

## UNICA Seminar on Alumni Relations

Hosted by Bucharest University of Economics Studies (ASE), 11-12 November 2025

**“Partners for Life: Unlocking the Strategic Value of Alumni for Universities”**

### PROGRAMME

**Overall Chair: Luciano Saso, Secretary-General of UNICA**

#### Day 1 | 11 November 2025

**Venue:** Bucharest University of Economics Studies (ASE)  
6 Piata Romana, 1st district, Bucharest

**Room B404 (sessions) | Room B304 (lunch)**

directions: access through Piata Romana nr. 7 entrance (Building 0) -> 1st floor

<b>13:00-14:00</b>	Registration of participants & welcome lunch
<b>14:00-14:25</b>	<b>Welcome &amp; Introduction</b> <ul style="list-style-type: none"> <li><b>Ioan-Radu PETRARIU</b>, Dean of Faculty of International Business and Economics, ASE; Secretary-General of Alumni ASE</li> </ul>
<b>14h25-14h45</b>	<b>Introductory Talk</b> <ul style="list-style-type: none"> <li><b>Luciano SASO</b>, Secretary-General of UNICA (20')</li> </ul>
<b>14:45-16h15</b>	<b>Session 1   From Graduates to Global Advocates: The Power of Alumni</b> <i>Panel with Presentations</i> <p>Kick-off talk by the <b>Chair of the session, Rachel BRAY, Head, CERN Alumni Relations, CERN, the European Organization for Nuclear Research</b> (20')</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li><b>Costin CIORA</b>, Bucharest University of Economic Studies, Building Global Alumni Networks to Power Internationalization and Institutional Reputation (20')</li> <li><b>Nena GRCEVA</b>, Director Alumni Affairs, Hertie School, The University of Governance in Berlin (<i>online</i>) - Potential of global networks/ Alumni as advocates / Alumni impact on society (20')</li> </ul> <p>Q&amp;A (30 min)</p>
<b>16h15-16:30</b>	Group picture & Coffee Break
<b>16:30-18:00</b>	<b>Session 2 - Designing Alumni Communities: Governance, Strategy, and Connection</b> <i>Discussion Panel</i> <p><b>Chair: Anamaria Holota, Alumni Relations &amp; Partnerships Specialist, Alumni ASE, Bucharest University of Economics Studies, ASE</b></p> <p>Speakers:</p> <ul style="list-style-type: none"> <li><b>Rachel BRAY</b>, Head, CERN Alumni Relations, CERN, the European Organization for Nuclear Research</li> </ul>

	<ul style="list-style-type: none"> <li>• <b>Eva SENRA</b>, Vice President for Students, Entrepreneurship and Employability, University of Alcalá (<i>online</i>)</li> <li>• <b>Luis RODRIGUEZ</b>, Programme Representatives Network Manager from the Students &amp; Alumni Relations Unit, Erasmus Mundus Students &amp; Alumni Association (EMA)</li> <li>• <b>Mostafa Moonir SHAWRAV</b>, Executive Director, Marie-Curie Alumni Association (MCAA)</li> <li>• <b>Ionuț SIMION</b>, PwC Romania, Partner, From Classroom to Boardroom: How Alumni Bridge Academia and Industry for Sustainable</li> </ul> <p>Q&amp;A (30 min)</p>
<b>19-00-21:00</b>	Networking dinner at <b>Restaurant Hanu' lui Manuc, Str. Franceză 62-64, București 030106</b>

## Day 2 | 12 November 2025

**Venue:** Bucharest University of Economics Studies (ASE)

6 Piata Romana, 1st district, Bucharest

**Room B404 (sessions) | Room B304 (lunch)**

directions: access through Piata Romana nr. 7 entrance (Building 0) -> 1st floor

<b>8:30-9:00</b>	Welcome Coffee
<b>09:00-10:30</b>	<p><b>Session 3   Alumni Relations in Practice: Insights from the UNICA Network</b> <i>Study cases</i></p> <p><b>Chair: Luciano Saso, Secretary-General of UNICA</b></p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• <b>Maja DIZDAREVIĆ</b>, Head of University Office for Students and Alumni, University of Ljubljana (<i>online</i>) (15')</li> <li>• <b>Rita ROQUETTE</b>, Head of Alumni Relations Manager, Nova School of Business &amp; Economics (<i>online</i>) (15') (TBC)</li> <li>• <b>Athina Frangou SELIPA</b>, Development and Alumni Relations Officer, University of Cyprus (<i>online</i>) (15')</li> <li>• <b>Aurore SPEDICATO</b>, Alumni Loyalty Program Project Manager, PSL University (Paris) (15')</li> </ul> <p>Q&amp;A (30 min)</p>
<b>10:30-11:00</b>	Coffee break
<b>11:00-12:30</b>	<p><b>Session 4   Change Management &amp; Alumni Connections. Paradigm shift</b> <i>Training</i></p> <ul style="list-style-type: none"> <li>• <b>Training by Octavian PANTIȘ</b>, Founder &amp; Managing Partner Qualians, Author &amp; Speaker</li> </ul> <p><i>The session explores the mechanisms that help us initiate change and achieve a new level of results. Participants will have the chance to reflect on their current approaches to engaging the alumni community, and find new ways and tools to design and enhance their alumni strategies. The session is interactive &amp; includes not only concepts and tools, but many examples that people can relate to.</i></p>
<b>12:30-13:00</b>	<b>Closing Remarks</b>
<b>13:00-14:00</b>	Farewell lunch