

# Engaging with Younger Alumni

Sara Eastwood, Alumni Officer at  
Concord College

Thank you for joining, the webinar will  
start at 14:00 ET / 11:00 PT

*When the webinar starts your microphone  
will be muted, you can use the chat box to  
ask questions.*



# Overview of Concord College

- Leading international secondary school set in Shropshire countryside, founded 1944
- 85% boarding
- 2019 A'Level Results were 84% A\*/A, 97% A\* – B, 100% A\*-C
- Over 20 students per year get an Oxbridge offer
- 600 Students, over 30 Nationalities
- 7,262 Alumni records, 2,234 members, over 70 Nationalities
- Use ToucanTech for our alumni database, website, events, fundraising & email communications



# Marketing Team at Concord



**Vanessa**

Head of  
Marketing & Girls



**Sara**

Alumni Officer



**Josh**

Marketing Manager





ACHIEVING ACADEMIC EXCELLENCE


## **Alumni Community Aspiration**

**“We are here to facilitate opportunities for continued excellence in our Alumni Communities academic, career, business and social lives to inspire them enough to give back their time, talent and treasure”**



# Current Students

= Future Alumni



## **Expose your current students to your Alumni Community early**

- As they walk into your school
- As they sitting waiting for their interview
- Have Marketing Prefects/mentors/ambassadors
- Invite them back...

# PHSE Session

## What is really like at University!

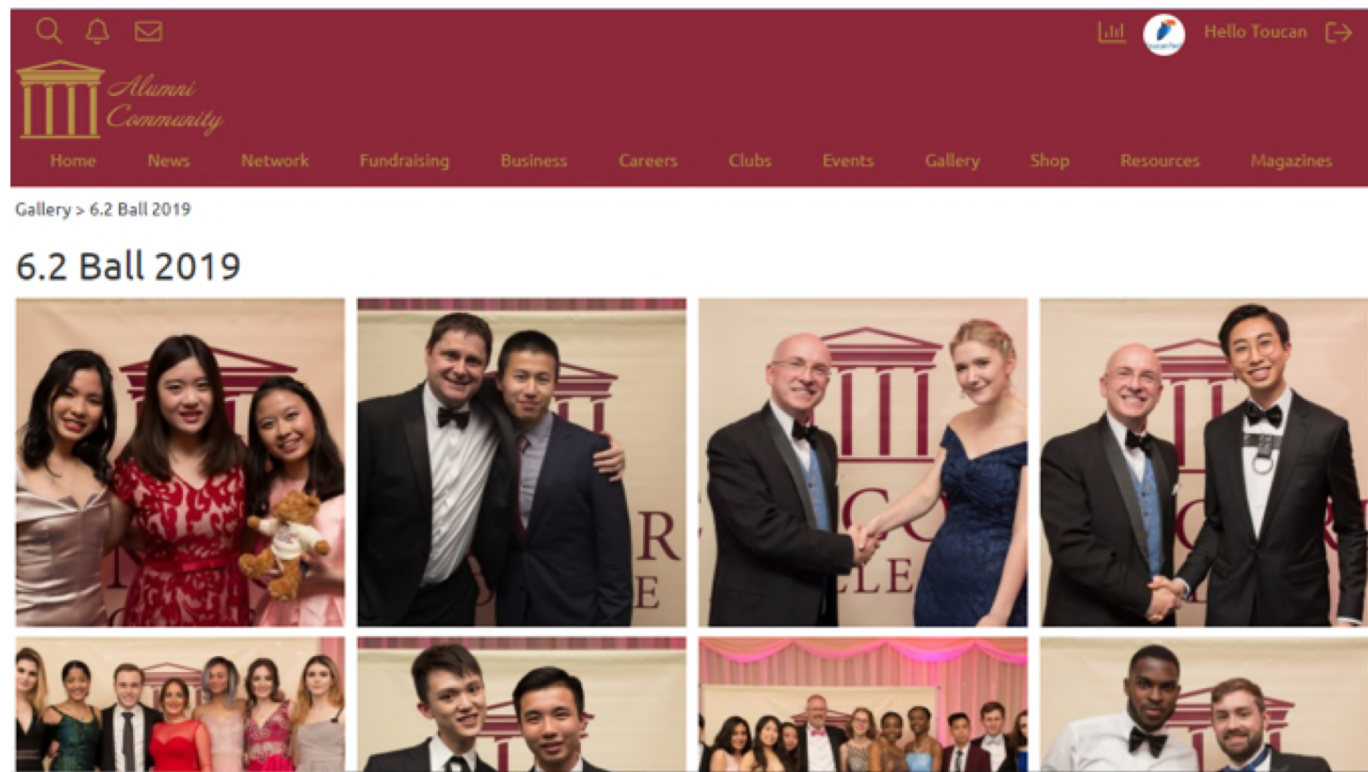
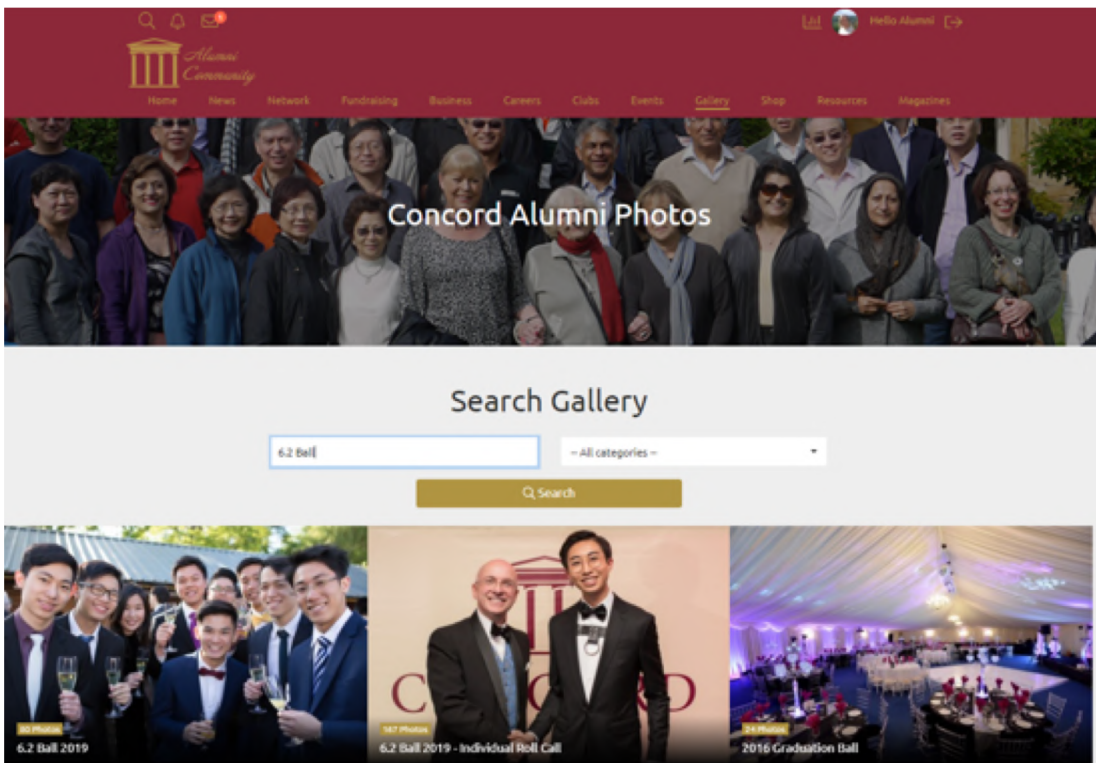




