Universität St.Gallen

HSG Alumni

# HSG Alumni Platform Manual

St.Gallen, February 2022

# Overview

1. Role of a President/Club Board
Admin VS Club Member

2. How to manage my community

3. How to create and manage events

4. Communication tools

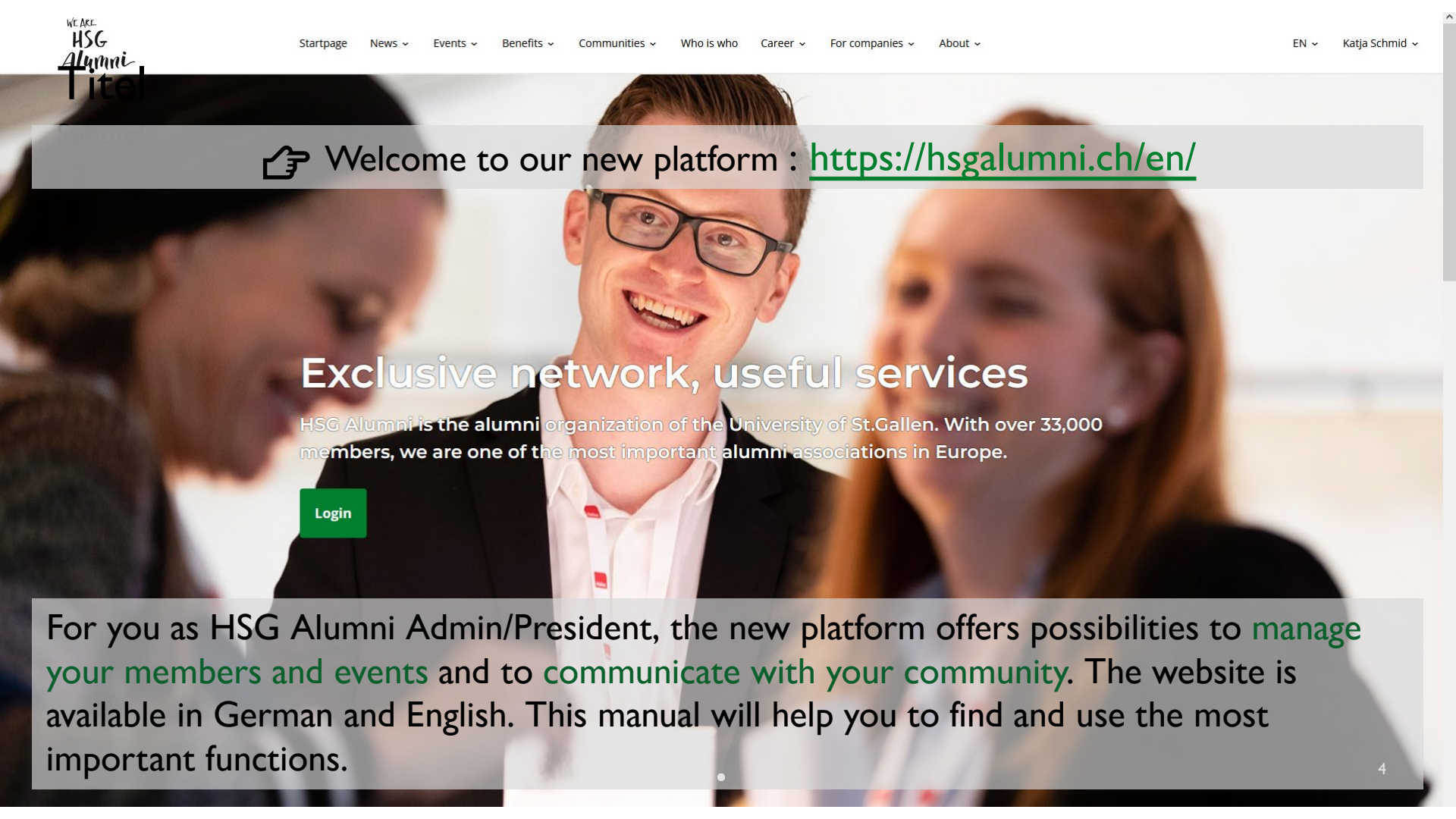
Invitation, reminder, message to the club member, news…

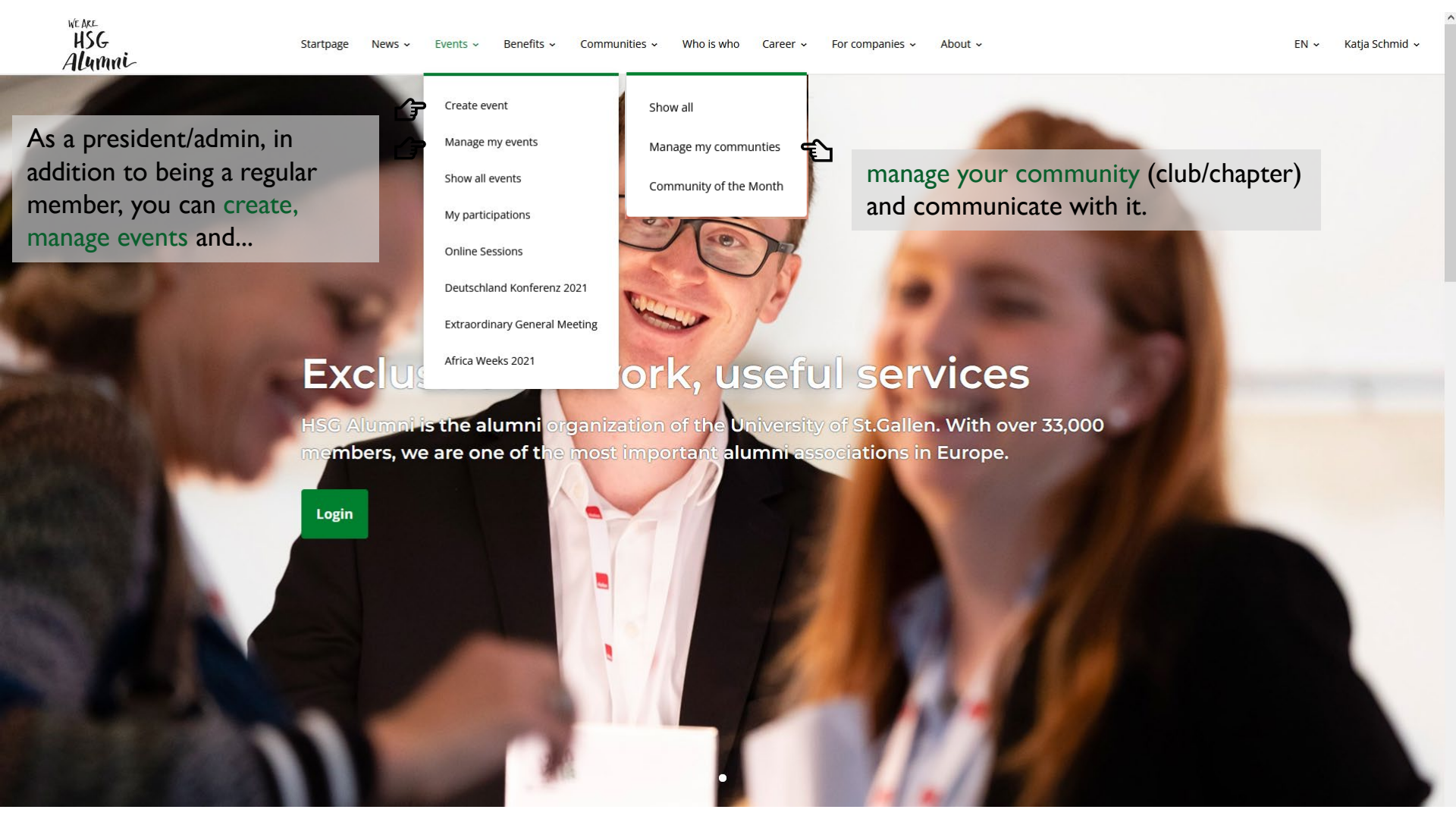
5. HSG Alumni Presidents Club

6. FAQ

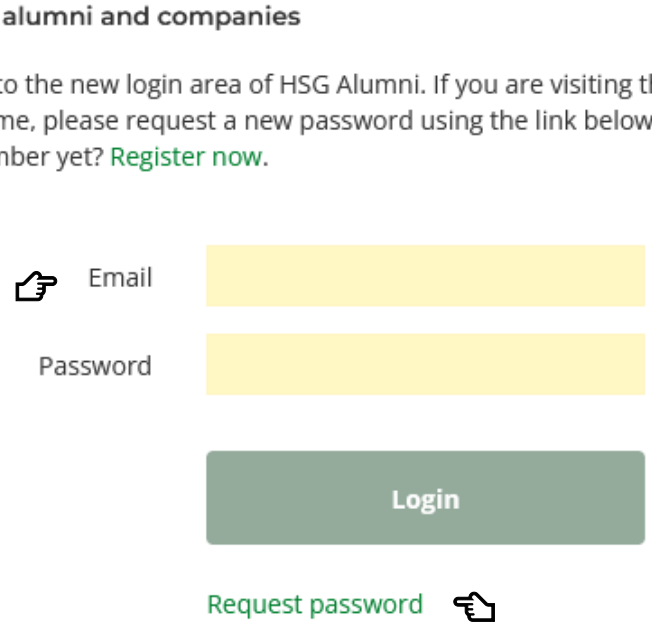
# 1. Role of a President/Club Board

## Admin VS Club Member


WE ARE HSG Alumni
Titel
Startpage
News
Events
Benefits
Communities
Who is who
Career
For companies
About
EN
Katja Schmid
Welcome to our new platform : https://hsgalumni.ch/en/
Exclusive network, useful services
HSG Alumni is the alumni organization of the University of St.Gallen. With over 33,000 members, we are one of the most important alumni associations in Europe.
Login
For you as HSG Alumni Admin/President, the new platform offers possibilities to manage your members and events and to communicate with your community. The website is available in German and English. This manual will help you to find and use the most important functions.


