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UNIVERSITY *of* PENNSYLVANIA  
Aresty Institute of Executive Education

EXECUTIVE  
EDUCATION

# *Wharton@Work*

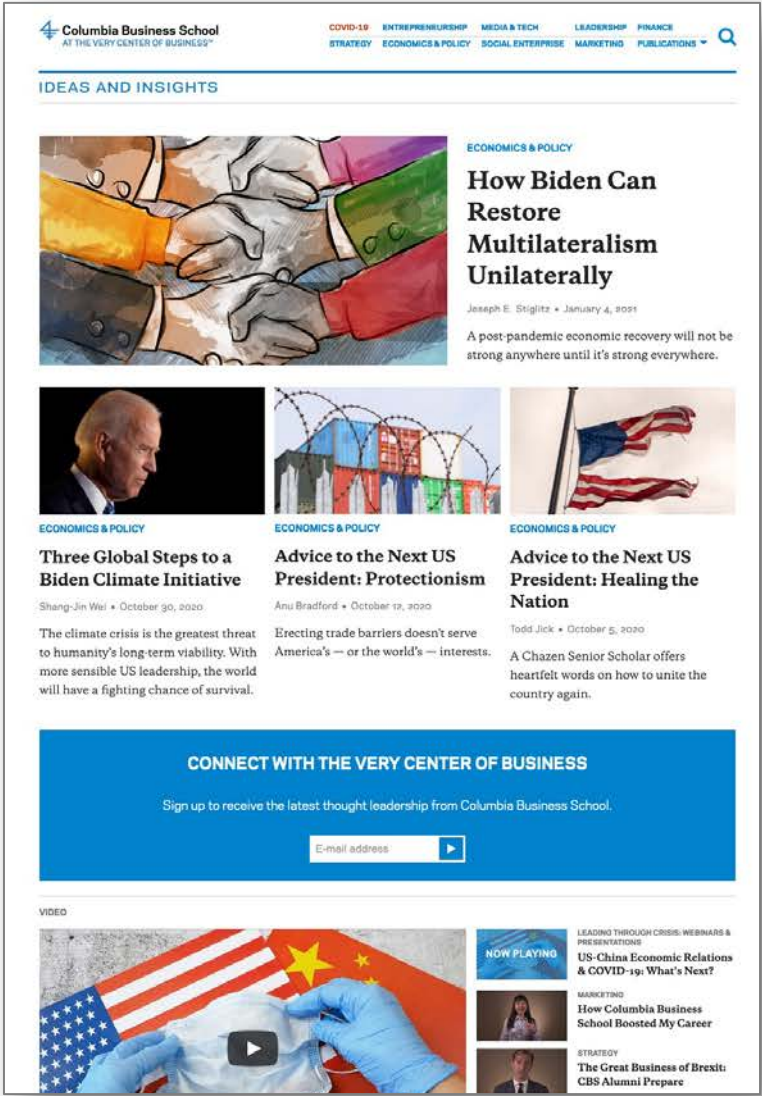
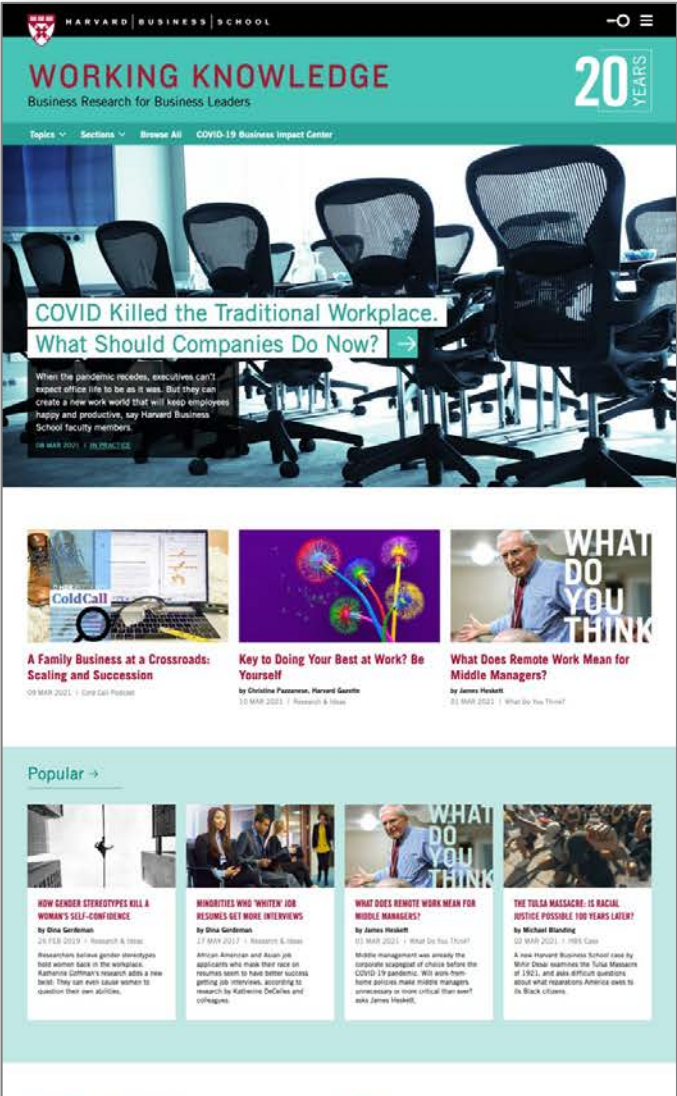
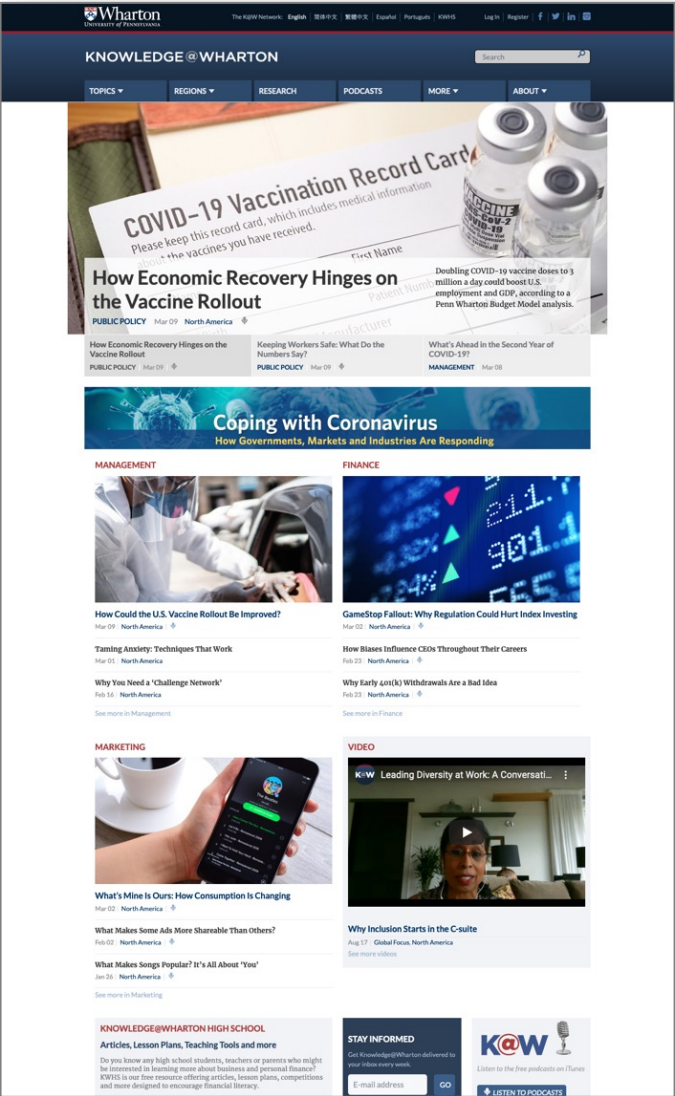
Content Strategy and Redesign