# Speak their Language



# Create a 'reason why'

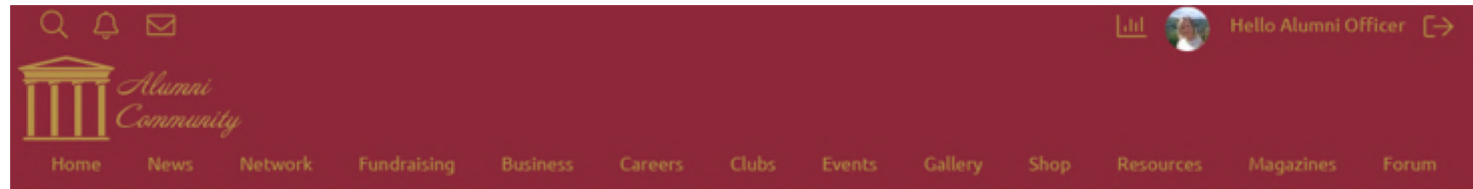


# Young Alumni

= Future Givers



# Relevant Stories: About people they know



News > Celebrating Retirements



## Mr Neil Hawkins to step down as Principal of Concord College

Mr Hawkins, alongside Mrs Hawkins, will both continue in other roles supporting Concord More...



## An Interview with Alison Rudd-Clarke

Read more about Alison's time at Concord and what she's getting up to during her retirement. More...



## Concord says Goodbye to Two Long Serving Teachers

At the end of the Summer Term Mr Steve Williams and Miss Georgie Taylor are off to pastures new More...



## Two Concord Staff retire after a combined 70 Years of Teaching

We say a fond farewell to Mrs Rudd-Clarke and Anne Kemp More...



## Retiring Mr Leighton after over 40 years at Concord

The man who made a difference to so many of our lives More...



## Retiring Mr Nick Blake after seven years

Read what our Head of Physics is planning to do next More...

