ENGAGEMENT METRICS & LAUNCH CASE STUDY

Corporate Alumni Engagement Metrics & Herbert Smith Freehills Launch Case
TODAY’S PRESENTERS

STEPHAN HERRLICH
Co-Founder & President
IntraWorlds Inc.
New York

ANNA MASING
Global Alumni Relations Executive
Herbert Smith Freehills LLP
London

JENS BENDER
Co-Founder & Managing Director
IntraWorlds GmbH
Munich
ABOUT INTRAWORLDS

• IntraWorlds is a provider of cloud-based talent relationship management solutions.

• The company is headquartered in Munich, Germany with offices in the USA and Europe. It operates on a global scale.

• IntraWorlds empowers its clients to develop stronger relationships with top talent across the entire career life cycle.

• Data privacy and information security are the cornerstone of our business, which is why IntraWorlds and its hosting partners are certified to ISO27001.

• IntraWorlds is a trusted consultant to many of its clients ensuring long-term client success.
INTRAWORLDS IS A TRUSTED PARTNER OF GLOBAL BLUE CHIP CORPORATIONS

Proven track record of success on 150+ talent engagement projects
Herbert Smith Freehills is an international law firm co-headquartered in London, United Kingdom and Sydney, Australia.

Operating from over 20 offices spanning Africa, Asia, Australia, Europe, the Middle East and the US.

The “TOGETHER Alumni Network” provides HSF’s alumni with an opportunity to connect regardless of time zone or geographical barrier.

http://www.herbertsmithfreehills.com/alumni
AGENDA

1. LAUNCH CASE STUDY: HERBERT SMITH FREEHILLS
2. ALUMNI BENEFITS & PLANNING ENGAGEMENT
3. MEASURING SUCCESS: ENGAGEMENT METRICS & BENCHMARKS
4. QUESTIONS & ANSWERS
New name, new Hub, new connections. The Herbert Smith Freehills alumni network is all inclusive and diverse, regardless of time zone or geographical barrier. Our new Hub provides everyone from Herbert Smith Freehills and our heritage firms – past and present – with a new platform to connect.
HSF ALUMNI NETWORK
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4. QUESTIONS & ANSWERS
## BENEFITS FOR ALUMNI

<table>
<thead>
<tr>
<th>BASICS</th>
<th>ADVANCED</th>
<th>NICE TO HAVE</th>
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<tbody>
<tr>
<td>Network-Related Stories</td>
<td>Personalized Job Matching</td>
<td>Special Offerings</td>
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<tr>
<td>Job Opportunities</td>
<td>Personal Mentors</td>
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<tr>
<td>Offline &amp; Online Events</td>
<td>Learning &amp; Development Offerings</td>
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<tr>
<td>Communication &amp; Interaction</td>
<td>Broader Career Support</td>
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<td>Network &amp; Profiles</td>
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<td>Company News</td>
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</table>
BENEFITS FOR ALUMNI

BASICS
- Network-Related Stories
- Job Opportunities
- Offline & Online Events
- Communication & Interaction
- Network & Profiles
- Company News

MOST TANGIBLE

ADVANCED
- Personalized Job Matching
- Personal Mentors
- Learning & Development Offerings
- Broader Career Support

NICE TO HAVE
- Special Offerings
**ENGAGEMENT STRATEGY**

<table>
<thead>
<tr>
<th>Activity</th>
<th>1</th>
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<td>Engaging Platform Content</td>
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<td>National Alumni Event</td>
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<td>Local Alumni Events</td>
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<td>Online Events</td>
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<tr>
<td>Alumni Newsletter</td>
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<tr>
<td>Personalized Updates</td>
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<td>Login &amp; Profile Update Reminder</td>
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</table>

A clearly defined structure of engagement activities and cycles helps to create regular touch points and stay systematically engaged with alumni.
# ENGAGEMENT PLAN

<table>
<thead>
<tr>
<th>Content</th>
<th>Quantity</th>
<th>Strategy</th>
<th>Channel</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alumni Spotlights</td>
<td>3</td>
<td>Inspiring alumni spotlight stories (short and concise); choose a diverse set of alumni ranging in seniority, practice, and location</td>
<td>Social media, Email and Alumni Network Website</td>
<td>Stories; 90 second videos</td>
</tr>
<tr>
<td>Newsletter</td>
<td>1</td>
<td>Digest of all fresh content with links to content pieces and alumni portal; must include some contribution from C-level exec or senior partner</td>
<td>Social media, Email and Alumni Network Website</td>
<td>Alumni Quarterly</td>
</tr>
<tr>
<td>Firm &amp; Industry News</td>
<td>3-5</td>
<td>Firm ‘inside scoop’ update &amp; point of view on industry news/event</td>
<td>Alumni Network Website</td>
<td>Awards and media recognition</td>
</tr>
<tr>
<td>Events</td>
<td>1</td>
<td>Plan interactive, valuable networking events that are in-person or virtual (networking, educational, charity)</td>
<td>Online or Offline (Google hangout or physical venue)</td>
<td>Annual Reunion &amp; Networking event</td>
</tr>
<tr>
<td>Job Opportunities</td>
<td>14</td>
<td>At least one job posting for client opportunities per area of practice area</td>
<td>Alumni Network Website</td>
<td>Analyst Opening</td>
</tr>
<tr>
<td>Thought Leadership</td>
<td>1</td>
<td>Rotate topic between practice areas and relevant industry happenings with SME speakers</td>
<td>Alumni Network Website</td>
<td>Webinar; blog</td>
</tr>
<tr>
<td>Campaign</td>
<td>1</td>
<td>Plan and execute a quarterly campaign that is aligned with a particular objective</td>
<td>Promotion via email, direct mail, social media, and targeted outreach</td>
<td>Alumni Referral Campaign</td>
</tr>
<tr>
<td>Continued Learning</td>
<td>1</td>
<td>Share updates on any new resources, presentations, or webcasts regarding continuing education</td>
<td>Alumni Network Website</td>
<td></td>
</tr>
</tbody>
</table>
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MEASURING ALUMNI SUCCESS