WE ARE HSG Alumni
Startpage
News
Events
Benefits
Communities
Who is who
Career
For companies
About
EN
Katja Schmid
Create event
Manage my events
Show all events
My participations
Online Sessions
Deutschland Konferenz 2021
Extraordinary General Meeting
Africa Weeks 2021
Show all
Manage my communties
Community of the Month
As a president/admin, in addition to being a regular member, you can create, manage events and...
manage your community (club/chapter) and communicate with it.
Exclus ork, useful services
HSG Alumni is the alumni organization of the University of St.Gallen. With over 33,000 members, we are one of the most important alumni associations in Europe.
Login

Before we get started, you can log in here with your user email:




If you have forgotten your password, you can request it here: https://hsgalumni.ch/en/authent/request-password/

You also have the option to log in with your LinkedIn login.

Startpage | News | Events | Benefits | Communities | Who is who | Career | For companies | About

Home / Communities

Show all

Manage my communities

Community of the Month

You can get an overview of all communities here.

Search

179 / 179

Current Total

Reset Filters

Region

Country

Type

Membership

My memberships

Filter here according to your search criteria.

Germany

**Alumni-communities of student clubs**

**AC Alumni Club**

more →

Switzerland

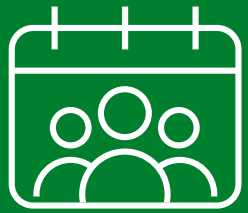
**Academic Associations**

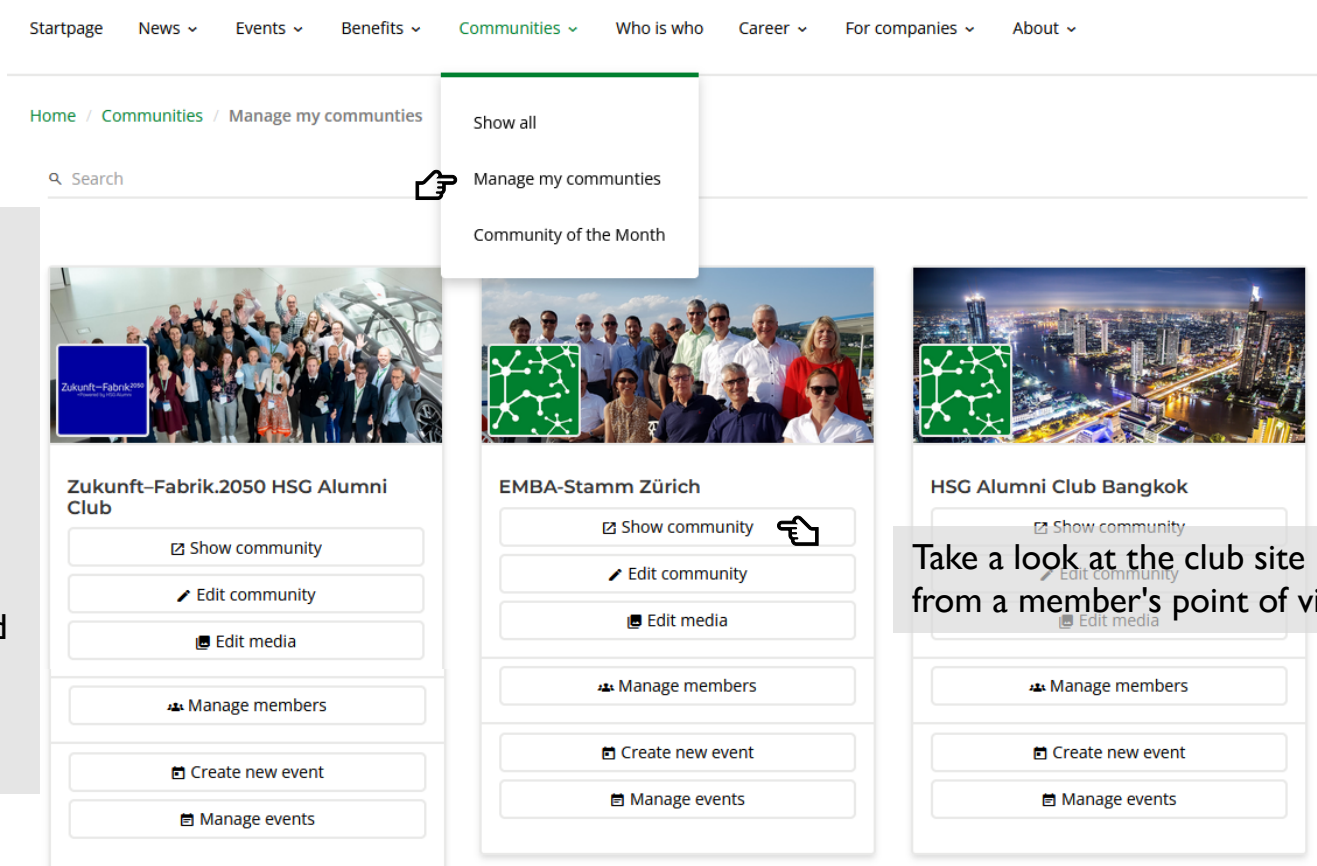
**AHV Amicitia San Gallensis**

more →

Univer
HSG Alum

# 2. How to manage my community






If you click on «Manage my communities», you will get to the administration view of your community.

Here you have several options:
1. Edit club page
2. Add/edit media
3. Manage members & send messages
4. Create a new event
5. Manage events

Take a look at the club site from a member's point of view.

# 1. Edit club page

Start filling your club page with life to inform new or existing members about the activities and more.

International

HSG Alumni Club Shanghai

Edit

Logo | Background Image

Upload a logo/background image here.

*Description before joining*

Club for HSG Alumni living and working in and around Shanghai.

Edit

*Description after joining*

Edit

Adjust the description before or after joining the club.

Welcome to HSG Alumni Club Shanghai!

Thank you for your interest in our community. If you are not yet a member, you are most welcome to join our lively community to exchange ideas with our members or participate in attractive events.

Warm regards from the Board
Xiaofei and David

*Contact*

Edit

David Saudan
david.saudan@hsgalumni.ch

(Communication languages: French, German, English)

Xiaofei Shi xiaofei.shi@hsgalumni.ch

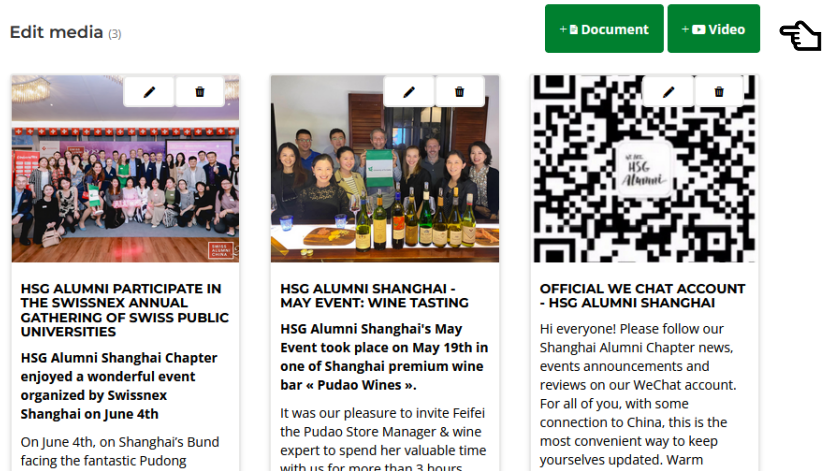
(Communication languages: Chinese, English)

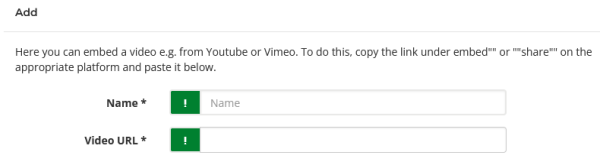
Adjust the contact details here.

# 2. Add/edit media

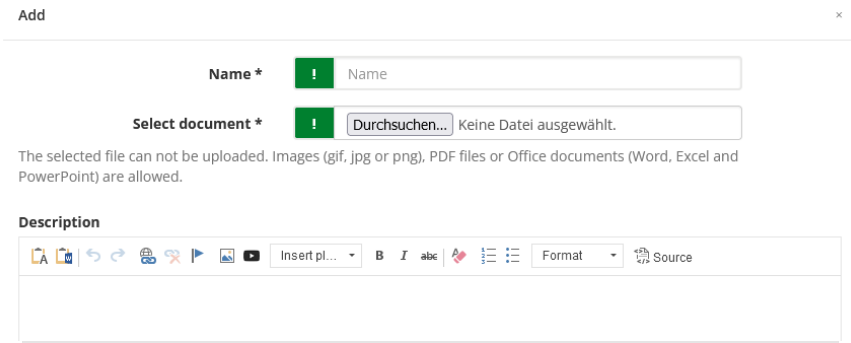
Would you like to inform you club member about a past event with pictures or a video?

Choose whether it is a document (jpg, png, pdf or ppt) or video (link to YouTube, Vimeo).



