

Final Report 2023

VŠE Alumni Centre

We are the VŠE Alumni Centre, and our main priority is to enable the alumni of the Prague University of Economics and Business to be part of the school after graduation and to maintain more frequent and beneficial contact with Alma Mater. We prepare professional lectures, informal meetings and sports activities, to which we invite our alumni regularly. We are also involved in other activities through which we develop our Centre and strive to provide an ever better service. At the same time, we intend to broaden our group of the University Alumni Centres of the Czech Republic and Slovakia. We further develop the VŠE Alumni Portal and contribute to social networks and other communication channels with the alumni.

Alumni Wednesdays

In 2023, we held five **professional lectures** known as “**Alumni Wednesdays**” in cooperation with the Prague University of Economics and Business' faculties and our successful alumni from various fields. Alumni Wednesdays contribute to the career and personal development of VŠE alumni, and enable them to return to their Alma Mater on a regular basis. The lecturers were organised in a hybrid form so the alumni could attend in person or remotely.

The lectures in 2023 were focused on fiscal and monetary policy, startups and the global market, innovations in management, an amendment in accounting and the story of a Czech family business. Among the **speakers** were, for example, Eva Zamrazilová (Vice-Governor of the CNB), Patrik Juránek (CEO of Startup Disrupt) and Ladislav Mejzlík (Vice-Dean of the Faculty of Finance and Accounting). All speakers are also our alumni, so the Alumni Wednesdays represent one of the forms of cooperation between the VŠE and its former students.

The formal part of the lecture is usually followed by an **informal gathering** with refreshments at the Umbrella Pizza Bar at the VŠE, where the alumni meet their faculty coordinators, lecturers and former classmates.



VŠE Alumni Homecoming

As part of the Prague University of Economics and Business' anniversary representing 70 years of its foundation, we organised the most prominent alumni event in the school's history in collaboration with the VŠE Event Centre. **VŠE Alumni Homecoming** took place throughout the day of **21 October 2023** at VŠE. The alumni from Czech and foreign language programs were able to bring their families as well, and more than **2,500 people** attended the event.

VŠE Alumni Homecoming featured a rich program throughout the day, consisting of **engaging lectures** given by great speakers, who more than once sparked a vivid discussion. There was also a fair of the VŠE MPA/MBA programs, an exhibition of historical objects, organized tours of the University, and activities for children. For those who wanted to commemorate their graduation, we prepared the **Graduation Ceremony** in Vencovského Hall. The event continued until the evening, when the participants could enjoy a live music concert in the Rajská building.

VŠE Alumni Homecoming was the first event of this format, and we hope the alumni enjoyed their return to Alma Mater. As we continually trying to develop our services, we asked the attendees to complete a satisfaction survey, and we appreciate any feedback we have received.

- *"I'm glad that VŠE made such a big all-day event for the alumni - for me, it was a nice experience to come back to VŠE, to learn something new and to reminisce about my student years. I would appreciate (and I think I'm not the only one) if there were more events like this in the future."*
- *"Thank you for a very well-organised Alumni Homecoming, which we really enjoyed with the whole family."*
- *"The school is in regular contact with its alumni, but this reunion was truly innovative, carefully prepared with practically all generations of its alumni in attendance."*
- *"Thank you for organising the alumni reunion of the Prague University of Economics and Business on the occasion of the 70th anniversary of my Alma Mater. I enjoyed it very much and listened with pleasure to the lectures that interested me. I recommend you organise such meetings more often."*



Sports Activities & Networking

Within the VŠE Alumni Centre, we regularly organise sports-themed activities, which provide ample space for meeting former classmates, networking and making new contacts. The 1st year of the **VŠE Alumni Bowling** organised by our Centre took place on **16 February 2023**. The event was open to alumni of all Bachelor's, Master's, and Doctor's degrees, and nearly 150 alumni attended the bowling.

On the premises of the Xbowling in Žižkov, the alumni were playing in four rounds. During each round, the three best players were announced and awarded with a trophy and items from the VŠE merchandise. The participants could enjoy food and drinks throughout the evening and reminisce together about their years at VŠE.

Preparations for the second year of the VŠE Alumni Bowling are already in full swing. The event will take place on Valentine's Day on **14 February 2024**.



The second sports activity organised by our Centre was the 2nd year of the popular **Alumni Golf Tour** taking place on **17 June 2023** at the golf course in Mstětice. This year, we also included golf novices, who could enjoy a golf academy with professional coaches. The more experienced green card holders could participate in a **golf tournament**. The players were divided randomly into the fights beforehand, which allowed them to make new contacts and broaden their social networks.

Alumni Golf Tour included several **accompanying competitions** - "nearest to pin", "longest drive", and a putting competition. At the end of the golf day, the winners of the golf tournament

and competitions were announced and awarded with prizes. Each player also received a limited edition "70 years" golf ball symbolising the 70th anniversary of VŠE. The participants were provided refreshments throughout the day, ending with a common buffet. The alumni praised the event and look forward to the Alumni Golf Tour 2024.



Meeting of University Alumni Centres

Our VŠE Alumni Centre established the group of the **University Alumni Centres** in November 2021 to share know-how, mutual inspiration, and run discussions. In 2023, we held three meetings. Two of them were online, on **23 February** and **18 May**, where four Czech University Alumni Centres presented their alumni agenda to other group participants. After each presentation, there was time for questions and mutual discussion.

On 13 September 2023, we organised the Conference of University Alumni Centres of the Czech Republic and Slovakia. The Conference gave us a chance to meet in person with our colleagues from Czech and Slovakian Universities, as well as to broaden our group. The event's main goal was to deepen friendly relationships and establish contacts across the Czech and Slovakian University Alumni Centres. The program of the Conference included several lecturers given by professionals from the field, an interactive workshop with an alumni expert, **Maria L. Gallo**, and common lunch at the VŠE Academic Club.

The representatives from the University Alumni Centres will continue with their regular online meetings in 2024. We appreciate the continuous expansion of the group, and we hope the further meetings will bring both inspiration and useful information to all our members.



Collaboration and communication with alumni

Within the VŠE Alumni Centre, we strive to develop our cooperation with alumni and have been building effective communication channels for a long time. During 2023, we have been searching for the possibilities of modernising the **VŠE Alumni Portal**, an alumni database and one of the forms of communication between VŠE and former students. It also contains information on opportunities for collaboration, registration for events and much more. We will continue to work on updating the VŠE Alumni Portal in the upcoming year.

In 2023, we sent out several **Newsletters** to our alumni to inform them about planned events and news. We also regularly update our **website** and create content for **social media**. For more information about our services, news from VŠE, and upcoming events, you can follow us at:

- [VŠE Alumni Centre's website](#)
- [LinkedIn](#)
- [Instagram](#)

If you have any questions or are interested in cooperating with VŠE, please do not hesitate to contact us at alumni@vse.cz. We appreciate your support in 2023 and look forward to further activities and alumni meetings.

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