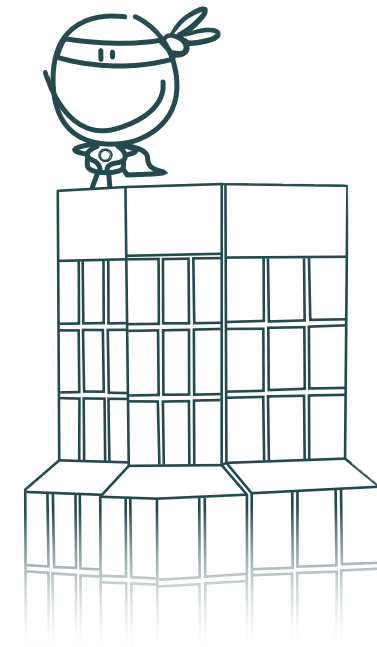


WHISPER CRM CAMPAIGN



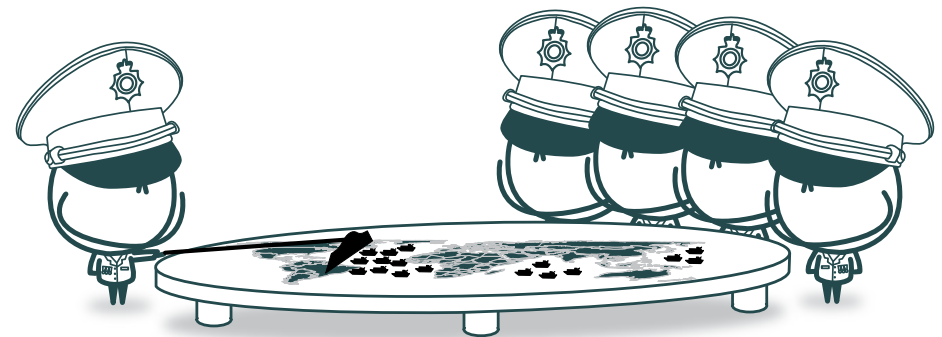
THE CHALLENGE

How to continue talking to past participants of Executive Education programmes and unlock future opportunities for them and London Business School.



THE STRATEGY

The 'Whisper Campaign' participants received a DM piece, followed up by an email, directing them to a micro-site, where they can download the contact details of their fellow participants and grow a global network of contacts.



THE CREATIVE

Monthly targeted
direct mail pack -
Stay Connected



THE CREATIVE

Online networking
and contact
sharing platform

London Business School London experience. World impact.

Stay connected to...

Your global network
This site provides you with secure access to your personal electronic address book containing the contact details of the other participants on your programme.

Whether it's to exchange experiences and build upon your learning, seek potential new business or simply continue a friendship, staying in touch with your fellow participants can be enormously rewarding.

[Download your network](#)

Upcoming Events → Connect with an international network through our events in London and around the world.	Refer a friend → Recommend a peer or colleague you would like to benefit from the London Business School experience.	Related Programmes → Further opportunities to continue your learning and development.	Insight Newsletters → Be the first to access the latest insights and thought-leadership from our world-leading faculty.
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RESULTS

The average of people opening the email sent rose compared to the previous year and in some cases click through rate reached 71%. In addition, of those who did open the email, 82% went on to download the contact information.