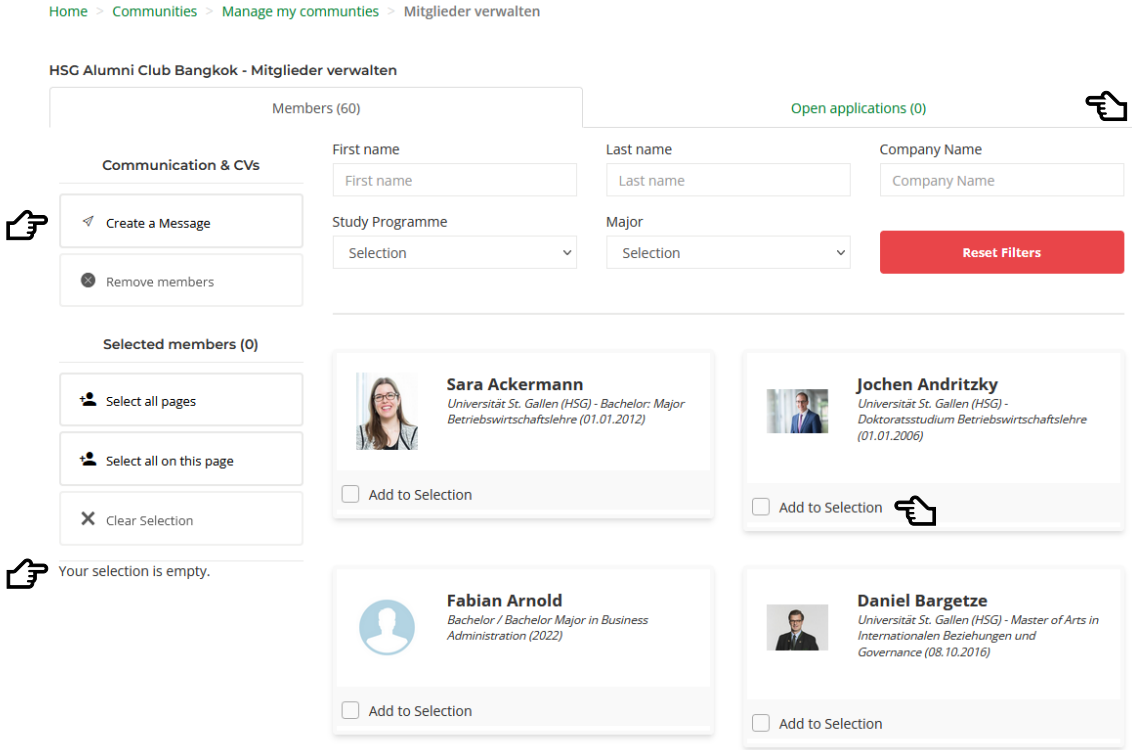




Add a title to the video and copy the video URL into the box.




Add a title to the document and upload your media file. You can add also a description. *FYI, only 1 file can be uploaded.

# 3. Manage members & send messages




Here you will find the members for whom the application (if closed community) is open.

If you want to send a message to specific members, you can select your recipients by ticking «Add to Selection». Your selection is displayed on the left-hand side.

You can create and send a message by clicking on «Create a message» in the top left-hand corner (for more information, see Chapter 4).

# 3. How to create and manage events

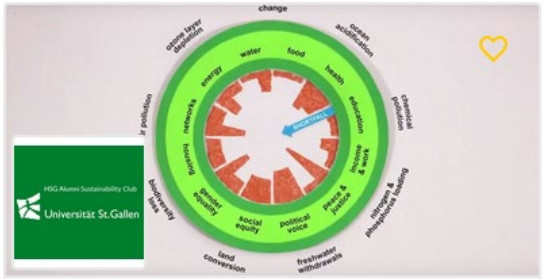
# Create a new event

19 March - 03 September | Zurich

**HSG Alumni**

**HSG Alumni Leadership Check-up Series 2022**

more →




Online Event

24 March 2022 19:00

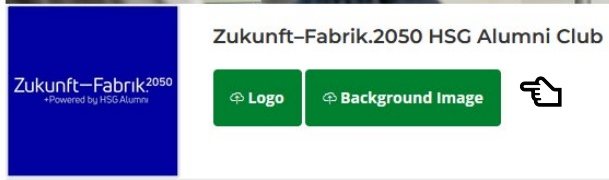
**HSG Alumni Sustainability Club**

**What do doughnuts have to do with economics?**

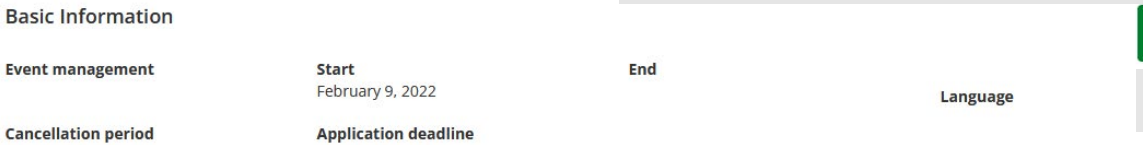
more →

Here you will find the step-by-step instructions for creating a new event.
Jump here directly to the instructions for a on-site or virtual event in this manual.

# Create a new on-site event




Here you can customize the logo and background image.
*Our recommendation for the background image: choose one without text and most importantly a license-free picture with high resolution in landscape format, at best test it on your mobile phone to see how it looks in mobile view.

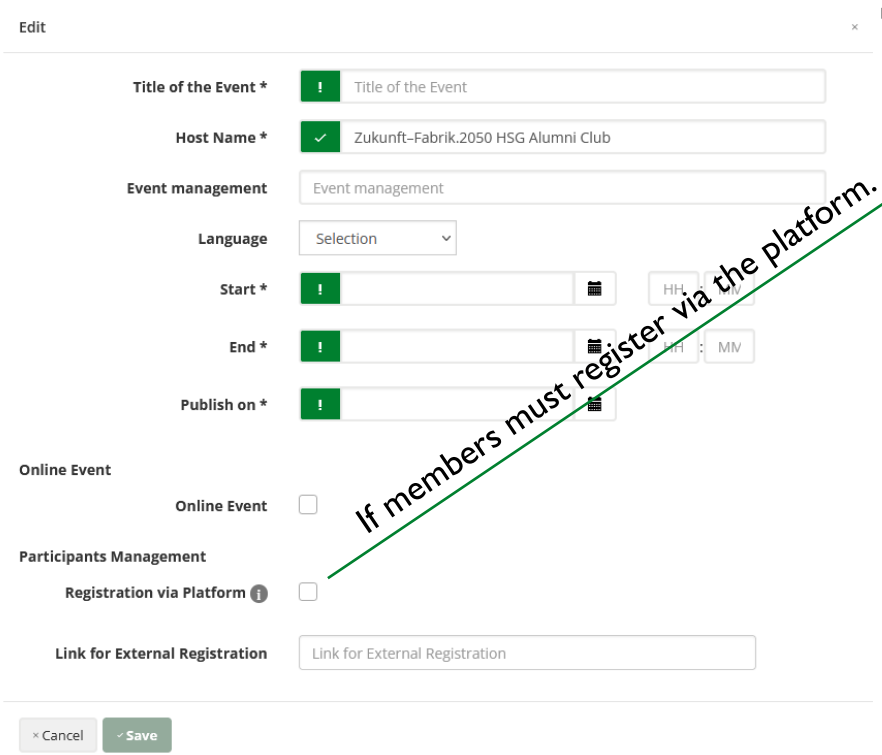



Edit

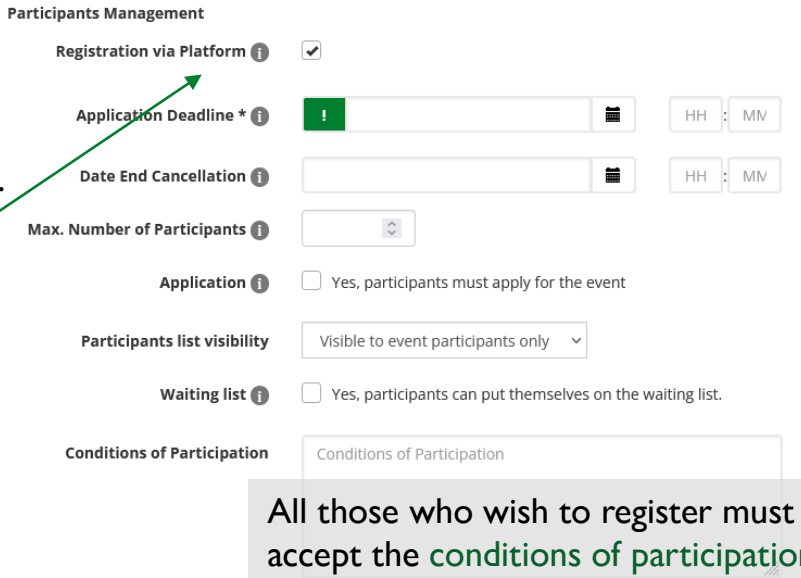
Here you can edit the basic information.

# Fill in the basic information

Fill in all *mandatory fields.

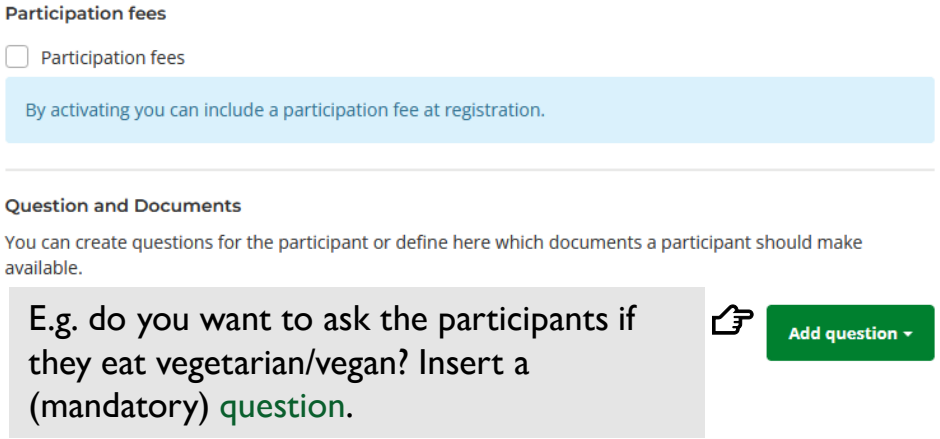



If members must register via the platform.

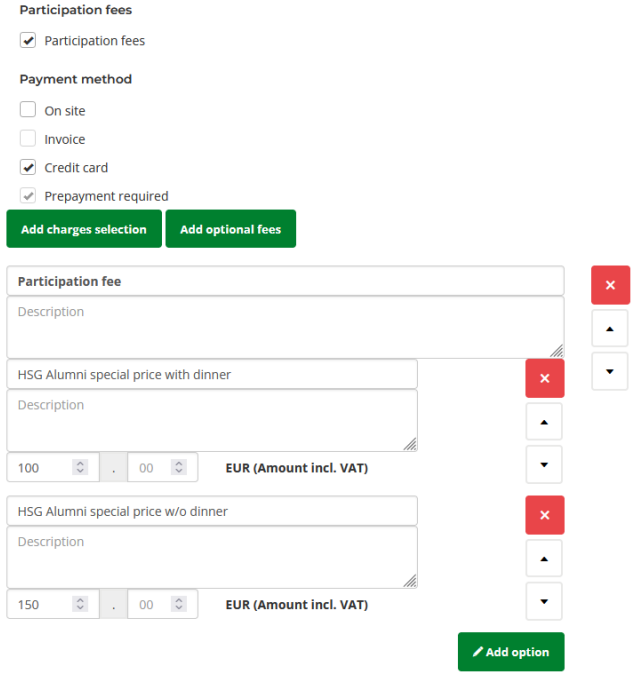



All those who wish to register must accept the conditions of participation by ticking a box.

