

Annual report 2008

2008 proved to be a **festive year** for Vlerick Leuven Gent Alumni vzw in view of the association's 50th anniversary. In this span of half a century, nearly 14,000 alumni graduated, who are active in almost 100 countries and today constitute a dynamic, professional and international network.

Our association's **mission** consists in allowing its alumni to progress on a personal, corporate and social level. This occurs via a wide range of events, services and commercial benefits, which stimulate professional networking and life-long learning.

In 2008, **40 events** were organised through the alumni umbrella association, 25% of which took place abroad. In addition to Belgium, Vlerick Alumni is also active in China, France, the Netherlands, Russia, the United Kingdom, The United States and Switzerland. This year also saw the first alumni events in Luxemburg and South Africa. As usual, the Vlerick Award ceremony on Saturday 12 April 2008 proved to be one of the highlights, awarding a Belgian entrepreneur who transformed his company with durable results into the international apogee within its sector. This year's grand prize was against all odds awarded to two entrepreneurs, i.e. Hein Deprez (Univeg) and Gabriel Fehervari (Alfacam). Furthermore, the Winter Reunion's special festive edition attracted no less than 1,200 alumni in view of the 50th anniversary. The dual formula, comprising an afternoon programme with a refresher course and an evening programme providing a festive retrospect on the past 50 years and live interlude of the many colleague alumni, appeared to be a great success!

With regard to **our services**, we launched a brand-new **website** on January 24, in keeping with the new company style, which creates uniformity throughout the communication of the alumni association. The new website modifies itself to the needs of the client ("customerization"), from which the customer-friendliness obviously benefits. The most important instruments of the website are: 1) the alumni database with extensive search function, 2) the event calendar with all events for which the alumni can automatically subscribe and 3) the "career services", where alumni have the opportunity to announce vacancies within their company.

In view of this festive year, a **special edition of the alumni magazine** was presented in December. 50 alumni - one from each graduation year - have been interviewed, which resulted in a magnificent sequence of testimonies from managers and entrepreneurs, active on an international and national level, both in multinationals and SMEs. The many splendid memories that were recollected, more than ever emphasize the impact that the School and its founder have had on the careers and sometimes even personal lives of its alumni.