STRATEGIC OBJECTIVES

- RETURN ON INVESTMENT
  - BUSINESS DEVELOPMENT
  - REHIRING
  - BRAND AMBASSADORS
  - KNOWLEDGE NETWORK

Relevant Strategic Success Metrics:
- Business with Alumni
- Rehires & Referrals
- Alumni Program Costs
- ...

OPERATIONAL OBJECTIVES

- ENGAGEMENT
  - INVITE
  - ENGAGE
  - CONVERT

Relevant Operational Success Metrics:
- Alumni Feedback & Satisfaction
- Site Engagement (Usage)
- Event Attendance
- ...

INTRAworlds
STRONGER RELATIONS
MEASURING ALUMNI SUCCESS

STRATEGIC OBJECTIVES

- RETURN ON INVESTMENT
- BUSINESS DEVELOPMENT
- REHIRING
- BRAND AMBASSADORS
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OPERATIONAL OBJECTIVES

- ENGAGEMENT
- INVITE
- ENGAGE
- CONVERT

Focus of Today’s Webinar

See white paper and webinar recording
Activity of users is key indicator for interest in the alumni network and offerings

<table>
<thead>
<tr>
<th>SUCCESS COMPARISON</th>
<th>MEASURES FOR SUCCESS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ø = 41%</td>
<td>Clear value proposition for alumni essential for activity of alumni</td>
</tr>
<tr>
<td>% of Active Users per Year</td>
<td>Systematic off-boarding process (employees become alumni) will ensure activity and up-to-date profiles from the beginning</td>
</tr>
<tr>
<td>0%</td>
<td>25%</td>
</tr>
<tr>
<td>Best in Class (Top 30%)</td>
<td>Regular personalized touchpoints with alumni trigger additional activity and keep profiles up-to-date</td>
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</tbody>
</table>
**REPEAT VISITORS**

**NUMBER OF REPEAT VISITS**

<table>
<thead>
<tr>
<th>Share of Active Users in 2015</th>
<th>no return</th>
<th>1 return</th>
<th>2 returns</th>
<th>4-6 returns</th>
<th>7+ returns</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Hi Touch&quot;</td>
<td>(40%)</td>
<td>(30%)</td>
<td>(25%)</td>
<td>(15%)</td>
<td>(10%)</td>
</tr>
<tr>
<td>&quot;Average&quot;</td>
<td>(35%)</td>
<td>(30%)</td>
<td>(20%)</td>
<td>(15%)</td>
<td>(10%)</td>
</tr>
</tbody>
</table>

**REMARKS**

- “High Touch” alumni networks (as opposed to “Low Touch”) are networks that create an interest and atmosphere for repeat logins.
- 97% of alumni in “High Touch” networks come back at least once to the network in a given year, 34% 7 times or more.

**MEASURES FOR SUCCESS**

- Provide alumni benefits that make them return (learning, jobs, offers).
- Trigger return visits (business automation, event registration, regular communication).
Complete alumni profiles and easy profile updates are the foundation for highly personalized engagement.

SUCCESS MEASURES

- Easy profile update process
- Pre-population of data via integration
- Integration with social networks (LinkedIn)
- Automated profile update reminders
- Progressive profiling

Complete and up-to-date profiles are key for

- Being able to contact alumni proactively
- Segmenting the alumni pool (topics, regions, classes, industries, etc.)
- Delivering highly personalized and thus more relevant content (e.g. news, events, best matching jobs, learning offers, etc.)
ENGAGING EMAILS

SUCCESS COMPARISON

Ø = 20%

SUCCESS MEASURES

- Sending branded emails that are nice to look at and engaging
- Integration of visible (button) call to action to trigger reaction and drive activity
- High degree of email personalization
  - Automated emails with integration of placeholders (e.g. “Is your following address up-to-date?”)
  - Personalized email campaign through differentiation of interests (groups)

The different formats of emails (campaigns, automated reminders, 1:1) are the most important triggers for reactivating alumni
Events and online events belong to the most reliable methods to engage members.

**SUCCESS MEASURES**

- Offering a mix of 1-3 events per quarter with differences in formality and size
- Yearly national alumni event
- Partner events (educational/studies)
- Fun/activity events
- Informal get-togethers
- Online events & webinars
- Announcing the event & processing registrations online for visibility to alumni
- Making use of post-event possibilities (pictures, recordings, etc.)

**SUCCESS COMPARISON**

- % of Alumni that attended at least 1 event p.a.
- Best in Class (Top 30%)
- $\bar{\alpha} = 10\%$
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YOUR CONTACT AT INTRAWORLDS
WE LOOK FORWARD TO HEARING FROM YOU

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