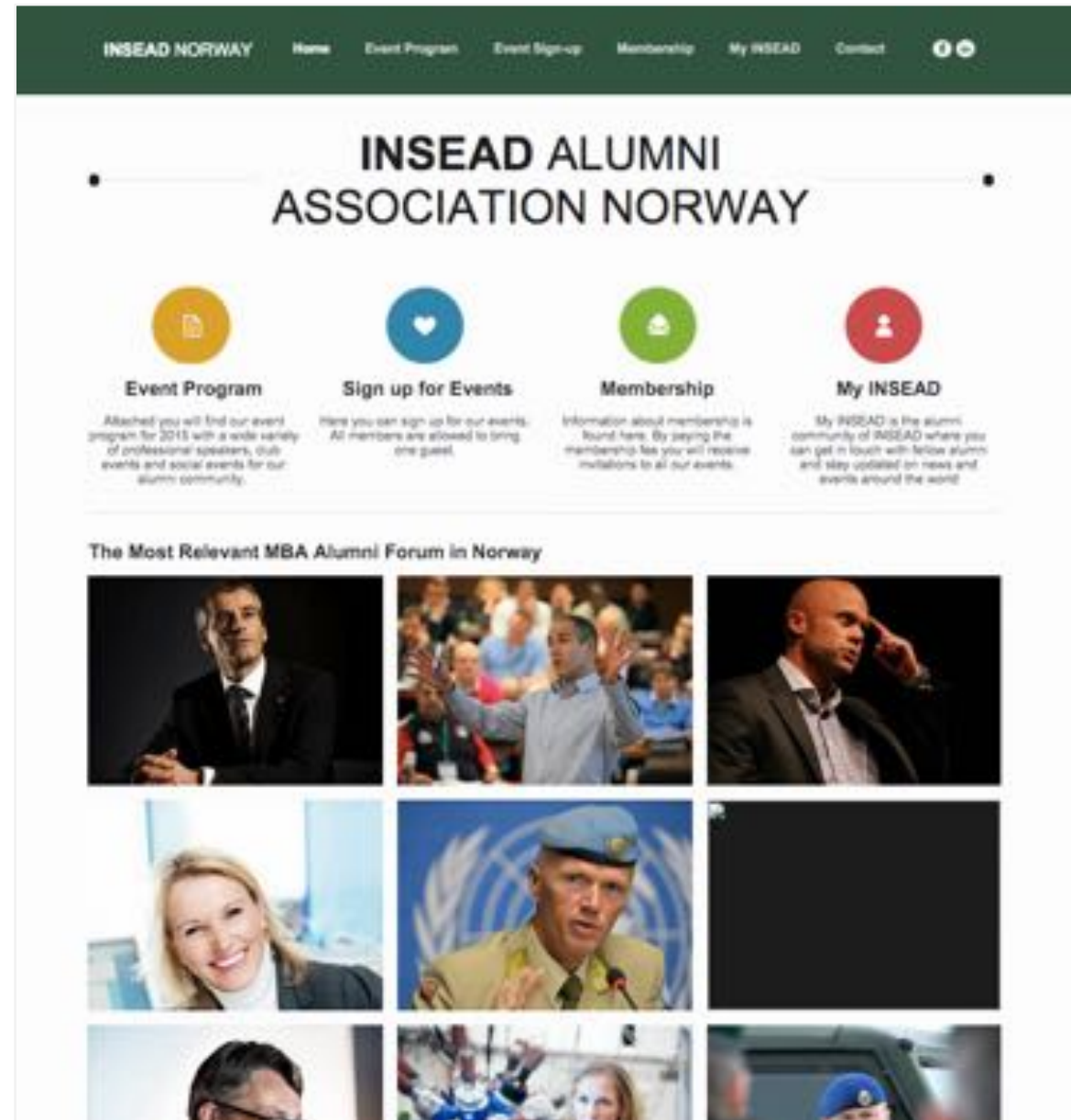
Facebook:

<http://tinyurl.com/IAAN-Facebook>



LinkedIn:

<http://tinyurl.com/IAAN-LinkedIn>



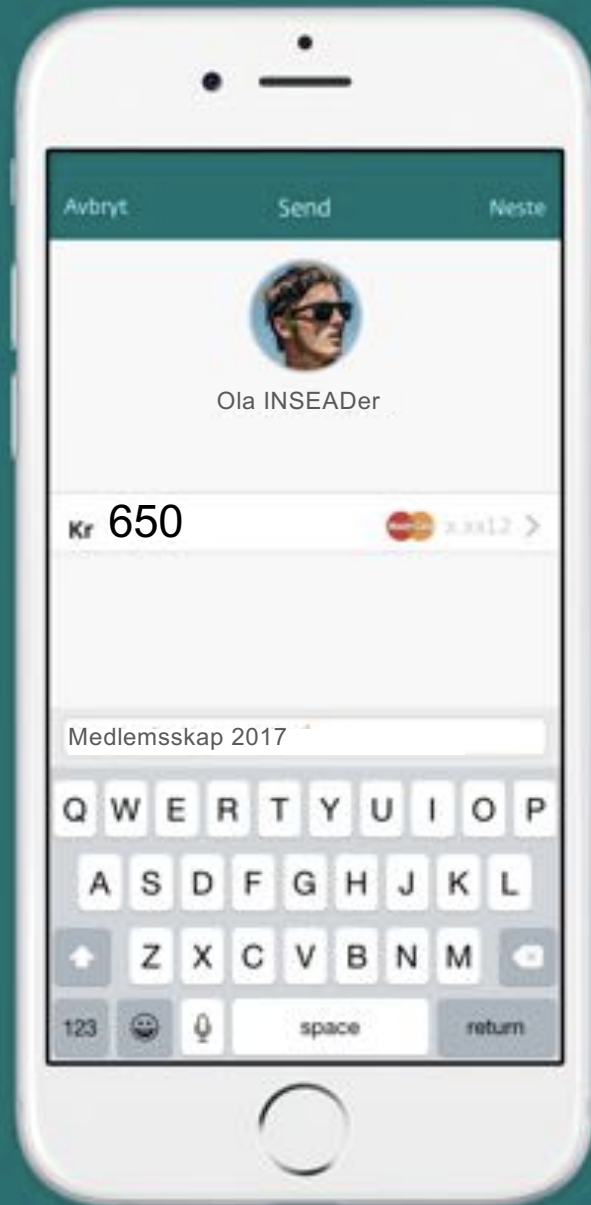
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650 kr
to
20 533

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