# Relevant Stories: Using Facebook



# Facebook is a Window into Real Lives

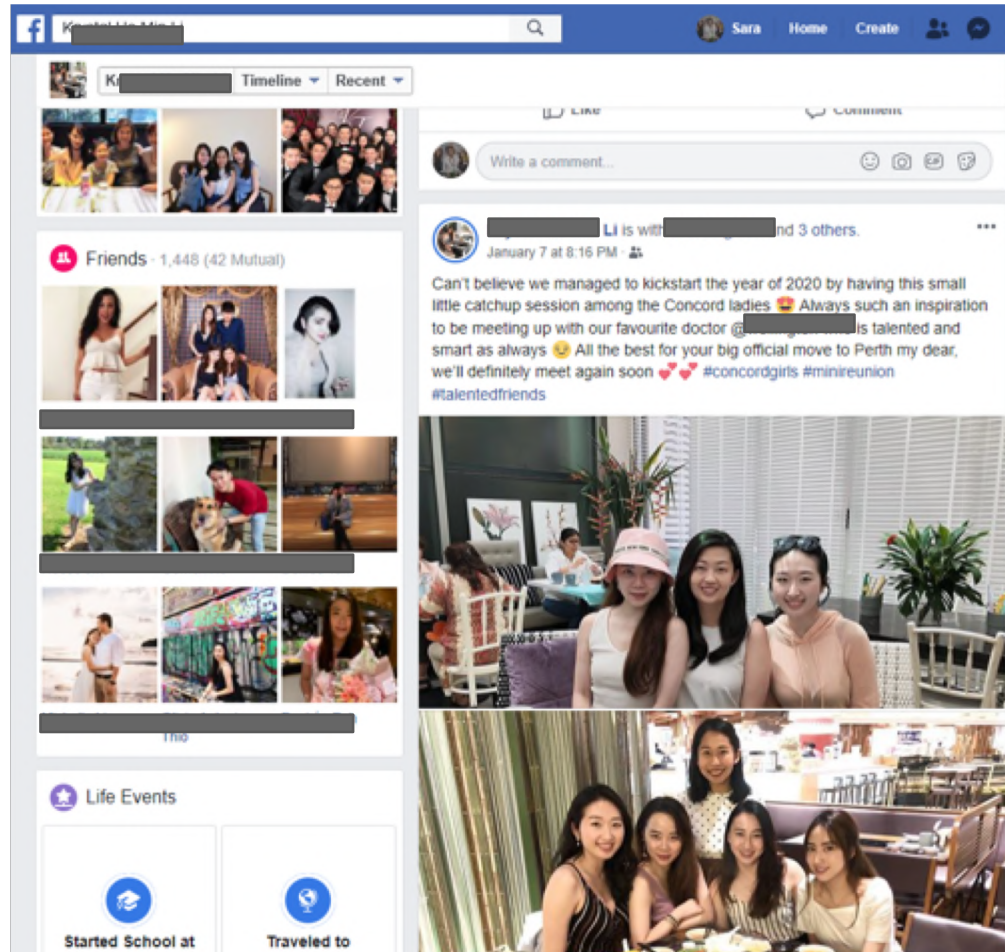


Alumni [redacted] (2014-2016) - A True Survivor

Adapted from her blog, Sarah tells her inspiring story about fighting cancer when she was just 16 years old  
[More...](#)



# Facebook is a Window into Real Lives



# Academic: Spot University Activities on Facebook

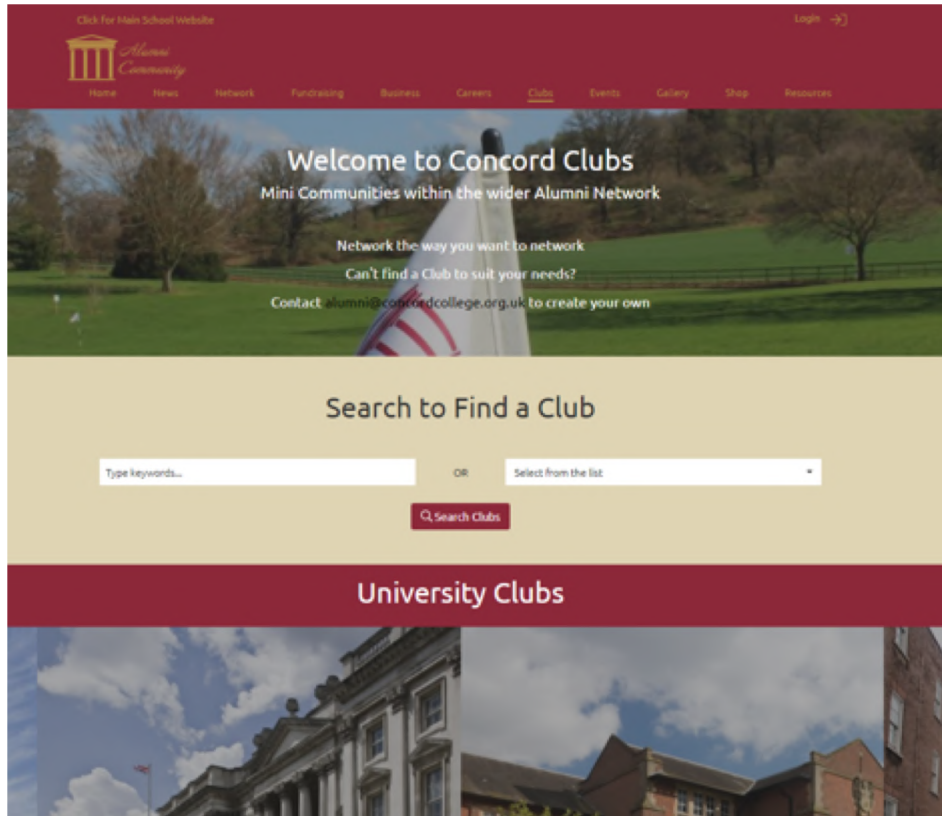
*Invite Alumni to advertise them on the Alumni Website*



# Clubs



# Useful Alumni Community using CLUBS



Click For Main School Website Log in

Home News Network Fundraising Business Careers Clubs Events Gallery Shop Resources

## Welcome to Concord Clubs

Mini Communities within the wider Alumni Network

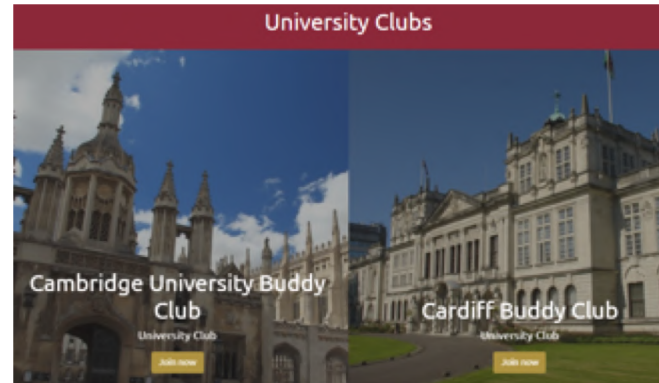
Network the way you want to network  
Can't find a Club to suit your needs?  
Contact [alumni@concordcollege.org.uk](mailto:alumni@concordcollege.org.uk) to create your own

