



**C E M S**

**ALUMNI ASSOCIATION**

**CEMS ALUMNI ASSOCIATION  
Local Committee Starter Guide 2.0**

## **Preface to the CAA LC Starter Guide**

The LC Starter Guide will be a precious tool of reference for all its users and my congratulations go to its author and contributors.

Indeed, CEMS is a rich and multi-faceted reality, an organisation always challenging itself and forward looking, that it is certainly not easy to encapsulate. CEMS is for many a passion, an atmosphere and a spirit one would not find elsewhere. CEMS is unique!

Especially these days, we are proud that CEMS is such a melting pot of cultures, people and organisations. It is the addition of its universities, its Corporate Partners, its students and its alumni. CEMS could not function without the dedicated commitment of each of these pillars.

The dedication and enthusiasm of the alumni might be the most rewarding of all. CEMS alumni, like yourselves, have taken responsibilities at the Global, European and local country level and share with us the task to see CEMS grow and develop. All alumni do this on a voluntary basis and in their spare time.

Clearly, alumni share our passion for CEMS and are an integral part of the CEMS family. They justify CEMS educational ambition, which is to produce excellent professionals who are ready to take responsibility within society. A peaceful, tolerant, responsible and successful world will be built by people of this calibre, and the ultimate ambition of CEMS is to contribute to its achievement.

My warm wishes to all alumni whose involvement will be facilitated and encouraged by the Starter Guide.



**Paris, May 2013**

Guillaume Klossa, CEMS Alumni Association Board President

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## 1. Introduction to the LC Starter Guide

You hold the Starter Guide in your hands probably because you are a CEMS alumnus who did not forget his student life and commitment to CEMS and want to set up a Local Committee in your country. We want to thank you for your enthusiasm and hard work which we know is connected with this step.

This guide will give you an overview on the CAA, its structure, important contacts and requirements.

“There is no road for the traveller: you blaze your trail as you progress”, the Spanish poet Antonio Machado, Dr. Lluís Pugès (Honorary Chairman of CEMS) opened the lexicon of the 1995 CEMS Graduate Conference.

Nothing seems more applicable to the CEMS Alumni Association. The LC Starter Guide 2.0 is an updated version of the Bluebook which is part of the trail the CAA Board is blazing at the moment – and hopefully it inspires many CEMS Alumni to follow this trail or help blazing it. It can be best described as a kind of ‘practice guide for LC management’. The aim of the Guide is to contribute to transferability, transparency and uniformity of LC management, to create information equality and to facilitate knowledge sharing - both horizontal (between and within Local Committee’s) and vertical (between the LC’s and other organs of CEMS and the CAA). Alumni associations provide a sustainable forum for alumni to network with each other, stay in contact with CEMS, and to work together to advance shared goals.

Focused on the LC’s, the Starter Guide deals primarily with organisational modes, foundation & registration, governance structure, financial structure, ideas for activities and events, communication, use of internet etc. Furthermore, it describes the CEMS network, its stakeholders, history and governance structure. Attention is also paid to the place of the CAA within the network, the role of the CAA Board and the relation between the CAA Board and the LC’s. Last but not least, the Starter Guide contains a large appendix with relevant documents to the Association (e.g. the Statutes), relevant contact information (existing Local Committees, CEMS Office, Corporate Partners etc.) and standard forms and procedures.

The Starter Guide has solely a facilitating and informative purpose and is by no means intended as coercive or authoritative. It is therefore by no means a ‘Best practice guide’ – LC’s in different countries and different phases (start-up, growth, maturity) will have different needs. The CAA Board hopes that the CEMS Alumni who are active in the Local Committees (or consider setting up one) find inspiration in this book to foster the CEMS network. See it as your tour guide when blazing your trail!

Your CAA Board,

*Benjamin, Carlo, Guillaume, Igor, Michael, Pavol, Roland, Vadim, Vivian, Wieteke*

*For more information on the Starter Guide please contact Vadim  
([vadim.gerstein@cemsmail.org](mailto:vadim.gerstein@cemsmail.org))*

## 2. The CEMS Alumni Association

### 2.1. Introduction

The Association called the CEMS Alumni Association (CAA), founded on 6 March 1993, governed by the French law of 1 July 1901 and the decree of 16 August 1901 is a non-profit organization. The CAA is led by a Board and is present in many countries through Local Committees made up of CEMS alumni.

### 2.2. Mission/Aim

- Create and maintain a strong and sustainable network for and between CEMS alumni and other CEMS stakeholders
- Promote the CEMS MIM degree
- Support the alumni in their career advancement
- Create CAA awareness amongst CEMS students and other stakeholders
- Contribute to the global economic and human development
- Promote life-long learning for its members

### 2.3. Members

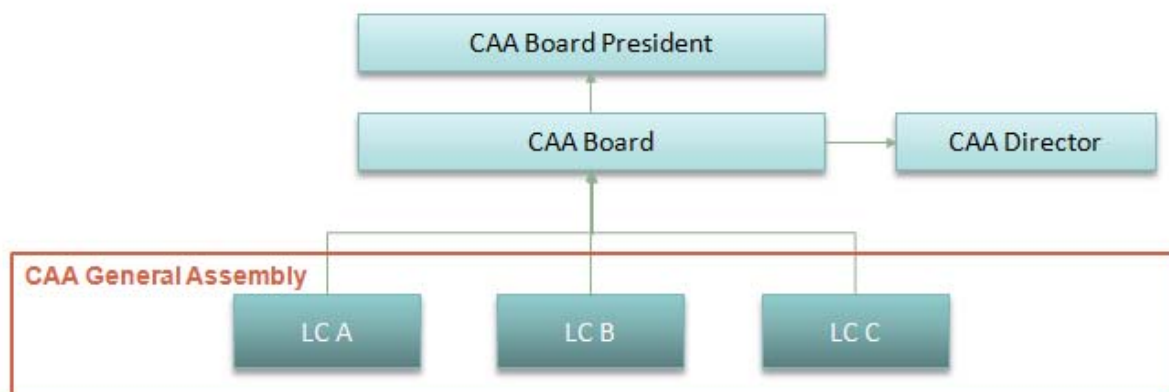
According to the statutes of the Association, it is composed of the following members:

**CEMS Alumni** who finished the CEMS programme and obtained the CEMS Master’s in international Management degree (or simply CEMS Master for those who graduated before 2002) and paid the annual or lifelong membership fee.

