

It's all about TEA



Source: <https://www.eaie.org/geneva/programme/>

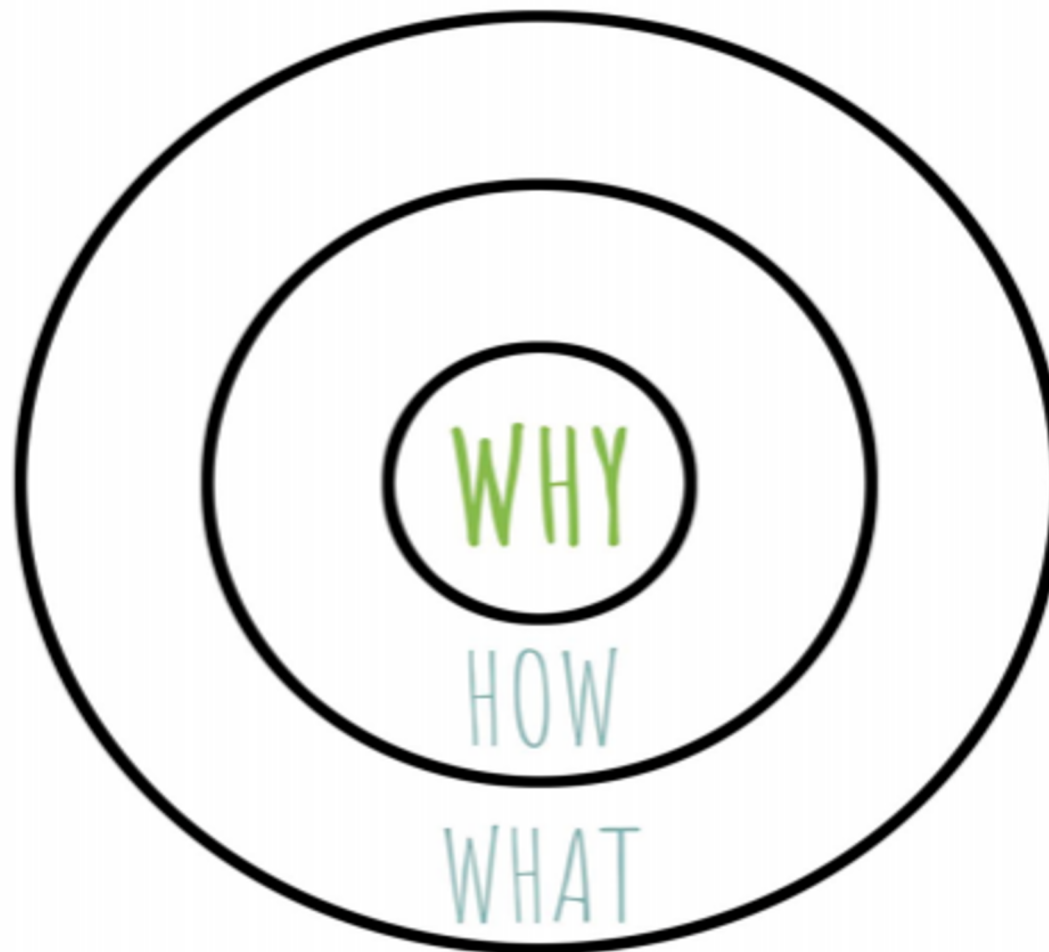
T ↔ E ↔ A

Thoughts | Emotions | Actions

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Plan



4R

- **Respect** – do what you say you will do to promote honesty, trust and integrity
- **Reciprocate** – build a two-way relationship
- **Recognise** – make the effort to truly know your alumni and understand what they care about to create meaningful experience
- **Reward** – provide timely, meaningful rewards that promote long-term relationship in exchange for loyalty

5th R Remember:

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FUN is the key to engagement



Source: www.loveorabove.com/blog/bring-positive-energy/

“People will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

Maya Angelou



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