### Search to Find a Club

Type keywords... OR Select from the list

[Search Clubs](#)

## University Clubs



## University Clubs

### Cambridge University Buddy Club

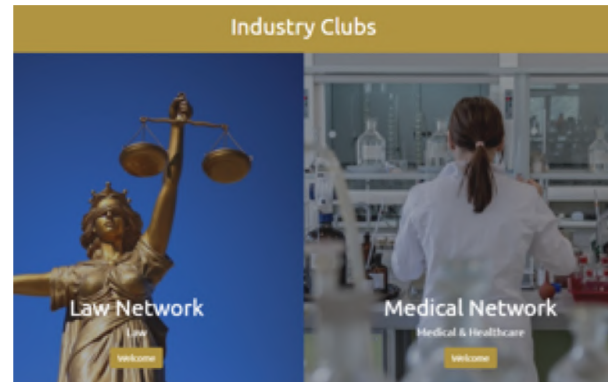
University Club

[Join now](#)

### Cardiff Buddy Club

University Club

[Join now](#)



## Industry Clubs

### Law Network

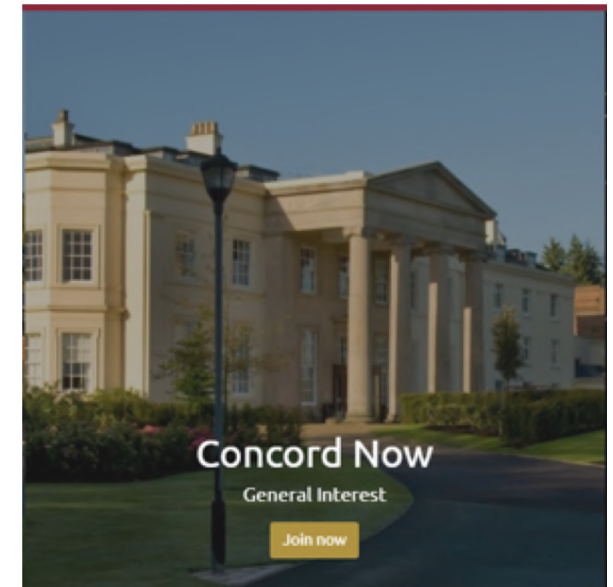
Law

[Join now](#)

### Medical Network

Medical & Healthcare

[Join now](#)



## Concord Now

General Interest

[Join now](#)



## Regional Clubs

### Concordians in Singapore

Singapore | Singapore

[Join now](#)

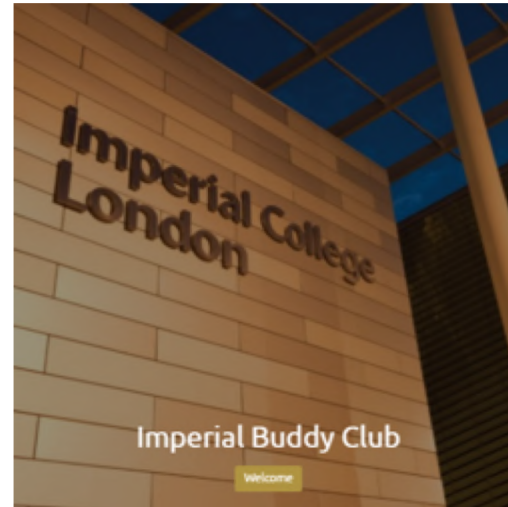
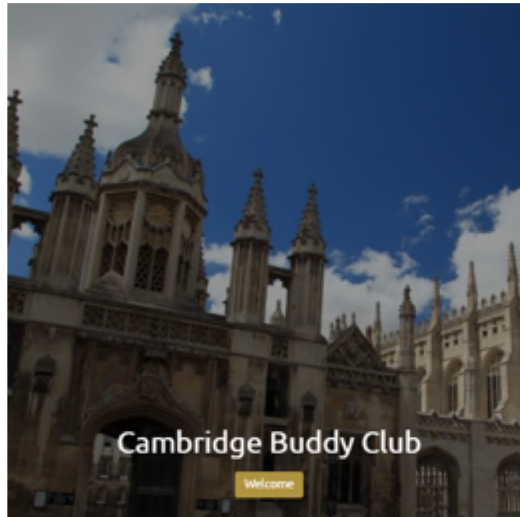
### Concordians in London

London | United Kingdom

[Join now](#)

# Academic: University Buddy Clubs

Encourages new Alumni to connect with Alumni already at the University of their choice...



# Events



# Academic: Meet & Greet Sponsored Dinners

Choose some of your most populated Universities and in the first term at bigger Universities so old Alumni can help Fresher Alumni settle in.

Menu

Hello Alumni



### Concord-Oxford University Welcome Dinner 2019/2020

  Restaurant, 109-  
 St, Oxford  
 Oxford

 Thursday  Jan 2020

 18:00 - 20:00 GMT

### Event description

This event is for helping Concord's 2019 leavers find out more about life at the University of Oxford from the people who know - other Concord Alumni who study or recently studied at Oxford. From academic advice, module choices and exam prep, to the social side; where to shop, where to eat and where to go... everything and anything to help our Alumni settle in. So if you're a Concord-Ox, sign up now...