**Honorary members:** The title of an honorary member can be granted to any person who has given outstanding service to the Association or whose action or thought will contribute in a meaningful way to the social, moral and economic development of the member countries. Honorary members appointed by Local Committees have to be approved by the CAA Board. They are welcome to selected open activities, but might have to pay a premium.

**CEMS Alumni who did not pay the membership fee** and former students who did not finish the CEMS MIM programme are welcome to selected open activities, but might have to pay a premium and/or have lower priority if the number of participants is limited. They have no formal rights, e.g., no right to vote in local elections, unless exception granted by the CAA Board.

### 2.4. Organisational Structure



The elected representatives of the Local Committees (LC) elect members of the CAA Board during the CAA General Assembly meeting (for three years). The General Assembly meeting is held at least once a year where the Board gives an update on the activities and initiatives performed, an overview of the budget and future projects. A LC can be formed in regions with active and paying alumni. Normally, there is one LC per country.

The CAA Board elects the CAA Board President either among the Board members or externally and is entitled to hire a CAA Director for implementation of certain operational tasks.

The CEMS Alumni Director (CAD) is a professional manager who will lead the development and implementation of a comprehensive alumni engagement initiative. Specifically, the CAD will focus on engaging our alumni community (7'700 alumni to date and growing by around 700+ per year), development and execution of a communication strategy for our alumni to ensure high engagement levels of alumni with CEMS. Wieteke Dupain is holding this position since July 2013. .

CEMS Alumni who follow the same special interest can form an Interest Group and can apply to be officially accepted as can CEMS Interest Group. An approval by the General Assembly will allow the Interest Group to apply to financial subsidies when organizing an event. Currently, there are two CEMS Interest Groups:

- CEMS Entrepreneurs - Contact person: Balazs Szabo (balazs.szabo@cemsmail.org)
- CEMS Runners - Contact person: Torsten Röwekamp (torsten.roewekamp@cemsmail.org)

## 2.5. Financial structure

Today the CAA has the following (actual & potential) sources of income:

- *Membership fees,*
- *CEMS organisation:* the CEMS Organisation provides annually a certain amount of money to support the CAA,
- Advertisements in the CEMS Magazine and Alumni Directory
- *CEMS Corporate Partners:* CEMS Corporate Partners represent the main relation between the CEMS community and the business world. Due to existing rules (subject to renegotiation in the near future), the CAA is not allowed to approach CPs independently for financial related issues. Our main goal is to communicate and highlight the activities of the CAA and its importance to this selected business community.
- *Business community (i.e. non-partner corporations):* the non-CP Business Community is a possible target for increasing the financial base of the CAA. Still this needs to be specified and further developed. As it is also part of our external communication, high professional standards and therefore important time involvement have to be ensured before approaching them.
- *Institutional community (i.e. governmental and non-profit organisations):* some organisations have the aim of fostering initiatives like CEMS. These have been identified and possible application for funding will be further evaluated. Especially in the EU Community area, funds aiming at supporting “educational” communities might be available, but legal restriction could be a barrier.

- *Donations*: donations are not yet part of our financial sources. But it could represent an important income. Similar to the membership fee, it is very important to communicate the added value of our community and to give the donator a strong feeling of belonging and contributing to the CEMS spirit. American Top Schools could stand as an example in further developing this potential and rewarding resource.

## **2.6. The CAA and the Social Media Communication Channels**

The CAA Board informs LCs and Alumni via the following communication channels:

[Blog](#), [Twitter](#), [LinkedIn](#), [Google+](#), [email](#), [Youtube](#), [Facebook](#)

Additionally, we send quarterly Newsletter to all Alumni.

### 3. The CAA Board

#### 3.1. Mission







- Support CEMS by promoting it as ambassadors and being actively involved in the CEMS curriculum
- Strengthen network of alumni and between students and alumni
- Improve Career Services
- Foster the CEMS alumni community by proposing and developing initiatives that reflect CAA objectives

The CAA Board has made the important decision to create CEMS Lab, a think tank aimed at helping define the future of our CEMS common wealth. The results of this work will allow to design a stronger Alumni Association, supporting its members in facing business and social challenges, understanding local issues and cultures, and finding cooperative solutions. We want to increase visibility and drive CEMS and the CAA to realign its focus and efforts. If you would like to participate in the CEMS Lab, please contact Wieteke ([wieteke.dupain@cemsmail.org](mailto:wieteke.dupain@cemsmail.org))

### 3.2. The CAA Board Members





## Point of Contacts



 <p><b>Guillaume Klossa</b>  <b>CAA Board President</b>  <a href="mailto:guillaume.klossa@cemsmail.org">guillaume.klossa@cemsmail.org</a>          Head Office &amp; Corporate Partner Relations</p>		
 <p><b>Wieteke Dupain</b>  <b>CAA Director</b>  <a href="mailto:wieteke.dupain@cemsmail.org">wieteke.dupain@cemsmail.org</a></p>	 <p><b>Igor Nishimura</b>  <b>CAA Board Treasurer</b>  <a href="mailto:igortakeshi.nishimura@cemsmail.org">igortakeshi.nishimura@cemsmail.org</a>          Finance &amp; Legal</p>	
 <p><b>Roland Siegers</b>  <b>CEMS Executive Director</b>  <a href="mailto:roland.siegers@cemsmail.org">roland.siegers@cemsmail.org</a>          Head Office Relations</p>	 <p><b>Carlo Gallucci</b>  <b>CEMS School Representative</b>  <a href="mailto:carlo.gallucci@cemsmail.org">carlo.gallucci@cemsmail.org</a>          CEMS School Relations</p>	 <p><b>Pavol Dzurjanin</b>  <b>CEMS Student Board Rep.</b>  <a href="mailto:pavol.dzurjanin@cemsmail.org">pavol.dzurjanin@cemsmail.org</a>          Student Board Relations</p>