WEE Marketing & Communications

## Wharton@Work: Current Status

- [Email newsletter](#) delivered monthly to an internal list of +85,000.
- [Hybrid blog site](#) that contains all information from the newsletter plus serves as an archive of past issues (400+ articles, 2011- present).
- Each issue consists of three articles and a Nano Tool that soft-sell upcoming programs.
- Also contains callouts for the program calendar, featured programs, upcoming program, testimonial (i.e. "participant stories"), cartoon, and poll.
- Each issue's content is published at the same time.
- Successful lead generation tool. From January 1, 2018 to November 30, 2018 there were:
  - 738 unique opportunities
  - 70 non-cancelled registrations
  - \$1,459,150.00 in revenue (from non-cancelled registrations)

# Competitor Blog Sites (K@W, HBS, Columbia)





# Competitor Blog Sites (IESE, MIT, LBS)

COVID-19 RESPONSE

Check our last updates

FIND OUT MORE

blogNetwork

LEADERSHIP AND PEOPLE MANAGEMENT

When the Pandemic Isn't the Only Reason to Work from Home

SEBASTIAN REICHE | POSTED IN EXPATRIATUS

March 4, 2021

By now, the majority of us have at least some experience of setting up our office in our living room, commuting to work within seconds of stepping from one room into another, and 'bumping' into your colleagues for 'random' chat at scheduled times and through prepared online meetings... yes, the work-from-home experience, which, as...

MEDIA

The Australian bill—good or bad for the media industry?

CARMEN ARROYO NIETO AND JOSEP VALOR | POSTED IN MEDIA MATTERS

MARCH 1, 2021

The last few months have brought multiple hurdles to the giants of the tech world, but the latest bill in Australia, which seeks to make Google and Facebook pay for media outlets, might be their biggest challenge. The Australian government argues that tech companies siphon ad dollars from the content provided by news outlets, so...

LEADERSHIP AND PEOPLE MANAGEMENT

Covid-19 and the Psychology of Human Behaviour

SEBASTIAN REICHE | POSTED IN EXPATRIATUS

February 3, 2021

By now, we have experienced the Covid pandemic for almost a year. Last January, we kept reading about the spread of the virus in China, which back then seemed to be quite a distant thing... As of the end of January 2020 though, the WHO declared Coronavirus a global pandemic and, with the spread of...

MEDIA

YouTubers go mainstream

CARMEN ARROYO NIETO AND JOSEP VALOR | POSTED IN MEDIA MATTERS

JANUARY 26, 2021

Social media entertainers and especially YouTubers have traditionally had loyal fan bases on isolated corners of the Internet. Though very successful on their own channels, they would rarely enter the mainstream realm. That, however, is ending. Factors like the rising popularity of Amazon-owned

Some care only about numbers. We care about much more.

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What to Read Next

Q1 Spring 2021 Issue of MIT SMR

Q2 The Top 10 Findings on Resilience and Engagement

Q3 Why So Many Data Science Projects Fail to Deliver

Q4 Does Your C-Suite Have Enough Digital Smarts?

SKILLS & LEARNING

Developing Future-Ready Skills With Peer Coaching

Peer coaching plays a foundational role in developing human skills that technology cannot replace.

Aaron Hurst

Top 10 Best VPN of 2021

Compare The Best VPN Services and Find the Best Deal. Discounts Up To 85%.