*(Concord is generously sponsoring £20.00 per person only for food)*

**\*\* If you have any food allergies, please email [alumni@concordcollege.org.uk](mailto:alumni@concordcollege.org.uk) before 23/01/20. \*\***



Concord-Oxford Welcome Dinner 2019

The second Concord-Oxford Welcome Dinner...  
[More...](#)



Concord-Cambridge Welcome Dinner 2019

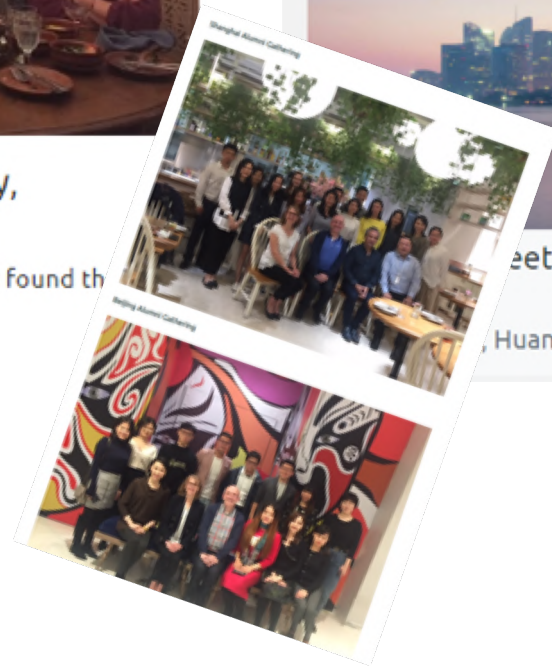
Concord's largest 'University Welcome Dinner' yet...  
[More...](#)

# Contact Alumni when Exhibiting



## Surprise Reunion in Almaty, Kazakhstan

Read how Mr Leighton unexpectedly found the Alumni on a recent trip... [More...](#)



Meeting with Mr & Mrs Hawkins in

Huangpu District

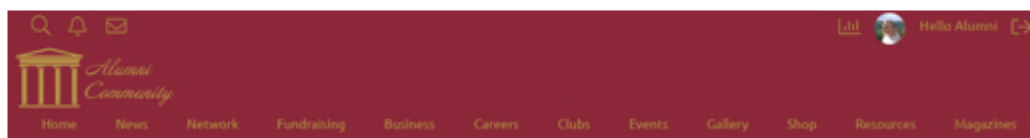


## Alumni mingle with Concord parents in Hong Kong

Mr & Mrs Hawkins host a dinner in Hong Kong [More...](#)



# Teachers travelling to Hong Kong



News > NetworkingSocial > Concord Teachers are coming to Hong Kong

## Concord Teachers are coming to Hong Kong

Helen Archer and Steve Williams are planning a trip to Hong Kong...Find out why we would love you to help them!



4 Dec 2019

NetworkingSocial

### Featured

- Helen Archer
- Concordians in Hong Kong

If you were at Concord after 2003 you will remember Mr Williams and after 2005 Ms Archer. What you may not know is that Ms Archer and Mr Williams are in fact happily married and planning a fantastic December break together in Hong Kong. There are many reasons why we want this holiday to be special for them which is why we wanted to ask all our Hong Kong Alumni for your help and advice.

If the Alumni Network are able to help Helen and Steve out with any hotel/accommodation or restaurant deals, after their trip they will make a donation to the Concord College Anthony Morris Foundation!



News > NetworkingSocial > Catch Up in Hong Kong with Concord Staff

## Catch Up in Hong Kong with Concord Staff

A friendly face in Hong Kong for Concord teachers in Hong Kong for Christmas!



8 Jan 2020

NetworkingSocial

Meeting at an alumni owned bar

### Featured

- Concordians in Hong Kong

Thank you to all our lovely Hong Kong based alumni who gathered in the city to show a friendly face to teachers Helen Archer and Steve William there for their Christmas break. An even bigger thank you to [redacted] who made all our Alumni friends feel even more welcome own live music venue bar **Aftermath** in the heart of Hong Kong which he owns alongside fellow alumni Chun Lam Wong (2000-2003).

Carven said "It was a pleasure to host Concord Alumni and I hope that we were able to entertain them with our live music and friendly atmosphere beyond for Concord Alumni visitors so please do mention you are an alumni if you visit us in future".

Helen Archer is a History Teacher at Concord College in the UK and was visiting Hong Kong to be with her husband Steve Williams who is on sec Economics at Concord Bilingual School in Shanghai.

## Activity Tracker

198

Mass emails  
sent  
(last 12 months)

46%

Mass email open  
rate  
(last 12 months)

22

Jan 2020  
Most recent mass  
email

21

Events  
organised  
(last 12 months)