## Point of Contacts



 <p><b>Vivian Kap</b>  <b>CEMS Alumna</b>  <a href="mailto:vivian.kap@cemsmail.org">vivian.kap@cemsmail.org</a>          Corporate Partner Relations,          25th Anniversary Task Force</p>	 <p><b>Michael Studer</b>  <b>CEMS Alumnus</b>  <a href="mailto:michael.studer@cemsmail.org">michael.studer@cemsmail.org</a>          Alumni Website Task Force</p>
 <p><b>Vadim Gerstein</b>  <b>CEMS Alumnus</b>  <a href="mailto:vadim.gerstein@cemsmail.org">vadim.gerstein@cemsmail.org</a>          LC Relations</p>	 <p><b>Benjamin Simsa</b>  <b>CEMS Alumnus</b>  <a href="mailto:benjamin.simsa@cemsmail.org">benjamin.simsa@cemsmail.org</a>          Social Media &amp; Communication</p>

### Not sure whom to contact?

You can always reach us at:  
[board@cemsalumni.org](mailto:board@cemsalumni.org)

### Follow us:

-  @cems\_alumni
-  [linkedin.com/groups?gid=625](https://www.linkedin.com/groups?gid=625)
-  [facebook.com/CEMSpage](https://www.facebook.com/CEMSpage)

### 3.3. Financial Structure of the CAA

The membership fee for CEMS graduates is €60 p.a. and €90 p.a. for CEMS couples. A lifelong membership is available for a one-time payment of €600. The money is split between the Local Committee to whom the alumni announces to belong (which is normally either the LC at his home university or the country where he resides) and the CAA. The local committee is free to use their share of the membership fees complying with certain criteria as described in Section 4.4.

### 3.4. Communication and Events

As the current status of cems.org is not sufficient for the needs of a professional association which we want to become, we formed a taskforce which will evaluate all possible options to make online communication as sufficient, easy and transparent as possible. For the time-being, we launched a [blog](#) which we would like you to follow where we will keep all alumni updated regarding the activities of the CAA Board and local LC events and projects. Vadim is your central contact person, so please keep him updated when you organize an event so that he can promote it via all our currently the available communication channels. In order to increase visibility of local efforts we created a [Google+ page](#) where all LCs are supposed to share impressions of and posts about their local events. Please let us know who is in charge of online communication within your LC so we can add them as admins to the group in order for them to add albums to the page.

We further want to ask you to promote the [LinkedIn group](#), as the recent development showed that it is currently the most efficient tool to reach out to a big mass of alumni (over 5,500 members). You can easily create subgroups for your LCs, share events there and post job offers of your company or the local corporate partners. For further details on LinkedIn please refer to Annex 9.

## 4. The Local Committees

### 4.1 Mission

The local committees (LC) are responsible for keeping in contact with CEMS alumni and organizing professional and social activities.

### 4.2 Organisational modes

In the starting phase, you will get an excel list of all alumni who states to live in your region or have studied in that country. After the set-up phase, you will get administration rights to cems.org where you will be able to extract this information yourself.

Your general contact CAA Board person is Vadim (vadim.gerstein@cemsmail.org)

### 4.3 Governance Structure

A Local Committee can have their own statutes which should however be in line with the CAA statutes. According to the statutes of the CAA (Annex 1) after setting up a LC, in order to have voting rights during the General Assembly, you have to be voted as President or Treasurer of your LC. The members of your LC elect two representatives and a person outside of the LC Board who is auditing the LC accounts (preferably a CEMS alumnus who works in this field and would do it pro-bono). The election has also to be communicated to the CAA Board (at least 4 weeks in advance). You have to send the minutes of the election afterwards to the CAA Board.

In a nutshell, the following criteria have to be fulfilled in order to be eligible with voting rights during the General Assembly:

- Your LC has at least 15 paying members
- Your LC had at least 4 events in the last 12 month
- The president and Treasurer were elected in the last 24 month
- You provide an audited annual report to the CAA Board
- In case there is more than one LC in your country, you have to agree on one representative to be sent to the General Assembly

### 4.4 Financial Structure

#### 4.4.1 Introduction

As outlined under 3.3 each member of the CAA pays 60€ for an annual membership. The money is split between the LC (20€) and the CAA (40€). For couples, the split is: LC (36€) and the CAA (90-36=54€). The lifelong membership payments (600€) are split with the same share as the annual membership but only for 10 years after the initial payment: 200€ (LC) and 400€ (CAA) are spread over ten years (deferred income). So each year the LC gets 20€ in the first 10 years and 0€ thereafter.

If your LC has its own bank accounts, you can either collect the money locally and transfer the CAA share to the CAA accounts or allow the members to pay centrally to the CAA accounts in which case the CAA will transfer your “local share”. If you don’t have your own account, the CAA will manage your funds centrally. In this case you simply ask the Treasurer for money when you organise an event which will then transferred to your private account.

When you start-up a new LC, it is more convenient to manage your money centrally. Once your LC has reached certain number of paying members, you can discuss with the Treasurer of the CAA if a local banking account is sensible.

You can apply for extra subsidy (500€, amount subject to event character and number of participants) when you organise a Pan-European event. For this you need to fill out a special form (Annex 3).

#### 4.4.2 Reporting

As outlined, you need to provide an annual report to the CAA Board (i.e. the Treasurer) in order to have voting rights during the General Assembly. The deadline is 4 weeks before the Annual Events. An example is enclosed in Annex 2.

All funds, i.e. cash, bank or accounts receivable, in each LC and in the CAA Board are part of the entire CAA funds with the aim to optimise their utilization in order to reach our goal of providing a sustainable service to all CAA members, empowering the CEMS network and increasing the recognition of the CEMS Master. The accountability and responsible for the correct use and allocation of the funds is on a local level the respective Treasurer and on Global level the CAA Treasurer. The local and CAA's Presidents and its Treasurers are responsible for providing accurate and timely information. Relieve for the current year will be given during the General Assembly at the end of the year.

