

13 July 2010

Cass Business School holds inaugural Alumni World Forum and celebrates international community

Former students and business leaders gather across five continents for Cass's first ever global alumni reunion

On Friday 16 July 2010 Cass Business School hosted its inaugural Alumni World Forum with events in China, Colombia, France, Greece, Hong Kong, Italy, Kazakhstan, Mexico, Russia, South Africa, Spain and USA all built around a day of lectures, seminars and masterclasses at Cass's Bunhill Row Building in London, UK.

Cass has 27,000 alumni spread across 130 countries who are active in all areas of business. The Alumni World Forum was designed to bring together this diverse group on one day to share ideas, network and hear from world-leading business thinkers.

The London event included talks from key business figures such as Alderman Nick Anstee, Lord Mayor of the City of London; Sir David Brewer, Chairman of the China-Britain Business Council; Peter Cullum, Executive Chairman of the Towergate Partnership; Jim O'Neill, creator of the BRIC theory and Head of Global Economic Research at Goldman Sachs, and H.E Sheikha Aisha bint Faleh Al-Thani, member of the Qatar Supreme Education Council.

The international events ranged from informal drinks receptions to lectures and include a talk from BNY Mellon CEO and Cass alumnus Robert Kelly at Mellon's New York headquarters, One Wall Street. Alumni around the world were able to contribute during the day via social media platforms such as *Twitter*, *Facebook* and *LinkedIn*. The London panel sessions will also be live streamed via Cass's website.

Throughout the day a number of Cass academics and business practitioners will present masterclasses on a wide range of areas from soft skills to ethics, strategy^[1] and finance. The day culminates with a gala dinner at the newly refurbished Museum of London.

Theresa Dzendrowskyj, Head of Alumni Relations at Cass Business School comments: "We are very lucky to have such a tremendous relationship with our alumni all over the world. Cass is a truly global business school and our aim with the Alumni World Forum is to provide a forum for our alumni to meet, share ideas, learn and have fun. Cass is truly committed to a life-long relationship with our students and this event is just one of the many events and activities we run all over the world each year."

Cass Business School Dean, Richard Gillingwater CBE says: "Cass is proud of our world class alumni across the globe and we want to continue to strengthen our ties with them. The reputation and momentum of business schools is built on the engagement and enthusiasm of alumni, and we are truly grateful for the support we receive at all levels. The Alumni World Forum has been a significant undertaking for staff and our alumni volunteers who have put together a formidable event both in London and in other regions too."

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^[1] The Strategy Group at Cass is ranked in Global Top Ten by the Financial Times MSc survey of 2009.

For more information, or if you would like to attend the AWF day please contact Ben Sawtell on 020 7040 4191, b.sawtell@city.ac.uk or via twitter @cassinthenews

High quality photography from the day will also be available upon request.

Notes to editors

About Cass Business School

Cass Business School, City University, London, delivers innovative, relevant and forward-looking education, training, consultancy and research. Located in the heart of one of the world's leading financial centres, Cass is the business school for the City of London.

Our MBA, specialist Masters and undergraduate degrees have a global reputation for excellence, and the School supports nearly 100 PhD students. Cass offers the widest portfolio of specialist Masters programmes in Europe and our Executive MBA is ranked 21st in the world by the *Financial Times*.

Cass has the largest faculties of Finance and Actuarial Science and Insurance in Europe. It is ranked in the top 10 UK business schools for business, management and finance research and 90% of the research output is internationally significant.

Cass is a place where students, academics, industry experts, business leaders and policy makers can enrich each other's thinking. For further information visit: www.cass.city.ac.uk