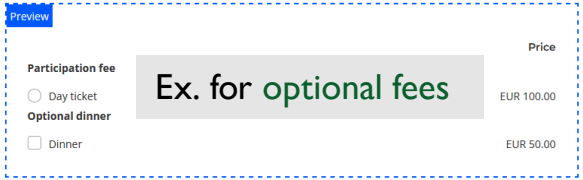
# If the registration runs via the platform, you can activate participation fees and questions.




E.g. do you want to ask the participants if they eat vegetarian/vegan? Insert a (mandatory) question.



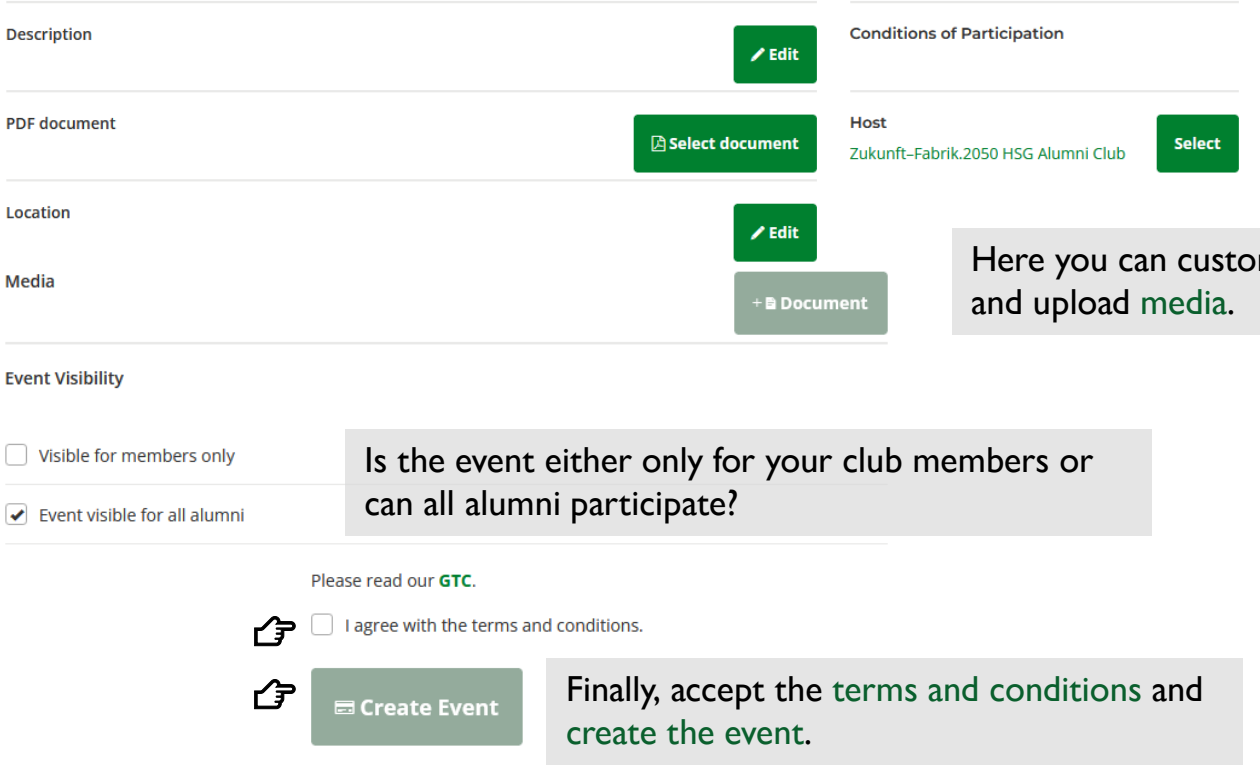

Select the payment method whether to pay on site or by credit card and add the fee selection.
*Optional means that this option can be added (e.g. optional dinner).




Ex. for optional fees

Universität St.Gallen
HSG Alumni

# Customize further information



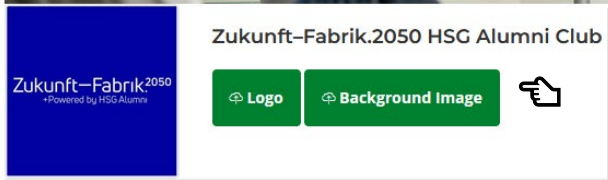

Here you can customize the description, location and upload media.

Is the event either only for your club members or can all alumni participate?

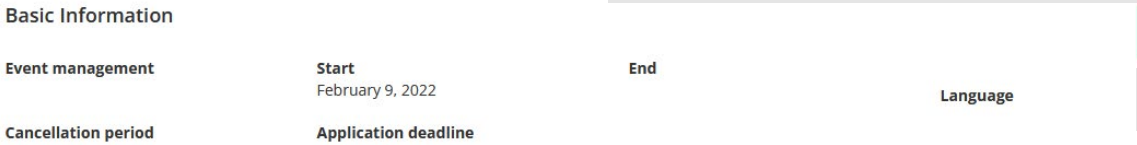
Finally, accept the terms and conditions and create the event.

# Create a new virtual Event

Online Event




Here you can customize the logo and background image.
*Our recommendation for the background image: choose one without text and most importantly a license-free picture with high resolution in landscape format, at best test it on your mobile phone to see how it looks in mobile view.

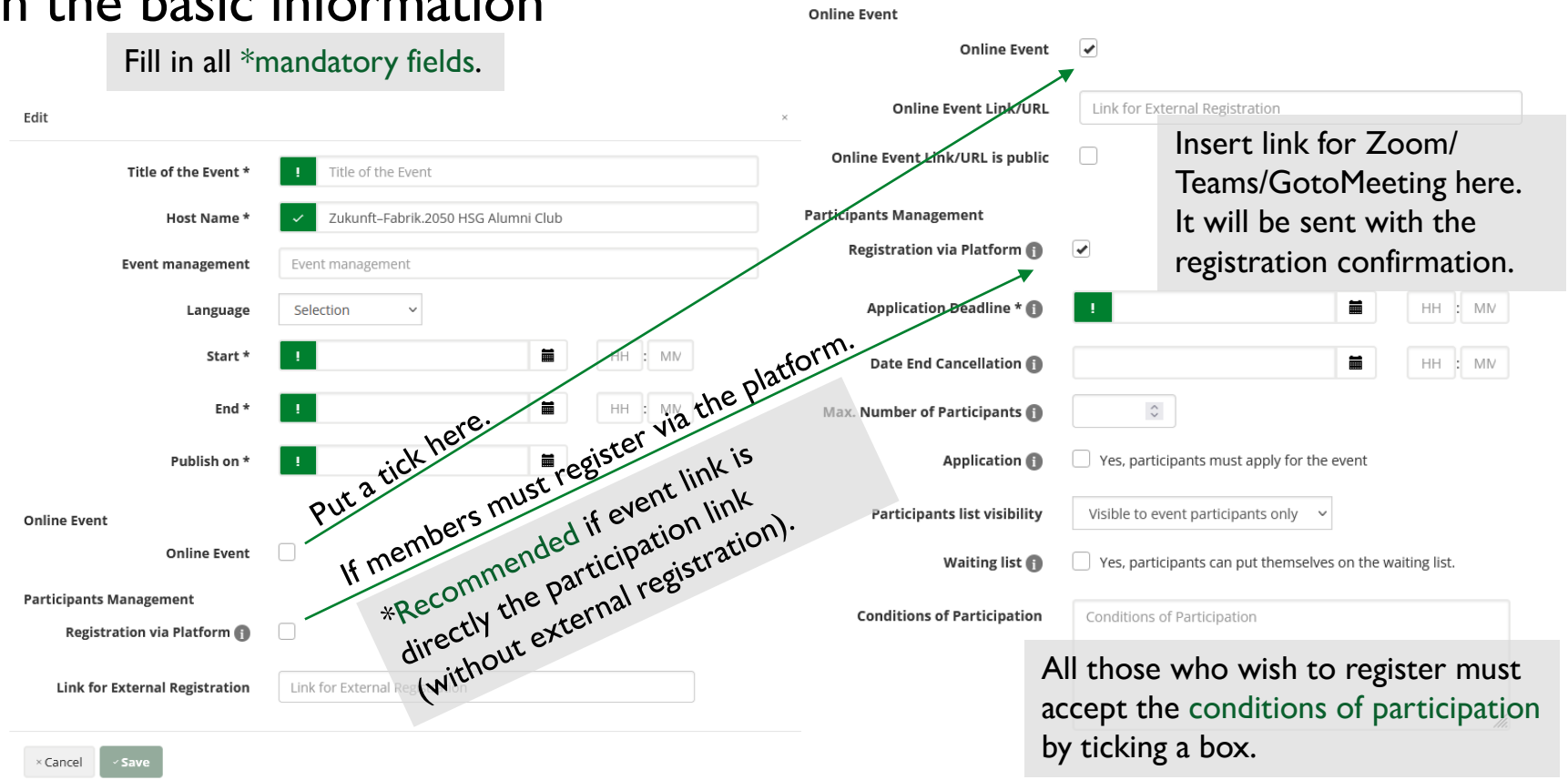



Edit

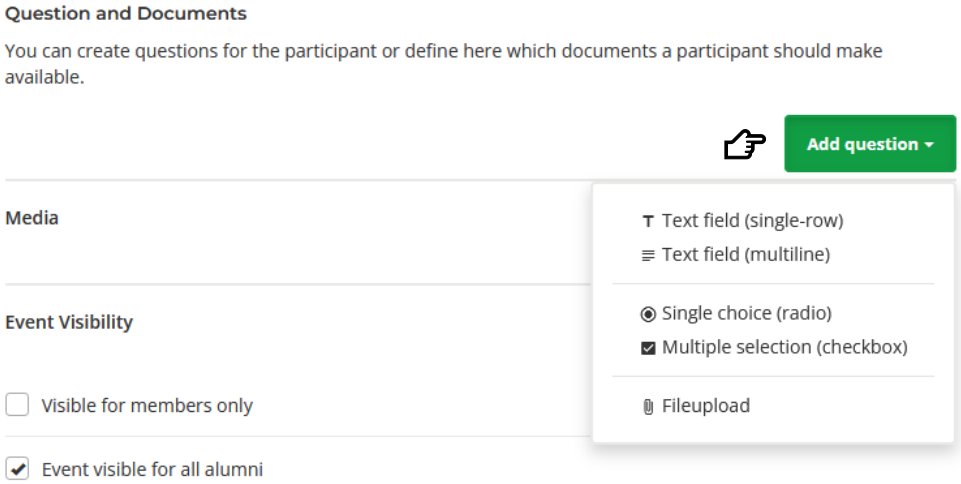
Here you can edit the basic information.