20

Dec 2019  
Most recent  
event



# LifeStage: Got a Birthday Coming Up?

Gallery > 70 Mini Reunion Gatherings

## 70 Mini Reunion Gatherings

For Concords 70th Birthday

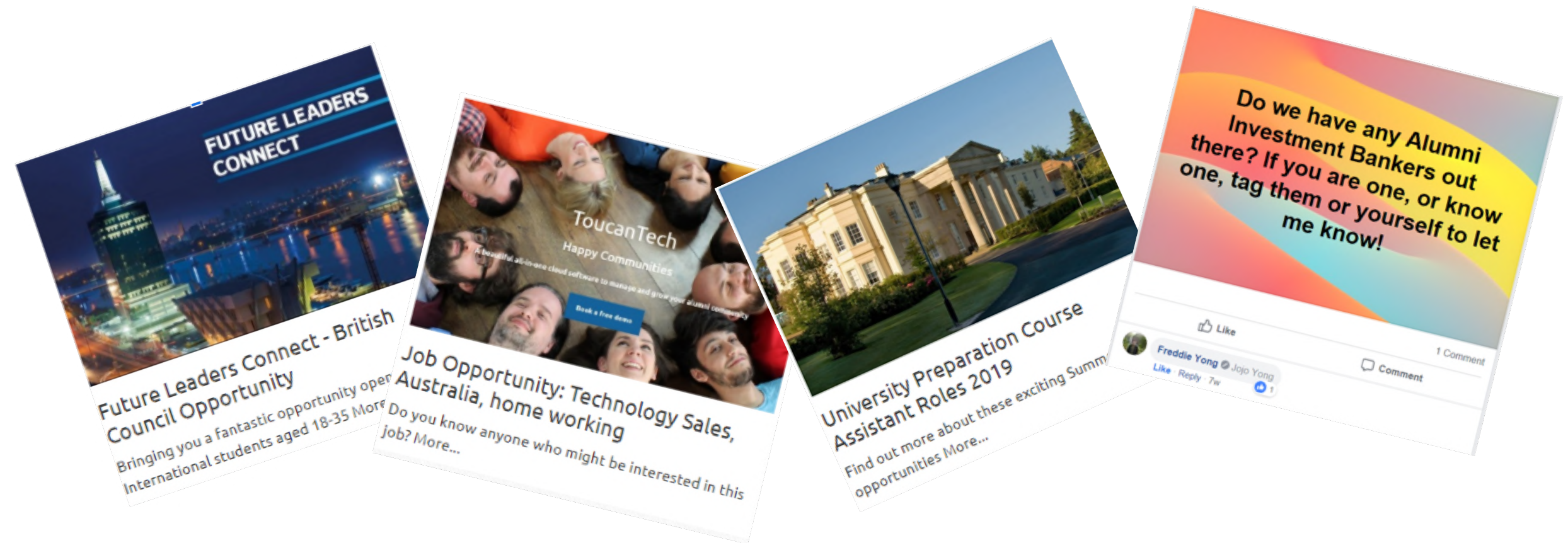


# Careers



# Career: Advertise Jobs

Encourage job advertising by finding Graduate Schemes or advertising your own jobs to targeted alumni – if you don't have the data to target ASK on Facebook.





# Career:

## NEW! Job Opportunities

Careers > Concord Summer School Jobs

### Concord Summer School Jobs at Concord College Summer School



If you are looking for an opportunity to work as part of a great team in a beautiful setting with First class facilities, excellent working conditions and rates of pay, then consider joining the Concord Summer Course team. Vacancies for the 2020 programme will be advertised from early 2020. If you wish to express an interest in any role, please send a short email to our HR team to be added to our HR Summer Course mailing list.

- Teacher of EFL
- Teacher of Biology, Chemistry, Maths or Physics
- Teacher of Art, Drama or PE
- Activity Assistant
- Boarding Assistant
- Course Assistant

Company	Concord College Summer School
Position	Concord Summer School Jobs
City	Acton Burnell
Country	United Kingdom
Expiry Date	01 Jul 2020
Posted by	Alumni Eastwood (Sara Eastwood)
Posted on	05 Nov 2019
Categories	Job // Part Time // Work Experience

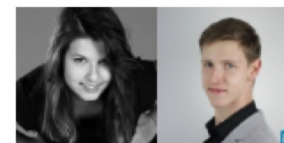
More information

Apply

### Staff Benefits

- Excellent remuneration based on qualifications and experience
- Access to a gym, swimming pool, sports facilities and music facilities (on site)
- Well stocked library and access to ample resources
- State-of-the-art teaching facilities
- Stunning rural campus in a beautiful location
- Full board
- Single bedroom (most are en suite)
- Three meals per day, plus afternoon cakes
- Weekly laundry service
- Room cleaned every weekday
- Lunch money provided when accompanying students on Full day excursions

### Members with connections to the company



Patricia Vlad

Sebastian Mitel

# Lifestage

# LifeStage: Help Alumni moving location



Help [redacted] with Career & Life Advice about Singapore

Are you from Singapore or live there now? Please help [redacted] find her feet. More...

Home News Network Fundraising Business Careers Clubs Events Gallery Shop Resources

Hm... I'm not sure about rentals but can try answering with what I know...for accommodation within 2-4 MRT stations from Telok Ayer, there are a few apartments there, one of which is very popular among expats - The Sail at Marina Bay but I'm guessing rental rates there will be pretty steep.

Tanjong Rhu is really near Telok Ayer -15 min drive or even less than that. If you don't mind changing MRT lines, there are places like Dakota, Paya Lebar, Mountbatten, Aljunied, Kallang, Marine Parade in the east that have good accommodation near amenities like shopping centres, libraries, sports/Swimming complexes, that are within the Periphery of the circle line (yellow line of the MRT). Driving to the CBD from those places is also around 15 mins as it's a direct expressway (East-Coast Park expressway) to Telok Ayer. (Can take a look at Singapore's MRT train map so you can see the stations)

3 years ago

Sorry to push this a little bit, but your information has prompted us to start looking at accommodation areas. We realised we are actually looking for close to CBD, as my partner will work long hours in Telok Ayer. The budget we have should be slightly lower than 2,700 SGD per month and we hope to get a studio apartment or a cheap one bedroom. Do any of you possibly know what are nice areas that are between 2-4 stops away from Telok Ayer at all so that we can start looking there first?:D Thank you so much again!