All Budgets, reports and project requests should be done in local Currency:

- in Euro for all Euro countries;
- in the respective country currency for all remaining countries.

All consolidated budgets, reports and project requests will be converted and presented in Euro. The rate applied is the spot rate of the due day of each submission.

#### 4.4.3 LC affiliation

A paying member can decide to which LC the share of his membership fee is going. Each change however has to be performed by the alumnus proactively. Each LC has access to cems.org where it can look up who is paying member and who is not. Members who paid to another LC should be treated as paying members when joining activities of other LCs. Each LC is free to suggest to an alumnus to change his "LC affiliation" e.g. after permanent change of residence to another country.

#### 4.4.4 LC Start-up funding

We support the start-up process with an extra funding of 250€. The criteria which apply for Pan-European events extra funding apply here as well. The money is supposed to be used for activities that the LC is organizing in the start-up phase.

## 4.5 Activities

### 4.5.1 Type of activities

In general to give you some inspiration, according to the past experience events organized by the LCs comprise the following “types”:

1. Professional,
2. Social,
3. Sports,
4. Pan-European,
5. Student-Alumni related,
6. Student-Alumni-Mentorship-Programme (SAMP),
7. Cultural.

@1: The most common form of a professional activity is a workshop. Successful examples include workshops held by L'ORÉAL (“Key Account-/Category Management”), McKinsey & Company (“Consulting and what’s it about”), KPMG (“Financial Services in the e-Business World”). As a topic, professional events may have a discipline (e.g. marketing, strategy, e-commerce or a skill (e.g. time-management, negotiation, debating, influencing techniques, cross-cultural issues). Especially these ‘skill-seminars’ provide a good opportunity to invite both Academic Members and Corporate Partners to contribute to the topic. Professional events could also have a sort of ‘recruitment’ character, where a company (possibly a Corporate Partners) presents itself. A good example of this is a rotating dinner or ‘breakfast-cum-conference’, however these type of events seem to be more attractive for students than for alumni. Guided tours through a company can be envisaged as a quite informal variant of a professional activity. Good examples of the past are a.o. a guided tour through a brewery, broadcasting- television- and movie studio, publishing house, car factory and stock exchange.

@2: The most basic type of social activity is a regular pub meetings. Good examples include the ‘pot’ in Paris and the ‘Stammtische’ in Germany. The drink can be organised on a fixed day (f.i. the first Thursday of each month) so that members will know and some sort of habitué atmosphere is developed. A successful version of this type is the so-called ‘theme drinks’: the drink is connected to a certain theme that is likely to interest the Alumni. Two variants can be distinguished: (a) theme drinks with a ‘professional’ subject (e.g. career development, financial planning or tax counselling). The setting is usually a closed area in a pub and a specialist is invited to recite his views on the issue. Ideally, the presentation should contain lots of hands-on examples and have a kind of ‘eye opening’ effect on the audience. Since this a unique opportunity for the specialist to gain new clients, he or she is often willing to sponsor the drinks and snacks at the event. (b) Theme drinks with a more general topic (f.i. wine, beer, port or whiskey-tasting, a cooking seminar or an etiquette tutorial). The setting can be a restaurant, wine tavern or something alike. Usually the expert asks a compensation fee, but also here the prospect of gaining new clients may sometimes apply. Other ‘evergreens’ in social events are dinners, brunches, a Christmas or New Year’s reception or lunch, a Swedish mid-summer party and a beach barbecue.

@3: Active versions of CEMS Sport events include for example water running, skiing, bobsled, hiking, balloon flight, kart racing or a golf clinic. A passive variant may be a visit to a soccer, tennis or hockey match. Tournaments or other special sports events (e.g. sailing regatta’s) could also be considered as an option to visit.

@4: LC's are also encouraged to think of new European wide events. Examples of such initiatives include the Waltzing Days in Vienna, Skiing weekend in Austria, Sailing in Poland, a wildlife weekend in Norway, a canoeing event in Switzerland, a party weekend on Ibiza and a country event in Tuscany. The CAA takes a very positive stance towards these initiatives and is more than willing to assist in terms of marketing and human and financial resources.

@5: These events encourage a closer collaboration with the local student clubs. Usually, these are social events (e.g. cocktail receptions) where you as LC provide an informal framework for students and alumni to exchange. Another possibility would be to set up a seminar hold by alumni (e.g. my first year after graduation) to share alumni's experience with the upcoming graduates.

@6: If you would like to set up SAMP in your LC, please contact LC UK and/or LC Germany for best practise sharing.

@7: This category includes events related to music (e.g. jazz, pop or classic concert or festival, opera), theatre (e.g. play, musical, stand-up comedian, cabaret, cirque du soleil), arts (e.g. visit to a museum or exhibition, art workshop), architecture (e.g. visit to a castle, cathedral, historic building or site) and film (e.g. CEMS cinema night or film festival).

#### **4.5.2 Marketing of activities**

Social media power is big. Use Facebook, LinkedIn, and CAA's communication channels to promote your events. Send reminders to your members.

#### **4.6 Communication**

We advise you to use mailchimp.com for professional email communication. Contact Ben who will help you to set up a "brand-compliant" email formatting for your communication.

We will also provide you with a logo of the CAA which you can use in your communication to alumni.

If you want to contact other LCs, please refer to the list of contacts provided in Annex 4.

## ANNEXES

## Annex 1 Statues of the CEMS Alumni Association

### Article I. Name and purpose

The Association called the "CEMS Alumni Association" (CAA), founded on 6 March 1993, governed by the French law of 1 July 1901 and the decree of 16 August 1901 is a non-profit organization with the aim to:

- Create and maintain a strong and sustainable network for and between CEMS alumni and other CEMS stakeholders
- Promote the CEMS MIM degree
- Create CAA awareness amongst CEMS students and other stakeholders
- Contribute to the global economic and human development
- Promote life-long learning for its members

Its headquarters are located in 1, Rue de la Liberation, 78350 Jouy-en-Josas, France. The headquarters can be transferred by the CAA Board by simple majority and ratification by the General Assembly.

