

EMERGING
MARKETS CLUB



**Tuck School of Business
at Dartmouth**

What has changed (Emerging Markets X BRICs)?

- **Name Change**

- Broaden appeal and include more people
- Don't limit interest to the 4 countries
- Nevertheless due to their importance and size Brazil, China and India will remain very key in the club's focus

- **Outreach to American Students**

- Michael as one of the Co-chairs
- Don't have to be Brazilian, Russian, Indian or Chinese to engage the club
- Determine viability of connections and how best to engage

- **Add an Emerging Markets Flavor to School Initiatives**

- Aim to have an Emerging Markets Panel on Tuck's major conferences (PE, Tech, Media)
- Partner with other clubs

- **Career Club**

- Formally change Club to a Career Club status and be accountable for it
- Not another social club to compete on existing initiatives (Country Chats, Diwali, Carnaval, etc)

A Hierarchy of Statements

Mission: Why we exist?

The Emerging Market Club exists to build and strengthen relationships between Tuck and key Emerging Markets

Values: What we believe in and how we will behave

Proactivity, Energy, Enthusiasm, Partnership

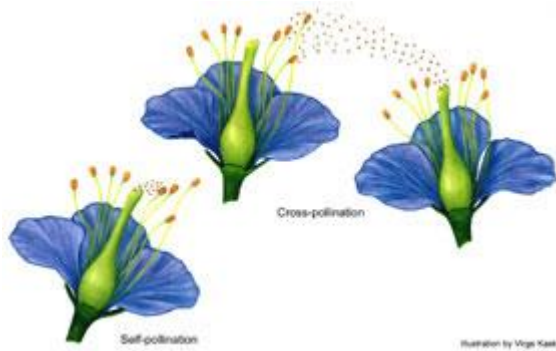
Vision: What we want to be

Be the instrument for Tuck to be recognized as a leading business school in Emerging Markets

Strategy: What our competitive game plan/advantage is

Build strong relationships with the most influential corporations and media players in the key emerging markets being the spark of a school wide movement thus enhancing Tuck's standing

The case for an Emerging Markets Club



Cross Pollination

Diversity of opinions and experiences are much value enhancing and enriching to be boxed only into your own nationalities/ ethnic groups



External Focus

Looking beyond the bubble and reach out to the main corporate and media players of key emerging markets



Student Staff Partnership

Students and Staff share the same objective of enhancing Tuck's presence on the emerging markets. Working together both groups can have a much bigger impact in achieving this goal

How we work



Accountability

The Club wants to be held accountable for its promises and actions



Process

Process is the key to register our promises, test hypothesis and share best practices



Metrics

Metrics are the way we will measure how are we doing on an objective manner

What Will We Do?

- **Outreach Initiatives**

- Reach out to the major emerging corporations of each key emerging market and continue to support CDO, Executive Education, FYP and TGC in engaging and build relationships
- Reach out to the most influential media vehicles on each key country and support Communications office in getting meetings, press hits for Tuck

- **On Campus Events**

- Emerging Markets panel on PE, Tech and Media Conferences
- Working at the Emerging Markets Event
- Lecture on Economy/Strategy in Emerging Markets with Tuck Professor(s)

- **Content Creation**

- Create proprietary content in order to:
 - i. *Externally:* Build recognition for Tuck
 - ii. *Internally:* Increase awareness of main Emerging Markets topics
- Example: Weekly/fortnightly digests of Tuckies and Tuck alumni sharing their experiences on Emerging Markets

Roles and Responsibilities

	Michael Caspani	Dana Li	Hemali Sangani	Alex Zunega
Geography	Global	China	India	Brazil
What to do?	Be the team captain for Global non-native players and work with all relevant Tuck departments to build relationships with the major corporate and media players in the world .	Be the team captain for China and work with all relevant Tuck departments to build relationships with the major corporate and media players in the country.	Be the team captain for India and work with all relevant Tuck departments to build relationships with the major corporate and media players in the country.	Be the team captain for Brazil and work with all relevant Tuck departments to build relationships with the major corporate and media players in the country.
Function	Career	Media	Content/Marketing	Operations
What to do?	In charge of engaging Tuck's CDO department and help the school to build relations with the most influent corporations in the emerging world	In charge of engaging Tuck's Communications department and envision strategies to boost Tuck's presence and standing on the major emerging markets vehicles	In charge of producing/managing the content to be published by the Club on the site and also of the institutional material to be used by the Club in outside Engagements	In charge of day-to-day operations and infrastructure (club wesite, taking meeting notes, circulating agenda, booking rooms, IT, etc)
Events	PE Conference	Entertainment, Media, & Sports Symposium	Tech Conference	Other On Campus Events (Working at Emerging Markets, Professors, Charity Tuck Tails)
What to do?	Work with the Private Equity Center and PE Club to set up a pannel on emerging markets in the PE Conference	Work with the Entertainment, Media, & Sports Club to set up a pannel on emerging markets in the Entertainment, Media, & Sports Symposium	Work with the Center for Digital Strategies and Tech Club to set up a pannel on emerging markets in the Tech Conference	Wwork to set up the other non-Conference Events. At least two (one career related with students and the other economic/strategic with Tuck Professors)

Track Record



Office of Public Relations
Tuck School of Business at Dartmouth



Brazil Trek Chat



Immersion Evenings