Latest Insights from MIT SMR

SKILLS & LEARNING

Developing Future-Ready Skills With Peer Coaching

Aaron Hurst

13 hours ago

CULTURE

On Ideals and Innovation

Elizabeth Heischke

2 days ago

PLATFORMS & ECOSYSTEMS

Our Guide to the Spring 2021 Issue

MIT Sloan Management Review

2 days ago

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Platform Scaling. Fast and Slow

Max Buge and Pinar Ozcan

2 days ago

PLATFORMS & ECOSYSTEMS

How Healthy Is Your Business Ecosystem?

Ulrich Pflaum et al.

2 days ago

PLATFORMS & ECOSYSTEMS

Competing on Platforms

Donato Cutillo et al.

2 days ago

Upcoming Events

03.18

11 a.m. - 12 p.m. EST

How Enterprise Augmented Reality Powers Front-Line Productivity in the 'Next Normal'

Sponsor's Content

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03.25

11 a.m. - 12 p.m. EST

Adapting AI: Ensuring Business Readiness

Sponsor's Content

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AT LONDON BUSINESS SCHOOL

When will everything get back to normal? It won't

03 February 2021

By Julian Birrellshaw

Can investors' decisions be influenced by the weather?

12 February 2021

By Cary Oushinsky and Sayan Sarkar

Institute of Innovation and Entrepreneurship

Books to watch the world by

05 March 2021

By Herminia Ibarra, Ena Inesi, Kathleen O'Connor, Ananta Rattan, Luisa Alemamy, Lynda Gratton and Helen Kerkentizes

This International Women's Day we asked some of our female faculty what they're reading right now...

Leadership

Happiness is a skill you can learn

01 February 2021

By Anne Doris

What comes next

Popular topics

Coronavirus

Podcasts

Finance

Accounting

Analytics and big data

+ View all

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THINK AT LONDON BUSINESS SCHOOL

"A totally female group has extraordinary power"

04 March 2021

Three Women in Leadership participants reflect on the difference LBS made to their leadership careers

By Mel Bradman

Leadership

Diversity

Gender

Personal development

THINK AT LONDON BUSINESS SCHOOL

Books to watch the world by

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By Herminia Ibarra, Ena Inesi, Kathleen O'Connor, Ananta Rattan, Luisa Alemamy, Lynda Gratton, Helen Kerkentizes

Leadership

Gender

Society

Banking

Emotional intelligence

Innovation

Entrepreneurship

Personal development

THINK AT LONDON BUSINESS SCHOOL

Firm foundations for future success

02 March 2021

Allison Cox, SEP alumna and Executive Director of Engineering & Technical Services at Sir Robert McAlpine, on leadership in challenging times

By Sophie Haycock

What comes next

Leadership

Leading teams

The future of work

Boards

Involving people

Unleashing

EUROUT

## *Wharton@Work: Proposed Changes*

- New visual design for W@W section of the site that is less busy and features a more article-oriented layout (i.e. large images, blog area not limited to an even number of articles).
- Blog style site with postings not tied to a monthly issue publication date – articles publish as soon as they are ready. Not reliant on a chronological categorization of content but more thematic categories (Leadership, Marketing, etc.)
  - At least three of the articles will be the soft-sell of ExecEd programs that we have traditionally done.
  - One article will be a Nano Tool.
  - Other articles (industry news, videos, podcasts, pull-out quotes, surveys, etc.) would be timely based on current news in the Executive Education world. Could be a shorter format.

## *Wharton@Work: Proposed Changes* (cont.)

- Email newsletter received an updated design in April 2020 so is not part of this project. It will still be published monthly with the four soft-sell articles and traditional callouts.
- However, the blog would be focused on the articles and not exactly match the email as there may be more articles on the site that we chose not to include in the newsletter.
- Eliminate the poll and poll archive (average of 91 people/month filled it out in 2020).
- Delete older articles and redirect their URLs to newer articles. Or hide older articles (2011-2015) from the navigation but keep them live and indexed on the site as to not negatively impact SEO.
- Additional potential grouping of articles: Editor's choice, most popular, upcoming events



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