### Article II. Activities

The activities of the Association are to:

- Facilitate career development and promote the attractiveness of the CEMS Alumni profile to employers
- Organize activities in line with the CAA purpose for its members and CEMS stakeholders
- Publicize content that is useful for the association, its members and other stakeholders

### Article III. Members

The Association is composed of the following members:

CEMS Alumni

who finished the CEMS programme and obtained the CEMS Master's in international Management degree (or simply CEMS Master for those who graduated before 2002) and paid the annual or lifelong membership fee.

Honorary members

The title of an honorary member can be granted to any person who has given outstanding service to the Association or whose action or thought will contribute in a meaningful way to the social, moral and economic development of the member countries

Honorary members appointed by Local Committees have to be approved by the CAA Board. They are welcome to selected open activities, but might have to pay a premium.

The Membership implies adherence to the statutes.

CEMS Alumni who did not pay the membership fee and former students who did not finish the CEMS MIM programme are welcome to selected open activities, but might have to pay a premium and/or have lower priority if the number of participants is limited. They have no formal rights, e.g., no right to vote in local elections, unless exception granted by the CAA Board.

#### **Article IV. Governance**

CEMS Alumni Association is represented by:

- Local Committees
- General Assembly
- CAA Board
- CAA Director

The organization is driven on a voluntary basis and members, except for official CAA employees as decided by the CAA board, cannot receive any remuneration with regards to the functions entrusted to them under the statutes. Only the reimbursement of expenses is acceptable. These must be the result of a precise decision from the CAA Board, ruling out any benefit to the said parties; proof must be produced which shall be verifiable.

#### **Section 1: Local Committees (LC)**

The Local Committees are the foundation of the association and are formed in regions with active and paying CEMS Alumni to achieve the aims of the association, most notably the networking between alumni and students through the organisation of social, cultural and professional events and the cooperation with the closest CEMS academic partners on local level.

Each LC can form its own statutes, but those must be in line with the statutes of the CAA. The LC statutes must be presented or made available to the CAA Board and in case of conflict with the CAA Statutes the CAA Board will facilitate the process of alignment with the CAA Statutes.

Each Local Committee elects at least two board members – a president and a treasurer and potentially other functions such as vice president and secretary general as well as a member independent of the LC Board who audits the local accounts.

Elections need to take place in accordance with the LC statutes/rules. They can take place either during the Local Committee's General Assembly or through e-voting. The invitation for the election must be sent to all LC members at least 4 weeks in advance, a copy of the invitation has to be sent to a member of the CAA Board. Each CAA member shall be entitled to candidate himself or propose candidates. The minutes of the election have to be signed by a CAA member who has participated at the election but who is neither part of the old nor the new elected board and have to be sent to a member of the CAA Board.

Each local committee should keep separate accounts, which managed by the local treasurer and checked by the local auditor. If the local committee is not constituted as an own association with an associated CEMS bank account, the CAA will keep the funds and cover local financing needs following the reimbursement rules (unless exception granted by the CAA Board).

### **Section 2: General Assembly (GA)**

The General Assembly meets at least once a year and each time that it is convened by the CAA Board or at the request of at least half of the LCs with voting rights. It approves changes of statutes, approves the closing of the financial accounts and votes on the budget for the following fiscal period, approves the membership fees proposed by the CAA Board, deliberates on the questions put on the agenda, elects the members of the CAA Board and a member independent of the CAA Board who audits the CAA Board's compliance to generally accepted accounting principles and adherence to the Statutes.

Each Local Committee fulfilling the following criteria has one voice in the General Assembly:

- minimum number of 15 CAA members in Local Committees country
- minimum activity level of 4 events within last 12 months, all registered on the CEMS events calendar
- President and Treasurer have been elected within last 24 months
- Annual Report including financials audited by a third person independent of the LC Board who audits the LC Board's compliance to generally accepted accounting principles and adherence to the Statutes.

Only one delegate per country can participate at the General Assembly. In countries with several Local Committees, they have to align and agree on one representative.

The presence of half the Local Committees' representatives which have a voting right and a simple majority is necessary for the validity of deliberations.

### **Section 3: CAA Board**

The Association is administered by the CAA Board elected for three years which includes a transition period of 3 months with the former CAA Board.

The CAA Board defines the strategy and objectives for the CAA, ensures that the CAA delivers benefits to its members and to the CEMS alliance, proposes the membership fees which have to be approved by the General Assembly, defines the CAA services to paying alumni, proposes the budget and, if this position is installed, hears the report of the CAA Director and makes decisions when appropriate. The CAA Board can delegate operational responsibilities to the CAA Director.

The CAA Board is composed of elected and permanent members.

A minimum of 4 elected members:

They are (paying) alumni elected by the General Assembly.

In order to guarantee diversity and ability to represent within the CAA Board, alumni are elected from 3 different lists by secret vote:

- 3 seats are reserved to active LC representatives
- 2 seats are reserved to alumni who graduated 10 or more years
- 2 seats are reserved to alumni from the last 10 graduation years

If one or more of these positions become vacant during the mandate, the CAA board can appoint a successor who needs to be approved at the next following General Assembly. The General Assembly also has the possibility to terminate the mandate of the CAA board before the mandate ends if the majority of 2 / 3 of the members present or represented and the presence of at least 1 / 2 of its members vote for it.

Permanent (non elected) members:

- The CEMS Executive Director
- A representative from a CEMS School appointed by the CEMS Executive Board
- The Student Board President (with possibility to delegate to another person in Student Board, in alignment with the CAA Board)

The President represents the Association in law and in all acts of civil life, leads the CAA strategic development process, is a spokesperson for the CAA on a number of occasions (graduation ceremony...), represents the CAA at the CEMS Executive Board, but may appoint a substitute from the CAA Board.

The CAA President is elected by the CAA Board by a majority of 2/3 and is:

- a paying member of the CEMS Alumni Association and
- either one of the elected CAA Board members nominated by other Board members, or proposing his/her application,
- Or an external alumnus/a, proposed for his/her exceptional profile and achievements (in which case, s/he will be an additional member of the CAA Board).