# Fill in the basic information

Fill in all *mandatory fields.

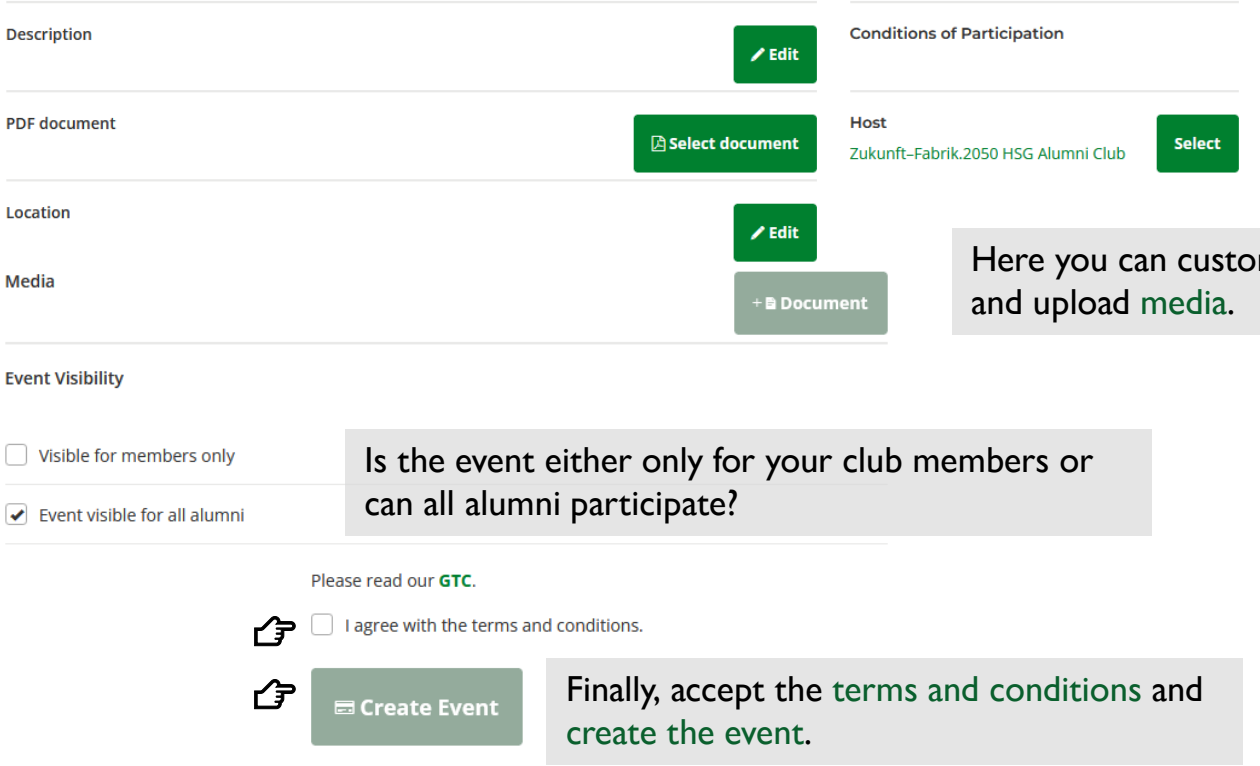


# If the registration runs via the platform, you can add questions.




E.g. do you want to ask the participants if they already have questions for the speaker? Add a (mandatory) question.

# Customize further information

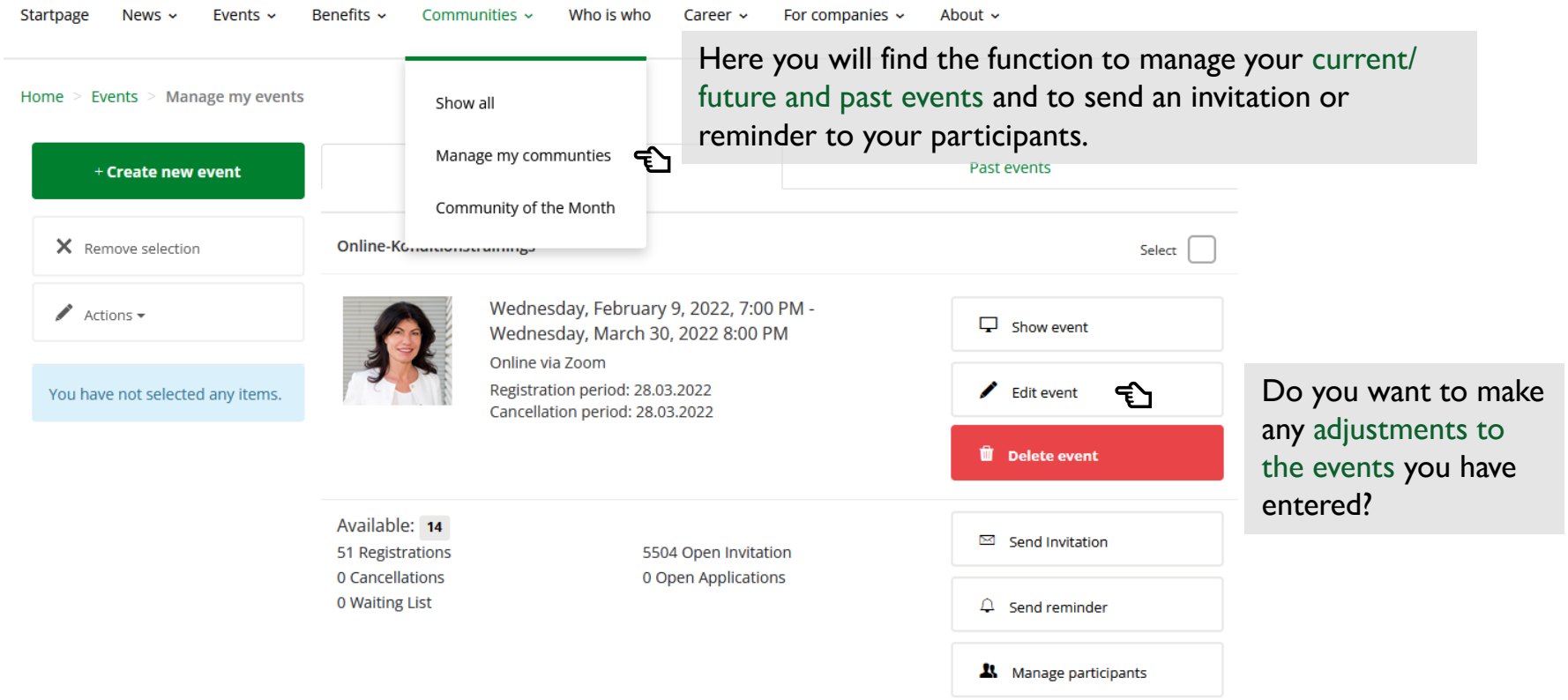



Here you can customize the description, location and upload media.

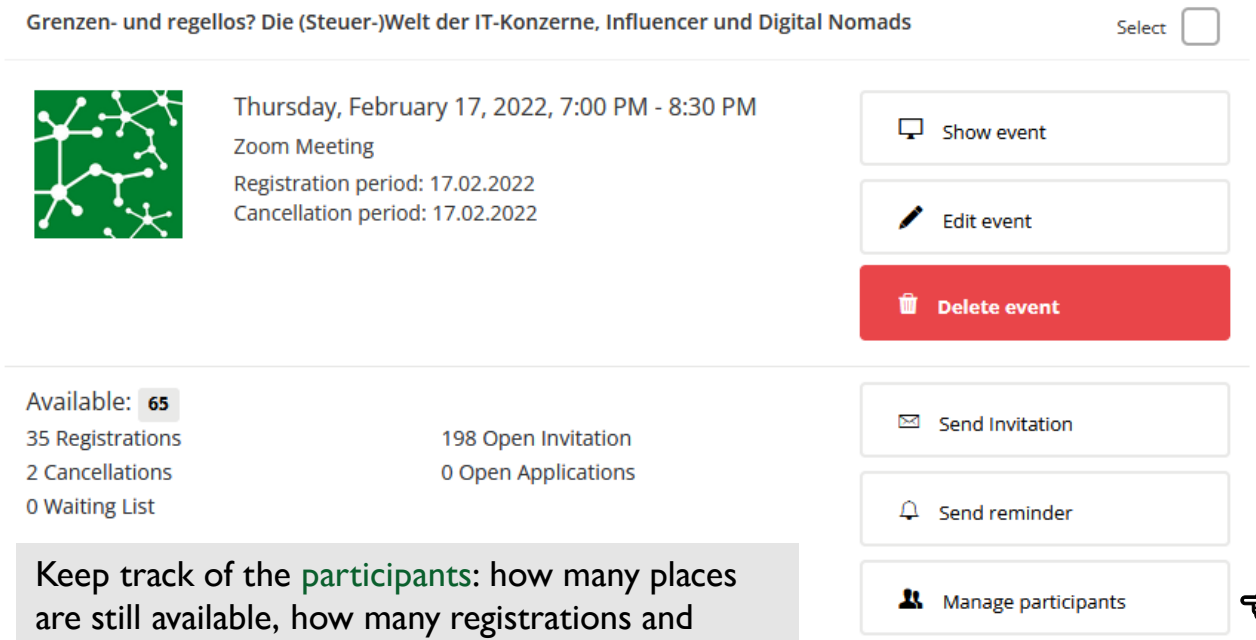
Is the event either only for your club members or can all alumni participate?