3 years ago

Dear Ri Xin and David, that is very insightful and useful information. I shall look into Mediacorp and Work Holiday Passes as soon as possible. Thank you so much for all the help. This is working great! xx

3 years ago

1. a recent Cambridge graduate can consider the Work Holiday Pass (which is relatively little-known, even to Singaporean employers, but will give you six months to live, work, and look for work visa-free).

Otherwise a lot depends on whether you are formally married to your partner and his status in Singapore. If you are married, and your spouse is in the Employment Pass tier of work, then he can sponsor a Dependent's Pass for you.

It is generally much better to have a job in hand (Work Holiday Pass excepting).

You should seek to sort out your status well in advance of 2017.

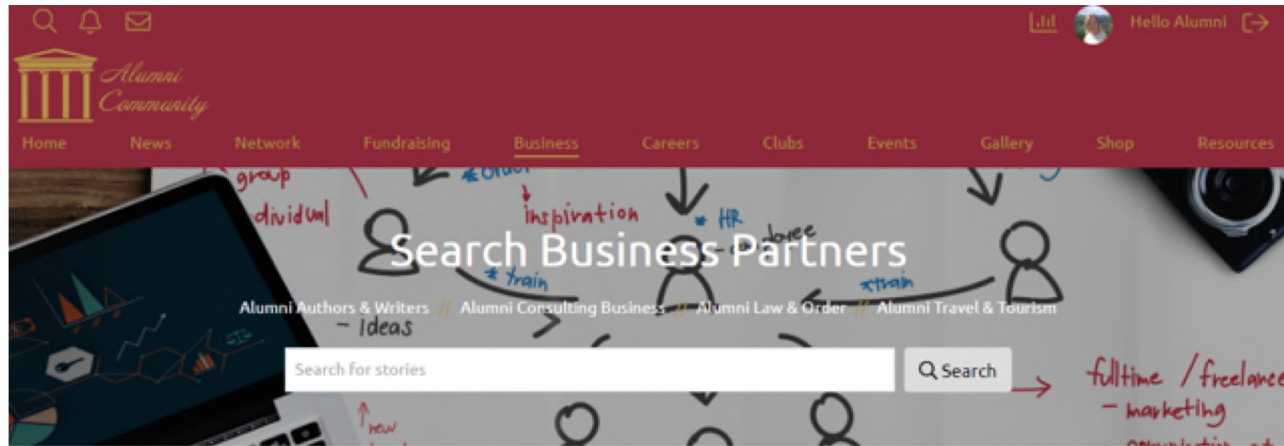
3 years ago

6. Emirates is highly recommended by many.

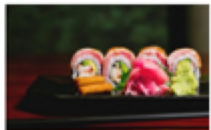


# Business

# Business: Set up a Business Partners Page



## Your Businesses



Alumni Travel & Tourism  
RESTAURANT: Sushi Nyoï, Causeway Bay, Hong Kong

If you are looking for some fine dining Japanese cuisine - look no further than Sushi Nyoï and get 10% off your food bill... More...



Alumni Travel & Tourism  
RESTAURANT: Hotpot Kitchen, Sham Shui Po, Hong Kong

With 15% off food and a free beer pop by Hotpot Kitchen for a bite to eat. More...



Alumni Travel & Tourism  
BAR: The Aftermath, Central/Lan Kwai Fong, Hong Kong


The Aftermath is a bar that comes with plenty of music street cred - call Alumni Carven who will buy you a drink...and y... More...



Alumni Travel & Tourism  
VACATION RENTAL: Clearviews (Sleeps 10-15) Church Stretton, England

Looking for a break away from the stresses of University or a holiday in the UK? Stay at Clearviews in Church Stretton -... More...

Do You Own or Run a Leisure Business?