The CAA president can be nominated for a period of 2 consecutive mandates of three years

The Vice-President

represents the President during his absence and is elected among the CAA Board members.

The CAA Treasurer

is responsible for the accounts of the CAA and is one of the elected CAA Board members nominated by other Board members. He represents the Association in law and in all acts of civil life together with the CAA president. The treasurer provides all necessary information to the auditor (external to the CAA Board) elected by the

General Assembly, to verify the accounts and presents the accounts to the General Assembly.

The CAA Board is convened by the president at least twice a year. It deliberates and decides by a simple majority of all its members including those non elected on all issues affecting the interests of the Association. If there is no clear outcome of the vote than the president decides.

If a position in the CAA Board becomes vacant during the year, then a position can be temporarily appointed by the CAA Board. However, if half or more of the elected member positions in the CAA Board become vacant during the same year, the General Assembly has to proceed with a new election for all vacant positions.

#### ***Section 4: CAA Director***

The CAA Board can decide to employ a CAA Director and possibly other staff members. In this case, the CAA Director implements the strategy defined by the CAA Board, is in charge of developing the Association and implementing the alumni engagement strategy, also in the interest of the CEMS Alliance.

The CAA Director manages all central operations related to the CAA, including the budget, stimulates and supports the network of Local Committees and related activities, prepares and attends CAA Board meetings and the CAA General Assembly.

The CAA Director is an employee of the CAA and reports to the CAA President. The President has the possibility to delegate the reporting line to another CAA Board member.

The recruitment of the CAA Director is decided and carried out under the responsibility of the CAA President and the CAA Board, and possibly a selection committee appointed by the CAA Board.

The CAA Director works from the country where the CAA association is legally registered.

A separate cooperation agreement regulates the relationship between the CEMS Head Office and the CAA.

#### **Article V. Incomes**

The annual income of the Association includes:

- Membership fees
- Donations
- Subsidies from CEMS Organization
- Income from activities allowed within the legal framework of each country for non-profit associations

#### **Article VI. Reserves**

The CAA, in principle, is a non-profit organization. However, the official representatives of CAA should strive to ensure financial sustainability, i.e. have enough reserves to run the operations for at least one year without any income for that respective year. The CAA is not allowed to invest its financial funds into assets with a high financial downside risk.

#### **Article VII. Fiscal Year**

The fiscal year of the CEMS Alumni Association shall commence on the 1<sup>st</sup> of October and end on the 30th day of September.

#### **Article VII. Internal Regulations**

All procedures of the Association not covered by these Statutes (e.g. rules for travel reimbursements) are set by the internal regulations developed and editable by the CAA Board.

#### **Article VIII. Amendments of Statutes**

The statutes can be amended by the General Assembly from the demand of at least half of its members.

Proposed amendments must be sent to all members of the Global Committee at least 30 days in advance. The change of statute can only be decided by the vote of the majority of 2 / 3 of the members present or represented and the presence of at least 1 / 2 of its members.

#### **Article IX. Dissolution**

The dissolution of the Association may be imposed by the General Assembly, convened 30 days in advance according to the same procedure as the amendment of the statutes.

The General Assembly must consist of at least half the members in office. If the total members present or represented cannot achieve this figure, it is convened again within a maximum of fifteen days. This time, it may validly deliberate, whatever the number of members present or represented.

In all cases, the dissolution can only be decided by the qualified majority vote of 2/3 of the members present or represented.

#### **Article X. Devolution Heritage**

In the event of a voluntary or forced dissolution, the General Assembly decides on the devolution heritage of the Association, without granting the members of the association anything in addition to their contributions.

## Annex 2 LC Annual Report Form



### CAA LC Report

LC Country:

Reporting year:

Board composition:

President:

Vice President:

Treasurer:

...

...

Contact at CEMS school (programme manager):

Contact at CEMS Club:

# paying members (thereof lifelong):

Financial status on 30/09/20XX:

Assets	Liabilities
Local bank account:  Receivables:	Equity  Liabilities  Reserves

Income (01/10/20XX - 30/09/20XX):

.....

Expenses (01/10/20XX - 30/09/20XX):

.....

Activities:

Short description of each event:

Support CEMS events (with the university)

.....

Alumni professional / learning events:

.....

Social events

.....

Miscellaneous:

e.g. cooperations with other associations, caritative events, social network, web, ...



CAA LC Report  
draft.doc

## Annex 3 Application Form for Pan-European Event subsidy



LC application  
form.doc

## Annex 4 Overview of existing LCs and their contact details as of Mai 2013

<b>LC</b>	<b>Central E-Mail</b>	<b>Individual E-Mail as of June 2013</b>
LC Australia LC Austria	LCAustralia@cemsalumni.org LCAustria@cemsalumni.org	- elmar.friedrich@cemsmail.org - malgorzata.wawrzyniak@cemsmail.org - konstanze.neubauer@cemsmail.org - karl.tschetschonig@cemsmail.org - aleksandra.bogiel@cemsmail.org
LC Belgium	LCBelgium@cemsalumni.org	- fabienne.guitry@cemsmail.org - jeremy.ceulemans@cemsmail.org - emmanuelle.bomo@cemsmail.org - roland.debiolley@cemsmail.org - charles.deschamps@cemsmail.org
LC Czech Republic	LCCzech@cemsalumni.org	- richard.bejlek@cemsmail.org - vojtech.oplestil@cemsmail.org - pavlina.simurdova@cemsmail.org - katerina.chodounska@cemsmail.org - klara.matesova@cemsmail.org - lucie.zadrazilova@cemsmail.org - olga.nydlova@cemsmail.org - jan.plajner@cemsmail.org
LC Denmark	LCDenmark@cemsalumni.org	- maxjosef.jager@cemsmail.org - linnsogaard.steen@cemsmail.org - fredrik.arven@cemsmail.org
LC Finland	LCFinland@cemsalumni.org	- rilana.riikinen@cemsmail.org - ekaterina.tolpa@cemsmail.org - natalia.velikodnaya@cemsmail.org - alicja.kocanda@cemsmail.org - ritva.vuori@cemsmail.org
LC France	LCFrance@cemsalumni.org	- lukas.loers@cemsmail.org - horia-stefan.craciuneanu@cemsmail.org - tetyana.samoylenko@cemsmail.org - torsten.roewekamp@cemsmail.org
LC Geneva LC Germany	LCGeneva@cemsalumni.org LCGermany@cemsalumni.org	- manuel.maimann@cemsmail.org - jens.jonen@cemsmail.org - alaeddine.riese@cemsmail.org - vadim.gerstein@cemsmail.org - daniela.frerck@cemsmail.org - thorsten.kraeft@cemsmail.org - helen.jaraureta@cemsmail.org - elisabeth.zottl@cemsmail.org
LC Hungary LC Ireland	LCHungary@cemsalumni.org LCIreland@cemsalumni.org	- peterdavid.kalman@cemsmail.org - marco.viappiani@cemsmail.org - paul.mallon@cemsmail.org - andrea.mene@cemsmail.org - jose.alguem@cemsmail.org
LC Istanbul	LCIstanbul@cemsalumni.org	- tobias.marmann@cemsmail.org - duygu.icbudak@cemsmail.org - anduvapservet.akgun@cemsmail.org - seda.onal@cemsmail.org - fatma.tatli@cemsmail.org
LC Italy	LCItaly@cemsalumni.org	- angela.simondi@cemsmail.org - nicola.spano@cemsmail.org - nadia.fabio@cemsmail.org - marianna.pietrafesa@cemsmail.org