Finally, accept the terms and conditions and create the event.

# Manage events & participants



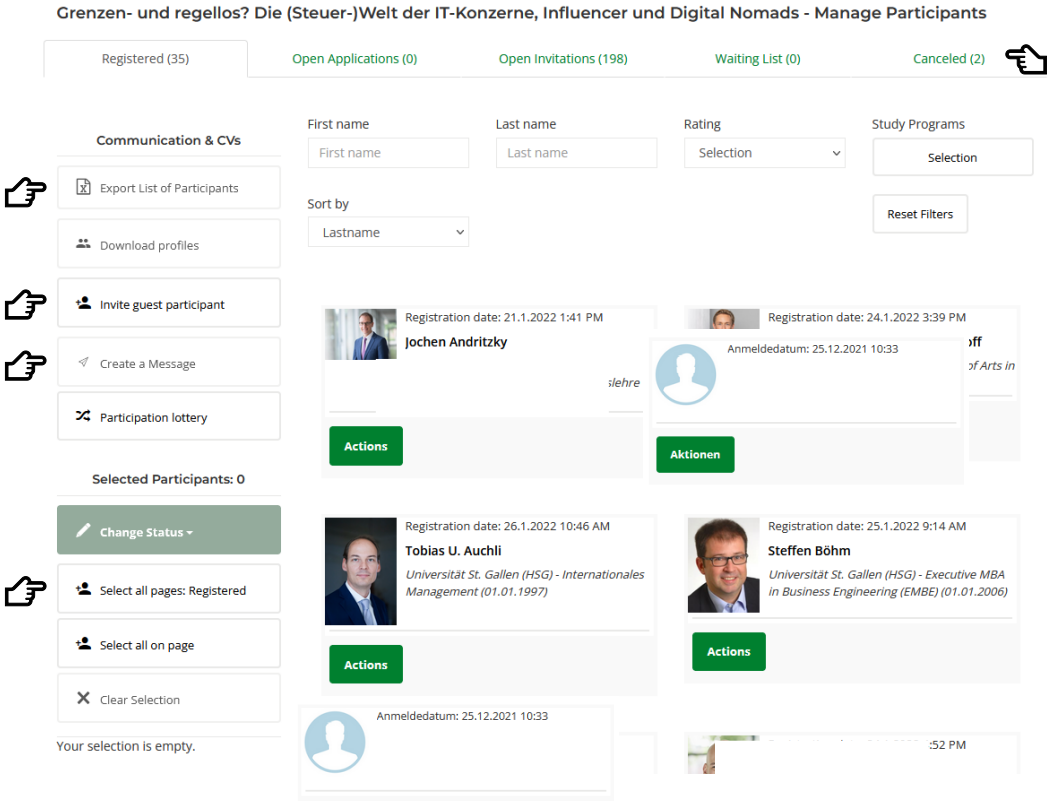
# Manage the partcipants




Keep track of the participants: how many places are still available, how many registrations and cancellations are there, who would still like to join (waiting list)?

Take a look at the participants in the overview here.

# Manage the participants



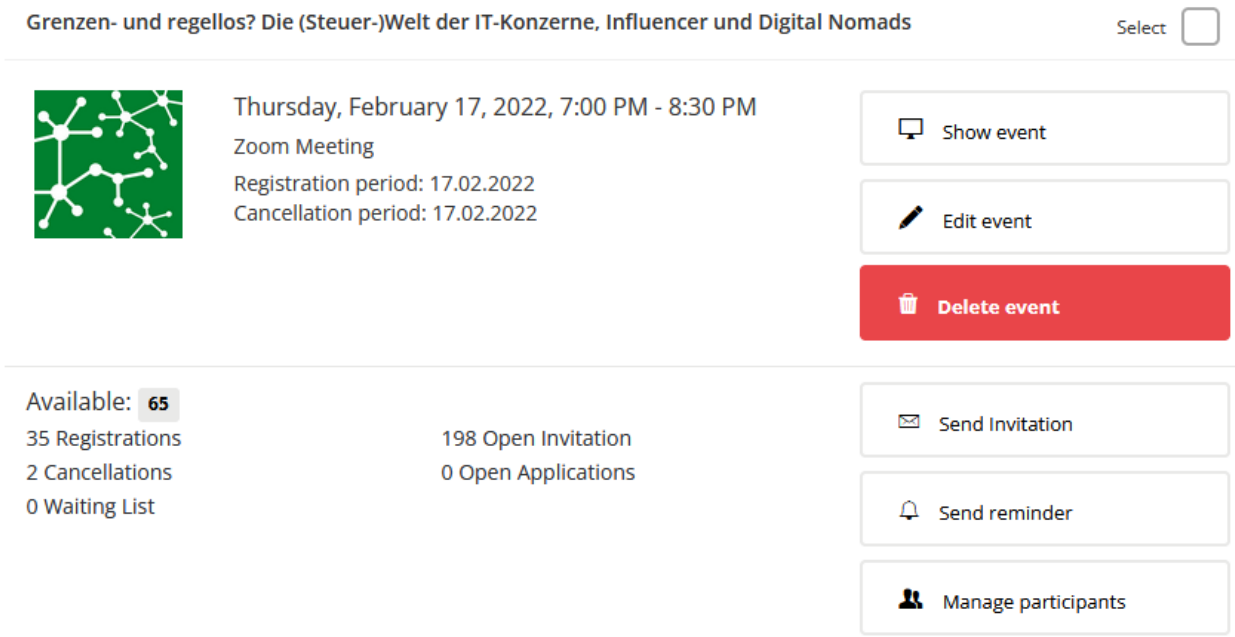

Keep track of those who have registered, those who have cancelled, those for whom the invitation is open...

You have different management options:
1. Export a list of participants.
2. If you want to invite external participants (guest participants) (only possible if the event is free).
3. Send a message to (all) registered participants (more info in chapter 4).
4. If you have multiple ticket options, you can filter by them.

# 4. Communication tools

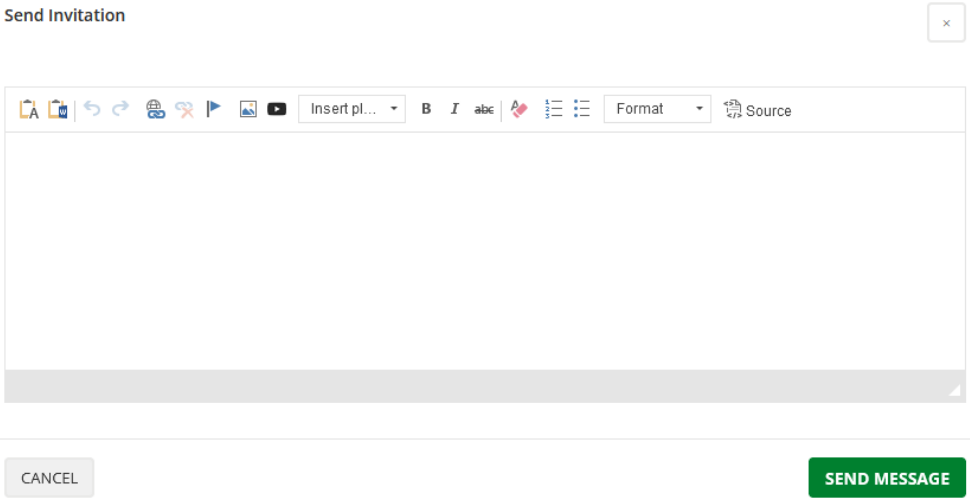
Invitation, reminder, message to the club member, news…

# Send invitation




After you have created your event, you can make your club members aware of it by sending out an invitation to all your club members.

# Send invitation




Tips & Tricks:

1. Paste the text with this symbol so that it is formatted correctly.
2. Add here a link.
3. You can embed a video or insert a video by copying a link.
4. You can vary the size of the text between heading 2, heading 3 and normal. Format
5. If you want to adjust the spacing between text passages, adjust the source code text <br/> for small spacing and … for large spacing. Source

Dear alumna
Dear almnus

We would like to inform you about

Best regards
Your board members

```
<p>Dear alumna<br/>
Dear almnus</p>

<p>We would like to inform

<p>Best regards<br/>
Your board members</p>
```

# Send invitation

Universität St.Gallen
HSG Alumni

**Einladung zur Veranstaltung**

Guten Tag Katja Schmid

**HSG Alumni Club MUG** möchte dich gerne zu einer Veranstaltung einladen.

**Veranstaltung:**
Bowling-Apéro

**Veranstalter:**
HSG Alumni Club MUG

**Datum:**
18.02.2022 20:00

**Ort:**
Van der Merwe Center

Gewerbestrasse 30
4123 Allschwil

**Nachricht von HSG Alumni Club MUG**

Liebe MUG-Alumni

Wir hoffen Ihr seid gut ins neue Jahr gestartet. Gerne möchten wir Euch auf den nächsten MUG Community Anlass aufmerksam machen. Und zwar organisieren wir am **18 Februar** ab 20 Uhr einen **gemütlichen Bowling Apéro in Basel**. Die Kosten betragen 35 CHF pro Person für 2 Stunden Bowling (inkl. Schuhmiete, Getränke à discrétion und salzige Snacks). Anmeldeschluss ist der 11 Februar 2022.

Wir würden uns sehr freuen auch Dich beim Bowling Apéro anzutreffen.

Viele Grüsse
Alex & David

Bitte bestätige deine Teilnahme oder lehne die Einladung zeitnah ab.

