

## Webinar: Global alumni relations and models of alumni services & engagement as a strategic task of HEIs

14 September | 15h00 – 17h00 (CEST)

### Working Programme

15h00 – 15h10	<p><b>Welcome addresses</b></p> <p><b>Arnim Heinemann</b>, SGroup President <b>Luciano Saso</b>, UNICA President</p>
15h10 – 15h20	<p><b>How to engage alumni for different functions?</b></p> <p><b>Thorsten Parchent</b>, Head of Welcome &amp; Alumni Services, University of Bayreuth</p>
15h20 – 15h30	<p><b>Institutional support for international alumni chapters - challenges and best practices</b></p> <p><b>Carole Picavet</b>, Policy Advisor International Alumni, Ghent University</p>
15h30 – 15h40	<p><b>The “mobile student ambassadors” strategy</b></p> <p><b>Bárbara Costa</b>, Director Alumni Network, University of Porto</p>
15h40 – 15h50	<p><b>Engaging alumni through social media</b></p> <p><b>Athina Frangou Selipa</b>, Development &amp; Alumni Relations Officer, University of Cyprus</p>
15h50 – 16h00	<p><b>Using a digital platform as a backbone for the association of 60 alumni clubs</b></p> <p><b>Zala Simčič</b>, Head of Alumni Clubs Development, University of Ljubljana</p>
16h00 – 16h10	<p><b>What is it like to graduate during a pandemic?</b></p> <p><b>Sonia Mullineux</b>, Head of Alumni Communications, University of Edinburgh</p>
16h10 – 17h00	<p><b>Discussion and closing</b></p> <p>Moderators: <b>Arnim Heinemann</b> and <b>Luciano Saso</b> (SGroup and UNICA Presidents)</p>