<b>LC</b>	<b>Central E-Mail</b>	<b>Individual E-Mail</b>
LC Netherlands	LCNetherlands@cemsalumni.org	- dina.aleksandrova@cemsmail.org - arnie.devine@cemsmail.org - jitse.munten@cemsmail.org - cindy.kratt@cemsmail.org - katja.solomatina@cemsmail.org - marleen.basart@cemsmail.org - harm.joose@cemsmail.org - simone.ooms@cemsmail.org - serpil.olmez@cemsmail.org - lideweiastrid.mulders@cemsmail.org - edit.kiss@cemsmail.org - celine.fraiture@cemsmail.org - marco.proto@cemsmail.org - dora.danics@cemsmail.org - paula.furga@cemsmail.org - ewa.szczërba@cemsmail.org - agata.rundo@cemsmail.org - katarzyna.zaniewska@cemsmail.org - artur.galbarczyk@cemsmail.org - pedro.costa@cemsmail.org - eduardo.fonseca@cemsmail.org - evgeni.mitassov@cemsmail.org - nina.kalitina@cemsmail.org - shutkin.alexander@cemsmail.org - kalina.hadzhitorova@cemsmail.org - tania.leger@cemsmail.org
LC Norway	LCNorway@cemsalumni.org	
LC Poland	LCPoland@cemsalumni.org	
LC Portugal	LCPortugal@cemsalumni.org	
LC Russia	LCRussia@cemsalumni.org	
LC Shanghai	LCShanghai@cemsalumni.org	
LC Singapore	LCSingapore@cemsalumni.org	
LC Spain	LCSpain@cemsalumni.org	
LC Sweden	LCSweden@cemsalumni.org	- helenaelisabeth.sjolin@cemsmail.org - vanessa.meyer@cemsmail.org - noora.laine@cemsmail.org
LC Switzerland	LCSwitzerland@cemsalumni.org	- manuel.maimann@cemsmail.org - philipp.wilhelm@cemsmail.org - kirsi.eskelinen@cemsmail.org - marta.liszyk@cemsmail.org - clara.herstatt@cemsmail.org - michael.studer@cemsmail.org - julia.schultes@cemsmail.org
LC UK	LCUk@cemsalumni.org	- malgorzata.niewiarowska@cemsmail.org - wout.hoff@cemsmail.org - wieteke.dupain@cemsmail.org - magdalena.kolczynska@cemsmail.org - luca.bruschieri@cemsmail.org - juliette.gilligan@cemsmail.org - sandrine.lalmant@cemsmail.org - tomasz.zacharski@cemsmail.org - marie.kruse@cemsmail.org
LC USA	LCUsa@cemsalumni.org	
CAA Board and All LCs	LCAll@cemsalumni.org	
Presidents of LCs	LCPresident@cemsalumni.org	
Treasurers of LCs	LCTreasurer@cemsalumni.org	

Current list can be found under: [cems.org](https://cems.org) | Administration | View Email List.

## Annex 5 Overview of CEMS Corporate Partners

A.T. Kearney	Millennium bcp - Banco Comercial
ABB	Português
Arçelik	MOL Group
Arla Foods	Mondi Europe & International
AstraZeneca PLC	Nestlé
Barilla	Nokia Corporation
Beiersdorf AG	Nomura Securities Co, Ltd.
BNP Paribas	Novo Nordisk
Crédit Agricole S.A.	Oesterreichische NationalBank
Credit Suisse	OMV Aktiengesellschaft
Daymon Worldwide	PricewaterhouseCoopers
Deloitte Touche Tohmatsu	Procter & Gamble
Deutsche Bank	QBE Insurance Group Limited
EADS	Reckitt Benckiser
EDP – Energias de Portugal, S.A.	SABMiller plc
EF Education First	Salesforce.com Inc.
Fidelity International	Sberbank
Fung (1937) Management Ltd.	Schneider Electric
GDF SUEZ	Scotiabank
Google	Shell
Henkel AG & Co. KGaA	Siemens Management Consulting
HSBC	Sistema
Indesit Company s.p.a.	ŠKODA AUTO a.s.
ING Group	Société Générale
Kerry Group plc	Statkraft AS
Kikkoman Corporation	Statoil
KONE	Swiss RE
Kowa Company, Ltd	UBS
KPMG	Unibail-Rodamco
L'Oréal	UniCredit
Lawson, Inc	Vodafone
LVMH	Whirlpool
Maersk	Wolseley Group
MasterCard	Zurich Financial Services
McKinsey & Company	