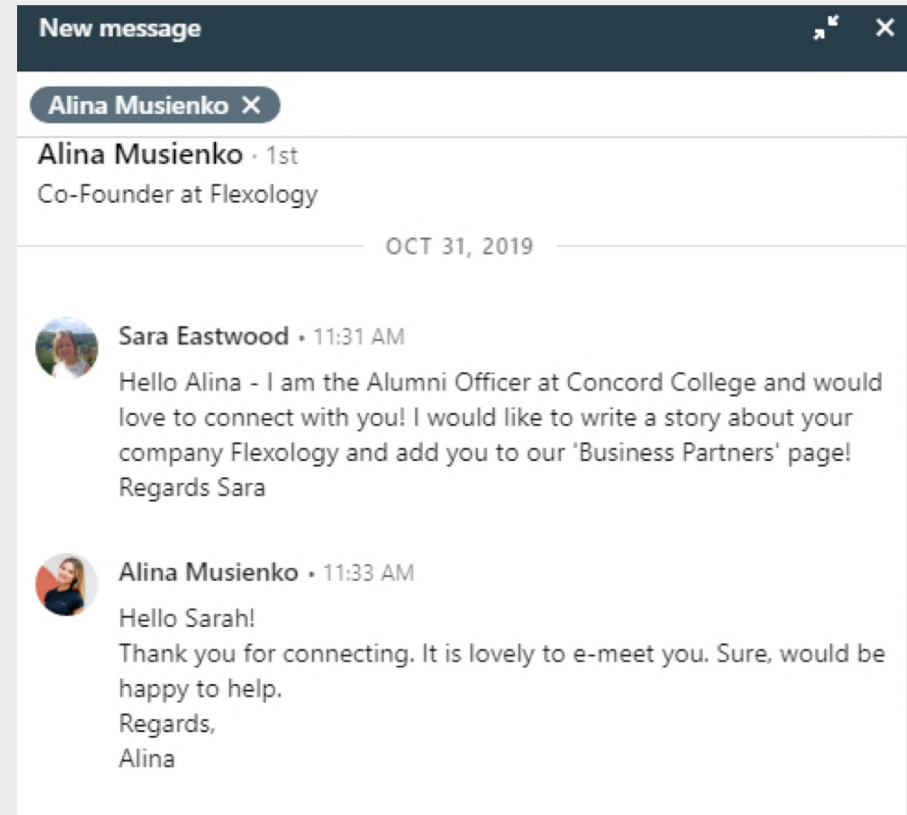
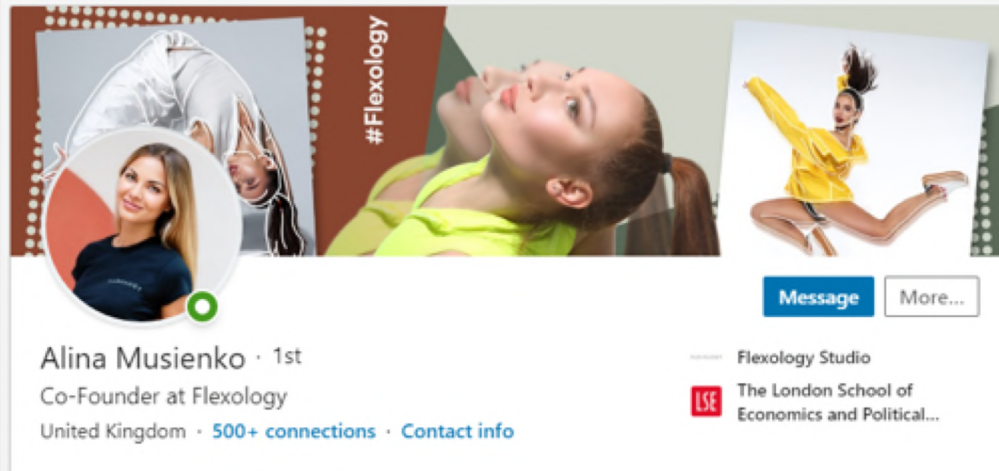


We're looking for Alumni owned establishments around the world that our members can trust - so whether you own or run a restaurant, bar, hotel, resort, cafe, B&B or even a vacation rental, let us know

[Find Out More](#)

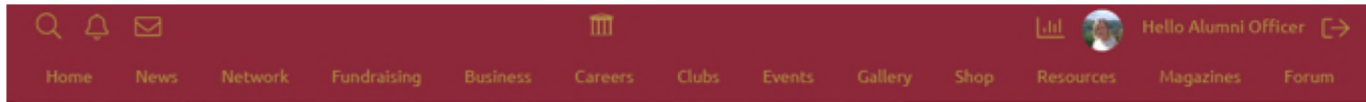
👁 875 (45.9%) Opened  
👉 41 (2.1%) Clicked  
🔧 9 (0.5%) Hard Bounces  
🔧 30 (1.6%) Soft Bounces  
😡 1 (0.1%) Complained  
🔇 0 (0%) Unsubscribed

# Examples of **YOUNG** Business Alumni - **HELP** them grow their business







# Flexology is now a Business Partner...



Owned by Alina Musienko nee Epeykina (2011-2015)

## Featured

-  Alina Musienko (Epeykina)
-  Concordians in London

*Note from Editor: If you visit this Concord Business Partner or use their products/services, please use comments box below to tell others about your experience. To become a Partner yourself please tell us about your business [here](#).*

Business: [Flexology Studio](#)

Concord Alumna: [Alina Musienko](#) (Alina Epeykina at Concord) (2011-2015)

Job Title: Co-Founder

Service: Fitness and Lifestyle: London's first assisted stretching studio

Countries Served: UK (London based)

Offer to Concord Alumni: 15% off sessions/packages/memberships at Flexology for Concord Alumni if they make a purchase before the 1st of January 2020.

Promotion Code: Use a promo code 'CONCORD' or quote Concord Alumni at the studio.

*Welcome to the stretching revolution. London's first dedicated stretching studio.*

*Alina is particularly looking for some corporate clients and offers year round corporate wellness programmes and discounts to offices in and around London. Mention you are a Concord Alumni when making an enquiry.*



Dear [[first\_name]]

Please read to the end of this email because the greatest gift you can give is helping each other - and we have a 'trip down memory lane' video to share with you at the end too!

In 2020 and beyond, join us in our ambition to help Concord Alumni businesses to grow\*. To kick start this initiative, take a look at the special offers we have collected from Concord Business Partners and read on to find out more about helping each other...

**Growing Your Businesses this Christmas**

**And it Works!**

# Concord Young Alumni Statistics (U30)

**765** members logged-in in the last 12 months

**1016** members have read an article since joining

**43** members have commented on the site



Q&A

# About ToucanTech

ToucanTech is an easy, affordable and beautiful system to securely manage your alumni and supporter records, email newsletters, online payments, events, mentoring, careers and more! Used by 150 institutions, we're passionate about clean data, slick design and engaged communities.



If you would like to find out more or book a demo contact  
Amy Da Costa, Head of Sales at ToucanTech

[hello@toucantech.com](mailto:hello@toucantech.com) | +44 (0) 203 189 1774