**Einladung annehmen oder ablehnen**

Beste Grüsse
HSG Alumni

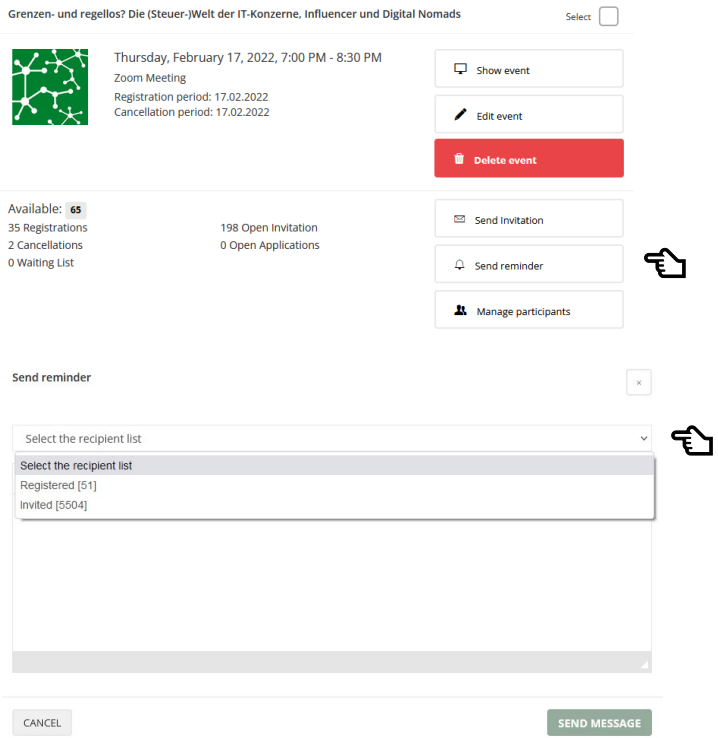
HSG Alumni
Dufourstrasse 50
9000 St. Gallen
alumni@unisg.ch

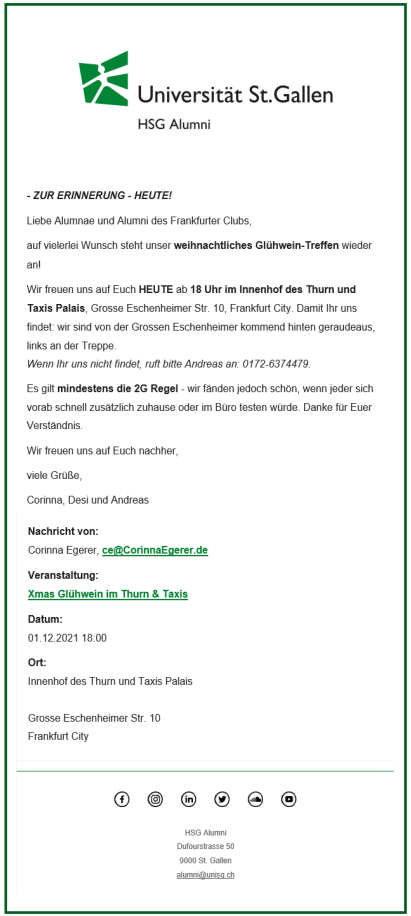
Here you can see an example of an invitation as it was sent by the platform.

Event title, organizer, date and location are automatically inserted.

*FYI, soon there will only be the option «accept invitation».

# Send reminder



Universität St.Gallen
HSG Alumni

***- ZUR ERINNERUNG - HEUTE!***

Liebe Alumnae und Alumni des Frankfurter Clubs,

auf vielerlei Wunsch steht unser **weihnachtliches Glühwein-Treffen** wieder an!

Wir freuen uns auf Euch **HEUTE** ab **18 Uhr im Innenhof des Thurn und Taxis Palais**, Grosse Eschenheimer Str. 10, Frankfurt City. Damit Ihr uns findet: wir sind von der Grossen Eschenheimer kommend hinten geraudeaus, links an der Treppe.
*Wenn Ihr uns nicht findet, ruft bitte Andreas an: 0172-6374479.*

Es gilt **mindestens die 2G Regel** - wir fänden jedoch schön, wenn jeder sich vorab schnell zusätzlich zuhause oder im Büro testen würde. Danke für Euer Verständnis.

Wir freuen uns auf Euch nachher,

viele Grüße,

Corinna, Desi und Andreas

**Nachricht von:**
Corinna Egerer, ce@CorinnaEgerer.de

**Veranstaltung:**
Xmas Glühwein im Thurn & Taxis

**Datum:**
01.12.2021 18:00

**Ort:**
Innenhof des Thurn und Taxis Palais

Grosse Eschenheimer Str. 10
Frankfurt City

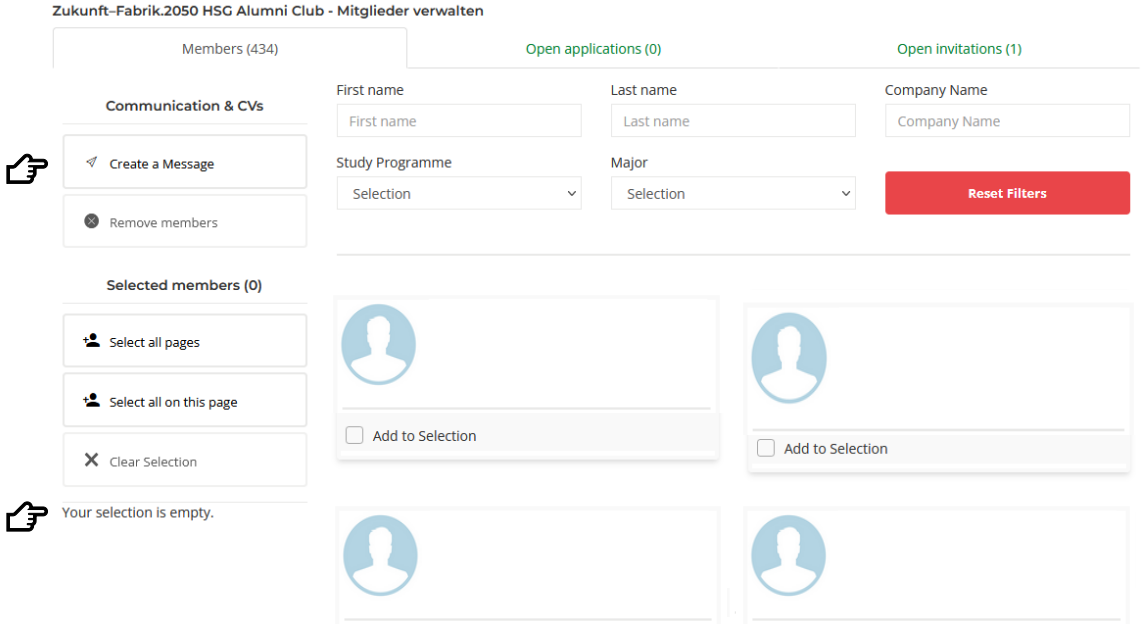
HSG Alumni
Dufourstrasse 50
9000 St. Gallen
alumni@unisg.ch

You must have sent an invitation before you can send a reminder.

You have the option of whether the reminder is directed at those who have registered (e.g. with additional information for the event) or those who have been invited (e.g. friendly reminder until when you can still register).

Here you can see an example of how the reminder is sent via the platform.
*Sender, event title, date and location are automatically added.

# Send a message to your club members



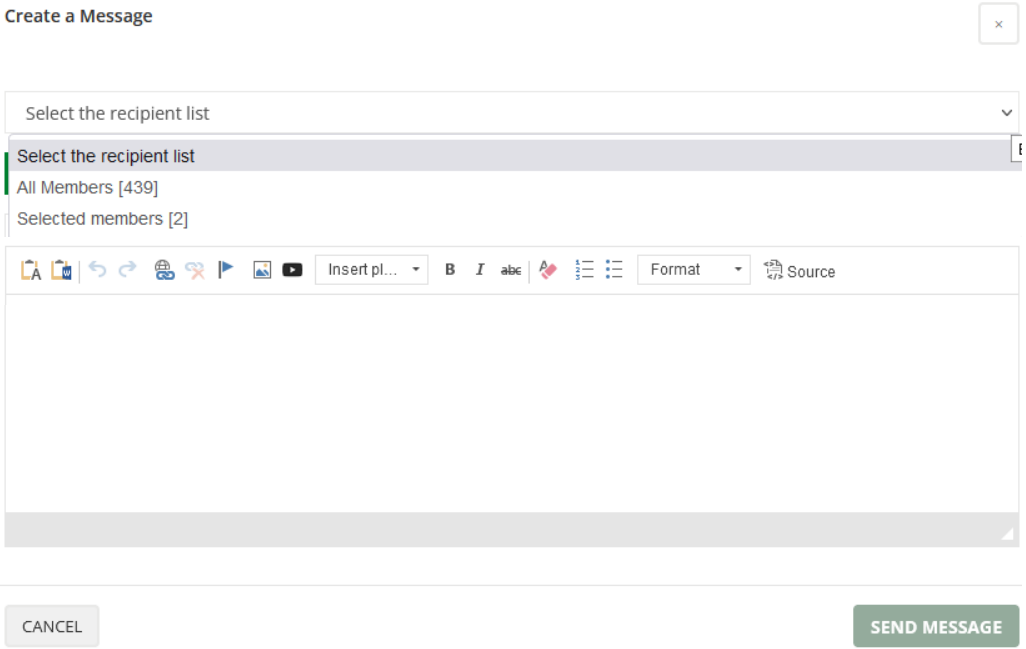

You can find the messaging function here under «Managing my community».

You can create and send a message by clicking on «Create a Message» in the top left-hand corner.

If you want to send a message to specific members, you can select your recipients by ticking «Add to Selection». Your selection/recipient list is displayed on the left-hand side.

# Send a message

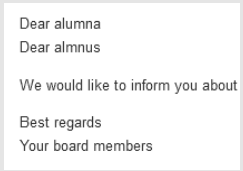
You have two options, either you send the message to your selection or to all members.

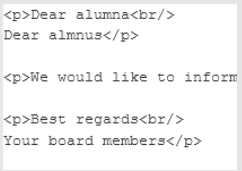



Insert the subject and message and click on «Send message now».

