

ESCP Ambassadors - Library Newsletter Article

The Living Bridge: Strategic Evolution of the ESCP Ambassador

In the heart of our multi-campus European identity lies a select group of students who represent far more than a volunteer cohort. **Each year**, the ESCP Ambassador Programme identifies 250 individuals from across all programs, BSc, MiM, MSc, and MBA, to serve as the official face and brand representatives of the school. These students act as a strategic bridge connecting the student body, faculty, and the various departments that drive our institution forward, while serving as a vital first point of contact for future student talent.

A Unified European Voice

The program is designed as a cross-campus and cross-departmental engine, operating seamlessly across Berlin, London, Madrid, Paris, and Turin. These students ensure that the ESCP voice remains consistent yet locally resonant. They are tasked with four critical pillars of responsibility:

- **Attracting Future Talent:** Engaging with prospective students through the Connection Program, Open Days, and webinars.
- **Enhancing Student Life:** Serving as a key driver of the local student community and the primary voice of their respective campus.
- **Promoting the ESCP Brand:** Creating impactful social media content and acting as spokespeople for media and public relations.
- **Empowering Career Journeys:** Supporting the Careers Centre by promoting campus fairs and contributing to professional career content.

Intellectual Investment and Upskilling

To ensure our Ambassadors are prepared for this high-level representation, ESCP treats their development as a priority. Just as the **ESCP Library** serves as a lifelong repository of knowledge and a foundation for academic excellence, we view our Ambassadors as a "living resource" that requires continuous intellectual investment. Their growth is supported by a comprehensive "Upskilling Package":

- **Public Speaking Mastery:** Before the Christmas break, Ambassadors undergo a masterclass with a professional coach to develop confidence and impact.
- **Sustainability & Diversity Awareness:** Sessions at the start of the year align Ambassadors with key ESG values, ensuring they can navigate complex global subjects with credibility.

Through these initiatives, the school invests in the Ambassadors' intellectual growth, ensuring they are not just representatives, but informed and responsible contributors who provide lasting value to the community.

An Infinite Circle: Once an Ambassador, Always an Ambassador

This journey begins with a rigorous selection process in July, followed by a local onboarding on each campus in October. To support this journey, we utilise the **CampusLife hub**, a digital ecosystem that serves as the program's central nervous system. Through this platform, Ambassadors find and register for calls to action from the **Marketing & Admissions team, Student Experience, and the Careers Centre**, earning points and digital rewards that provide a transparent record of their impact.

We believe that **once an ambassador, always an ambassador**, it's a lifelong journey, and re-enrolling is not required to remain a part of this community. The year-end prize-giving event, a milestone celebration honoring their contribution, is held in collaboration with the **ESCP Alumni Association**. This ensures the transition for graduating Ambassadors is fluid, making them feel immediately welcomed into the global community as Alumni Ambassadors. By investing in them early, we foster a deep-rooted loyalty that ensures they remain active, high-impact members of our vast Alumni network long after they have joined the workforce.