

Day 1!

Wednesday 8th October 2014

Mira Network's Conference
for External Relations 2014
8-9/10

12.00 – 13.00	Join us for lunch
13.00 - 13.15	Welcome! Magnus Bratt, CEO & Founder, Mira Network
13.15 - 13.45	Mira's roadmap & product strategy Magnus Bratt, CEO & Founder, Mira Network
13.50 - 14.20	A good IT-solution for External Relations for Higher Education. What is this, and what does it really mean? Marcus Antonsson, Director of Marketing, Sales & Client Relations, Mira Network
14.25 - 14.55	Detox your ERM System – Alumni Data Quality and Reports Jenni Kuusivuori, Coordinator, Aalto University
15.00 - 15.30	Break "fikapaus"!
15.35 - 16.05	Mira's LinkedIn Integration – a multiple solution for multiple problems Practical examples and success stories from Stockholm's School of Economics and Aarhus University Patrik Malmunger, Senior Key Account Manager, Mira Network
16.05 - 16.35	Internal engagement for alumni relations at Stockholm University Leona Axelsson, Alumni Coordinator, Stockholm University
16.40 - 17.00	Mira Mobility? Lund University and Mira are building a powerful solution for Mobility Lastly and shortly, we want to share information about this project with you. The project started in the winter of 2013, Lund University had a major need of a joint solution to manage the process for student exchange. The solution will be integrated with the overall Mira solution in order to obtain one system for all relations – an integrated ERM Solution.
17.00	Dinner & mingle!

Day 2!

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Thursday 9th October 2014

09.00 - 10.00	Measurable goals with Alumni. Problems and challenges with collaboration and External Relations Johan Johansson, Product Owner Mira Alumni Relations, Mira Network
10.05 - 10.30	Improvements and news in Mira! Magnus Bratt, CEO & Founder, Mira Network Jane Murray, Senior Key Account Manager, Mira Network

10.35 - 11.35	1) Mira Fundraising Management Education Magnus Bratt CEO & Founder Mira Network	2) Mira Event Management Education Maria Forsberg Product & Delivery Mira Network	3) Queries for Dummies Education Fredrik Björklund Mira Live! Mira Network	4) No system is an island. Integrations & imports – what is this, and how does it work? Brosk Menmi, Mira Live! Mira Network
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11.40	Lunch, mingle & thank you for this time!
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