

ABOUT US

The London School of Economics Students' Union Finance Society has an active membership base of over **3000** undergraduates and postgraduates, is one of the largest finance related societies in Europe and the largest at LSE. It is sponsored by **seventeen** industry giants across the financial services industry spectrum including Investment Banking, Professional Services and the Legal sector. The LSE SU Finance Society is the most professional and established student organization on campus and we are the only finance related society to have been awarded the "**Best LSE Society**" award for two consecutive years.

Our mission is to educate our members about the different aspects of financial and professional services. We are widely recognised as the leader in providing students with exclusive and high quality opportunities to learn about the industry and to support them in their career pursuits.

To that end, we organise an array of exciting events to cater to the different needs of our sponsors and interests of our members. They fall into **five** broad categories with some examples of each:

- **Educational Events:** tailored to showcase the strength of our sponsors, these include corporate presentations, lecture series, seminars, panels and international conferences
- **Interactive Sessions:** business games, trading simulations and workshops
- **Skill based Sessions:** interview sessions, CV and cover letter sessions
- **Networking Events:** networking dinner with sponsors, alumni networking receptions
- **Special Events:** creative opportunities such as M&A Case Study Competitions and Poker Tournaments

Since our inception in 2002, the Finance Society has gained solid experience in organising well-attended events; for the academic year **2010/2011**, we have organised over **100** events.

OUR ORGANISATIONAL STRUCTURE

- **External Partnerships Division:** serves as the dedicated relationship managers for our sponsors and provide pertinent market intelligence on trends in student career choices to our sponsors
- **Events Division:** responsible for the smooth running of our events and ensures that our sponsors' requests are met
- **Special Projects Division:** serves as the hub of creativity of the society to develop innovative ways to add diversity to our events profile in order to continue capturing maximum student interest
- **Research Division:** this new division serves as the platform for undergraduates and postgraduates to hone their research skills while contributing to 'The Analyst', the society magazine
- **Marketing Division:** works with all other divisions to ensure that our sponsors' presence and events are promoted according to their recruitment needs and branding objectives. Marketing also ensures that our members are aware of our presence

OUR VALUE PROPOSITION

We acutely appreciate the industry's demands and leverage our key strengths and experience to deliver results that enable our partners to:

- **Foster greater long-term brand recognition** – We provide our partners with significant market presence by promoting their brand through various media channels, publications and events. Our emphasis on the quality of our services ensures that our partners receive publicity with maximum and lasting effects among the student population
- **Attract top talent** – We aggregate the brightest students to optimise our partners' recruitment efforts. Our presence, membership base and marketing channels ensure that our partners attract the talent they deserve
- **Leverage on our extensive network** – We have forged comprehensive partnerships with key institutions and individuals within the university, allowing our partners to overcome bureaucratic procedures and ensure that their interaction on campus is seamless, effective and maximised
- **Acquire pertinent market intelligence** – Sensitive to shifts in market trends, we serve as a bridge between firms and students. We conduct thorough analyses after our events and deliver valuable feedback to our partners

OUR SERVICE PROPOSITION

- **An integrated marketing approach** – We promote our partner's brand professionally and regularly at our events, in our publications and online (Facebook, Twitter, our website, our global email network, etc.) to ensure that our partners receive maximum exposure on campus.
- **A dynamic and innovative approach** – We constantly explore new market opportunities and ways to improve our operations:
 - We published our first Society magazine, **'the Analyst'** in the year 2010 – 2011 with full page advertisements for our existing partners included in the 1500 printed copies currently in circulation
 - We co-organised the inaugural **LSE Economic Conference** and successfully invited 13 high profile speakers to share with us their market insights. By creating such unique learning opportunities, we further consolidate our leading position on campus, with the aim of delivering even better services to our partners
- **A dedicated service approach** – The FS Committee consists of high-calibre individuals who have been subjected to rigorous selection and training processes. We provide our partners with exclusive account managers who will work closely with them to identify creative opportunities and cater to their needs. This ensures that their activities on campus are **tailored to their recruitment and branding objectives**.

CONCLUSION

The LSE SU Finance Society represents the best of what LSE has to offer. Our exemplary track record demonstrates our competence, creativity and expertise in meeting our partners' needs. We are dedicated to building a lasting relationship with our partners and are responsive to changing market conditions. We are keen to explore new ideas and spearhead pioneering initiatives to distinguish our partners from their competitors.

For further information about the society, please email

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