*Refer to Denisa Zichackova (CEMS HO) for contact details of CPs*

## Annex 6 Overview of CEMS Academic Partners

<b>School</b>	<b>Abbreviation</b>	<b>Country</b>	<b>City</b>
Aalto University School of Business	AALTO	Finland	Helsinki
Copenhagen Business School	CBS	Denmark	Frederiksberg
Corvinus University of Budapest	CUB	Hungary	Budapest
ESADE Business School	ESADE	Spain	Sant Cugat del Vallès
Escola de Administração de Empresas de São Paulo-FGV	EAESP	Brazil	Sao Paulo SP
Graduate School of Management, St Petersburg State University	GSOM	Russia	St.Petersburg
HEC Paris	HEC	France	Jouy-en-Josas
HKUST Business School	HKUST	Hong Kong S.A.R., China	Hong Kong
Indian Institute of Management Calcutta	IIMC	India	Kolkata
Ivey Business School	Ivey	Canada	London
Keio University	KEIO	Japan	Tokyo
Koç University Graduate School of Business	KOC	Turkey	Istanbul
Louvain School of Management	LSM	Belgium	Louvain-La-Neuve
National University of Singapore	NUS	Singapore	Singapore
Norwegian School of Economics	NHH	Norway	Bergen
Nova School of Business and Economics	NOVA	Portugal	Lisboa
Rotterdam School of Management, Erasmus University	RSM	Netherlands	Rotterdam
Stockholm School of Economics	SSE	Sweden	Stockholm
The London School of Economics and Political Science	LSE	United Kingdom	London
The University of Sydney Business School	USYD	Australia	Sydney
Tsinghua University School of Economics and Management	TSEM	China	Beijing
UCD Michael Smurfit Graduate Business School	UCD	Ireland	County Dublin
Università Bocconi	UB	Italy	Milan
University of Cologne	UoC	Germany	Cologne
University of Economics, Prague	VSE	Czech Republic	Prague
University of St.Gallen	HSG	Switzerland	St.Gallen
Vienna University of Economics & Business	WU	Austria	Wien
Warsaw School of Economics	SGH	Poland	Warsaw

*For local coordinators please consult [cems.org](http://cems.org) or contact Rita Soltesz (CEMS HO).*

## **Annex 7 CEMS Board & Chairman**

CEMS comprises two boards: the Strategic Board, which convenes once per year, and the Executive Board, which convenes twice per year.

The Boards are overseen by the CEMS Chairman, who is elected on a two-year mandate. The current Chairman is Prof. Dr. Thomas Bieger, President of the University of St Gallen.

### **Strategic Board**

Members of this Board include Rectors and Deans of CEMS Academic member schools and senior representatives of CEMS Corporate Partners as well as the CEMS Chairman and Executive Director.

This Board defines the vision and mission of CEMS and gives its views and perspectives on categories of activities where CEMS can add value for its members.

Keynote speakers, specialists and other non-regular participants can attend upon invitation from the CEMS Chairman.

### **Executive Board**

The CEMS Executive Board is the governing body of CEMS. It is made up of members from each stakeholder group: schools, corporate partners, students and alumni.

Chaired by the CEMS Chairman, the Executive Board meets twice a year. The Board is responsible for defining enabling strategies to implement the CEMS vision and mission into concrete activities. It decides on CEMS products and votes on any major change in the CEMS MIM curriculum.

The Executive Board also votes on the creation of Permanent Committees and elects Chairs to run CEMS operations.

## Annex 8 Contacts at the CEMS European Head Office

The CEMS Head Office is the permanent management and organisational body of CEMS, led by the Executive Director and in close liaison with the elected Committee Chairs.

The role of the office is to contribute to the development of all aspects of the organisation, ranging from implementing the decisions laid out by the Strategic and the Executive Boards, cooperation with the Corporate Partners and Academic members to internal and external communication and the coordination of the CEMS Alumni Association.

### Administration Team

*CEMS Executive Director*

Roland Siegers

*CEMS Secretary General*

Nicole de Fontaines

### Transversal Services

*CEMS Finance and HR Manager*

Mariette Lecroart

*CEMS Events & Network Synergies Management*

Triona Campbell

### Corporate Partners Team

*CEMS Corporate Relations Manager*

Denisa Zichackova

### University Relations Team

*University Relations (Team) Manager*

Rita Soltesz

*CEMS Alumni Coordinator*

Andrée Egloff

*CEMS MIM Programme Assistant*

Jamie Romanet

### Communications team

*CEMS Marketing Manager*

Rebecca Rosinski

*CEMS Information Systems Manager*

Pascal Vuylsteker

More contact details: <http://www.cems.org/about-cems/contacts/head-office>

## Annex 9 LinkedIn

The CEMS Master's in International Management Group on LinkedIn has topped the 5,800 member mark and the number of job offers that our alumni share on the group's job discussion board is increasing. Did you ever contact a CEMS Alumnus/a to get advice concerning a specific industry, company or city? If you go on the group page, you will find a tab with all group members where you can contact them directly <http://www.linkedin.com/groups?viewMembers=&qid=625>. The advanced search function enables you to search by key word, company, location and more. Contact your fellow alumni if you are looking for advice, as they will certainly be happy to answer your questions. Connect to the alumni working at the same company. And when CEMS students are contacting you, please take the time to answer their questions. That is finally what CEMS networking is about and the reason why you joined the group in the first place.

We also recommend all CEMS alumni to feature CEMS on your Linked profile as follows. This will help to further increase the awareness of CEMS, representing a quick and easy way for the alumni to give something back to CEMS by promoting their own Master's.

Go to Edit profile -> Education -> Add a school -> School Name: CEMS (type it, it will not yet appear in the drop down)

Degree: CEMS MIM

The CEMS MIM provides a unique blend of top-level education and professional experience for multilingual, multicultural postgraduate students. The Financial Times ranking rates the CEMS MIM amongst the very best Master's in Management programmes in the world. [www.cems.org](http://www.cems.org)

New geographic or interest related sub-groups have also been created that you might want to join, as for example CEMS Entrepreneurs, CEMS Social Responsibility and CEMS Alumni in Munich, China, Russia, Singapore and other regions

Join them via: <http://www.linkedin.com/groups?subgroups=&qid=625>