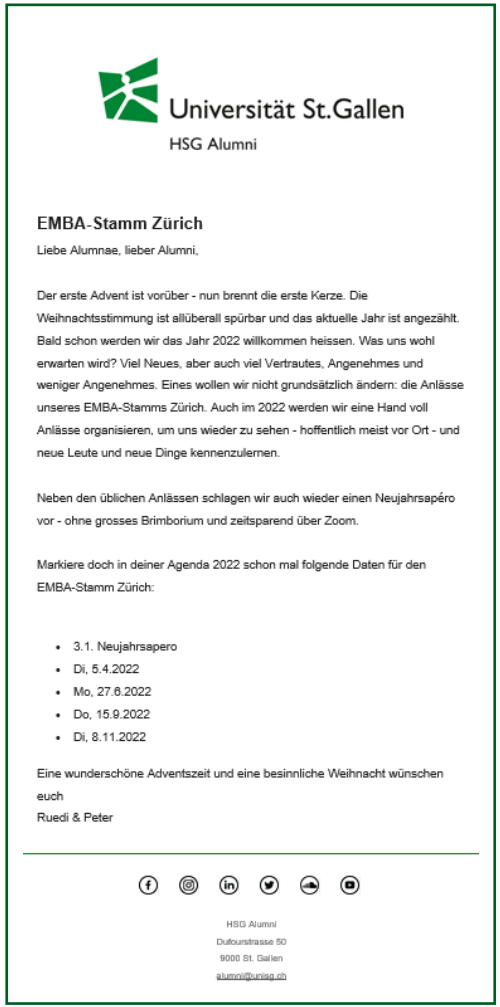
Tips & Tricks:

1. Paste the text with this symbol so that it is formatted correctly.
2. Add here a link.
3. You can embed a video or insert a video by copying a link.
4. You can vary the size of the text between heading 2, heading 3 and normal. Format
5. If you want to adjust the spacing between text passages, adjust the source code text <br/> for small spacing and … for large spacing. Source



# Send a message



Universität St.Gallen
HSG Alumni

**EMBA-Stamm Zürich**

Liebe Alumnae, lieber Alumni,

Der erste Advent ist vorüber - nun brennt die erste Kerze. Die Weihnachtsstimmung ist allüberall spürbar und das aktuelle Jahr ist angezählt. Bald schon werden wir das Jahr 2022 willkommen heissen. Was uns wohl erwarten wird? Viel Neues, aber auch viel Vertrautes, Angenehmes und weniger Angenehmes. Eines wollen wir nicht grundsätzlich ändern: die Anlässe unseres EMBA-Stamms Zürich. Auch im 2022 werden wir eine Hand voll Anlässe organisieren, um uns wieder zu sehen - hoffentlich meist vor Ort - und neue Leute und neue Dinge kennenzulernen.

Neben den üblichen Anlässen schlagen wir auch wieder einen Neujahrsapéro vor - ohne grosses Brimborium und zeitsparend über Zoom.

Markiere doch in deiner Agenda 2022 schon mal folgende Daten für den EMBA-Stamm Zürich:

- 3.1. Neujahrsapero
- Di, 5.4.2022
- Mo, 27.6.2022
- Do, 15.9.2022
- Di, 8.11.2022

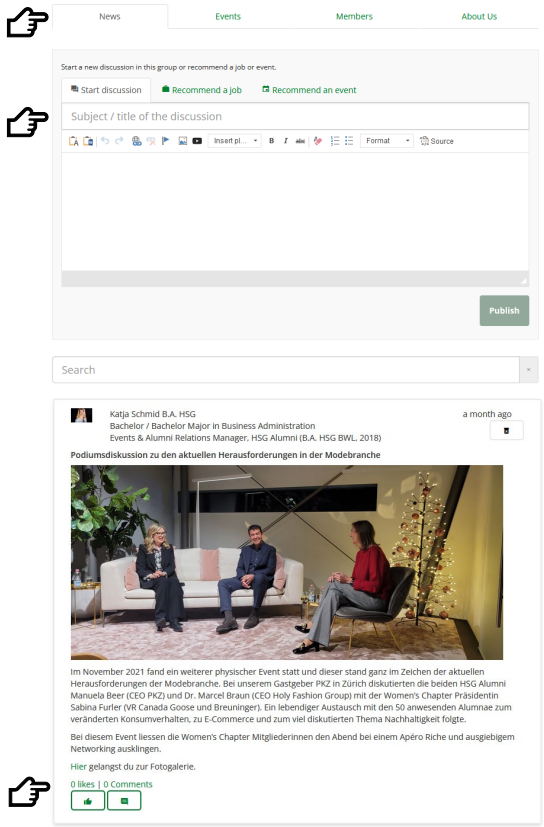
Eine wunderschöne Adventszeit und eine besinnliche Weihnacht wünschen euch
Ruedi & Peter

HSG Alumni
Dufourstrasse 50
9000 St. Gallen
alumni@unisg.ch

Here you can see an example of a message as it was sent through the platform.

*FYI, the subject is not displayed at the moment, we are in the process of changing this.

# News feed on club page




When a member visits the club page, the news feed is displayed first.

Every member of this club has the possibility to «start a discussion», to like or to comment.

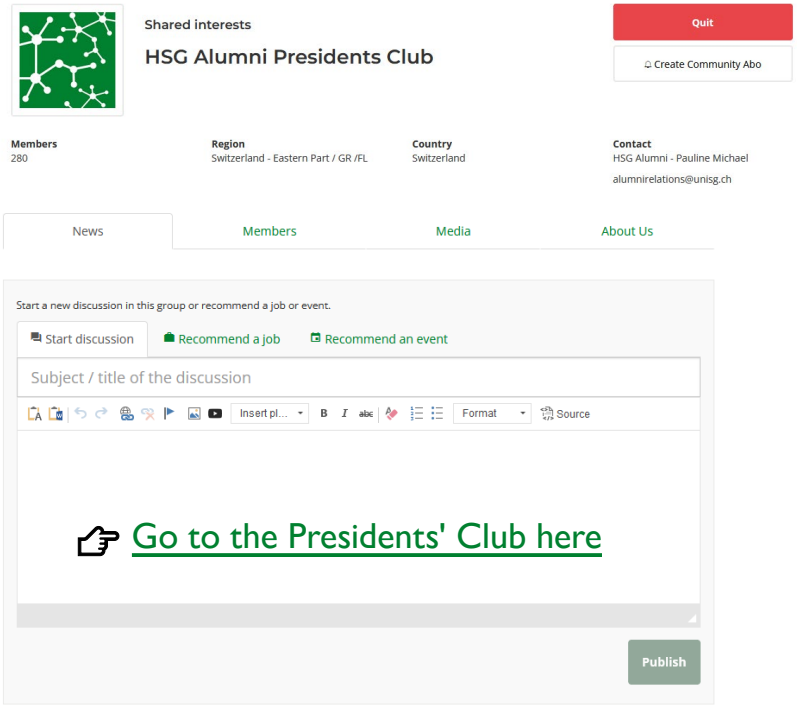
Furthermore, a job or an event can be recommended with a link to the corresponding website.

# 5. HSG Alumni Presidents Club

# Recommendation: use the club newsfeed to share experiences and tips & tricks.

In the news feed, anyone can start a discussion and others can like, comment. Use this to...

- → share your experiences with the platform
- → share your ideas for events to get first feedback on them
- → network with the presidents and organize an event together
- → benefit from synergies: common members of nearby clubs or similar interests
- → make the other club presidents aware of your events
- → share questions with each other so that everyone can benefit from the answer
- → ….



# 6. FAQ

# General questions

*How can I change the slogan or address in my profile?*
Click on the arrow pointing downwards at the top right next to your name «My profile». You can change your profile data here.

*What can I do if I have forgotten my user email and can no longer log in?*
Contact us here, we will be happy to help you.

*I am a new president/board member. I can't manage Events & Community yet, because these two pages are not displayed for me. What do I do now?*
Get in touch with us here, you don't seem to have shared the role correctly. You must have administrator rights to use these two functions.

*I would like to have a logo for our club. What do I have to consider?*
We can create a logo for you free of charge (see for example the logo of the Seniors Chapter or Women's Chapter). Please let us know if you would like us to create one for you.

*Who do I contact if I need more information about my members than is shown in the download excel?*
Please let us know here which data you are missing. We will be happy to help you and compile such a list.

*I have sent a message to my club and I am not sure if it has reached all members. How can I check that it has arrived?*
In the event administration you can see how many invitations have been sent. However, messages to club members or reminders cannot be tracked. If you suspect a problem with the message delivery, please contact us here. We will be happy to check whether the message was sent correctly.

# Events

*How can a participant deregister before the deregistration deadline and claim their participation fee back?*
When a participant deregisters, the link to the refund form is sent to the participant.

*Why is the member shown that they are not eligible to participate in my event?*
It may be that the member has not paid the membership fee yet. Only active alumni can register for events. If the member has paid the membership fee and still cannot register, please contact us here.

*Why can't I find the newly registered event in the overview?*
Something seems to have gone wrong with the assignment of the visibility role. Please contact us here. Don't forget, if you have selected the event to be visible only to your members, only they can register for the event.

*What do I do if a member wants to participate in the event after the registration deadline?*
Make sure that you select the registration deadline as late as possible. Late registrations will be recorded manually by us and an invoice will be issued manually. This extra work can easily be avoided and it is also easier for the member to register via the platform as they can pay directly by credit card.

*What does the status provisional registration mean?*
The registration of this member was not successful. There could be three reasons for this. Firstly, the member interrupted the registration process, the payment was not successful or there was a problem with the registration. This member will immediately receive an automatic mail that his registration was not successful and that he should contact us. You don't have to do anything, we'll take care of it. This member is also not taking away anyone else's place.

*How can a member see the list of participants?*
When creating an event, you choose whether the registered participants, all alumni or nobody can see the list of participants. This is displayed at the bottom of an event page.

# Questions?
# Feedback?

# We are happy to answer your questions.


**Sascha Bianchi**
Head of Events und Communitys
+41 71 224 3016
sascha.bianchi@unisg.ch

**Jana Weise**
Event & Alumni Relations Manager
+41 71 224 3066
janalea.weise@unisg.ch

**Pauline Michael**
Stud. Mitarbeiterin Alumni Relations
+41 71 224 30 28
alumnirelations@unisg.ch

Universität St.Gallen (HSG)
HSG Alumni
Dufourstrasse 50
9000 St.Gallen

hsgalumni.ch


Universität St.Gallen
HSG Alumni