

# IT'S A MATCH!

## Young Alumni Networking

### INTRODUCTION

### OBJECTIVES

### PLANNING PARTNERS

- ❖ ***"It's a Match!"*** was a young alumni **networking** and **speaker event** hosted by the Toronto Branch Young Alumni Committee (YAC) that attracted over 180 recent grads.
- ❖ Speakers each shared a **"passion pitch"** on where their Queen's degree had taken them, and what inspires them to pursue their passion every day.

- ❖ To **highlight** and **celebrate** our diverse young alumni community.
- ❖ To provide an opportunity for Queen's grads to **network** and **connect**.
- ❖ To leverage the Toronto Branch brand and host another coveted event that engaged our core audience and kept the Queen's spirit and tradition alive in the city.

- ❖ Queen's Toronto Alumni Branch and Young Alumni Committee, and Kim Day (Alumni Relations).



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### ACHIEVEMENTS

- ❖ Appealed to a **wide audience** of young alumni in Toronto.
- ❖ Featured five young alumni speakers who represented **diverse** faculties, years of graduation, experiences and career trajectories.
- ❖ Provided a fun, **inspirational networking opportunity** for attendees.
- ❖ Resulted in **peer-to-peer mentoring connections**.

### Key Learnings:

- ❖ Know your audience and deliver programming that fits with their lifestyle.
- ❖ Use edgy and appealing marketing strategies.

### FUTURE PLANS

- ❖ The YAC continues to plan and host **innovative events** for young alumni in Toronto and strives to **educate**, **celebrate** and **connect** and **expand** its reach.
- ❖ Next event will be a Beer Tasting Networking event in June.



### ALUMNI CONNECTIONS

- ❖ Get in touch with Stephanie Beakbane, *VP, Volunteers* at [queenstoalumni@gmail.com](mailto:queenstoalumni@gmail.com) or by coming out to one of our events!



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