



# ICARe Alumni 2022

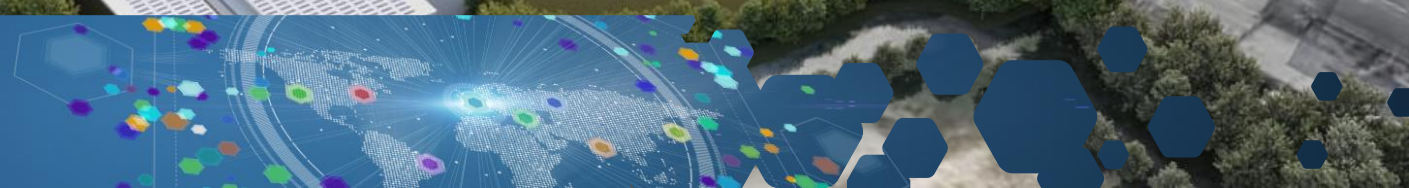
## Building a Virtual CERN for an Alumni Reunion

2 June 2022

Rachel Bray – Head CERN Alumni Relations



The High-Energy Network  
*Le Réseau des hautes énergies*







# Goals of Second Collisions



Demonstrate the impact of CERN Alumni on society



Continue to strengthen the links between CERN alumni and the Organization



Develop a network of ambassadors in support of the Organization's mission



Support early career members



Enable alumni to reconnect

## “Research Matters”





# Planning



Select planning team



First meeting Oct 2020 (40+ meetings)



Define theme, select speakers, moderators, awardees



Establish communications plan



Platform specification



Maximise internal buy-in

Plans are nothing. Planning is everything – Albert Einstein







# The Event

## Immersive CERN virtual reality platform

- Talks
- Visits CERN experimental areas
- Awards Ceremony
- Networking tables
- CERN and Alumni booths
- Virtual Escape game
- Photo booth
- Easter eggs



The High-Energy Network  
Le Réseau des hautes énergies







**CERN Alumni  
Directorate Award**

**Octavio Dominguez**  
Secondary School Maths teacher

**CERN Alumni  
Directorate Award**

**Prof. Jonathan Gregory**, FRS, Climate Scientist at the National Centre for Atmospheric Science in the University of Reading, and at the Met Office Hadley Centre

**CERN Alumni  
Directorate Award**

**Patrick Illinger**,  
Science Journalist, Süddeutsche Zeitung

**CERN Alumni  
Directorate Award**

**Christina Yin Vallgren**  
Co-Founder & CEO, TERAPET

**CERN Alumni  
Directorate Award**

**Prof. Tien Tien Yu**, Assistant Professor in the Department of Physics and the Institute for Theoretical Science, University of Oregon

**CERN Alumni Champion**

**Pedro Paul Alvarez**, COVID-19 Contact Tracing Team Lead, Harris County Public Health

**CERN Alumni Champion**

**Caroline Boudou**, Industry Contact Officer @Laue-Langevin Institute & Coordinator @Les Ecomodernistes

**CERN Alumni Champion**

**Simone Callegari**, R&D Project Engineer, Physikalisch-Technische Bundesanstalt, PTB

**CERN Alumni Champion**

**CERN Alumni Champion**

**CERN Alumni Champion**

**CERN Alumni Champion**

# Alumni Awards

- 2 types: Directorate & Alumni Champion
- Trophies conceived, designed and manufactured at CERN
- Awards presented by former supervisors
- <https://youtu.be/D2-LfC0Y3v4>



# Event Metrics

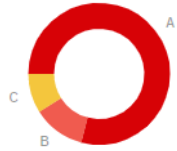
Please tell us who you are.

Answered: 67

A. CERN Alumni: 53 (79.10%)

B. Current CERN member of personnel: 8 (11.94%)

C. Other: 6 (8.96%)



Overall, how would you rate the event?

Answered: 67

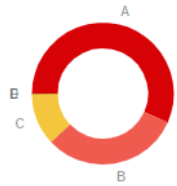
A. Excellent: 38 (56.72%)

B. Very good: 21 (31.34%)

C. Good: 8 (11.94%)

D. Fair: 0 (0.00%)

E. Poor: 0 (0.00%)



Which activity did you enjoy the most?

Answered: 67

A. Talks: 56 (30.77%)

B. CERN Alumni Awards Ceremony: 14 (7.69%)

C. Coming back to CERN virtually: 36 (19.78%)

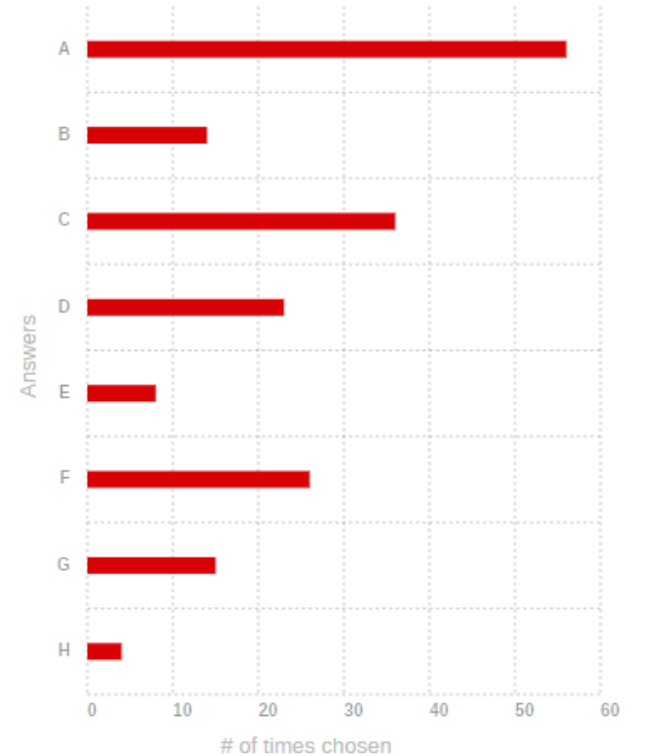
D. Networking: 23 (12.64%)

E. Virtual company booths: 8 (4.40%)

F. Visits to CERN experiments: 26 (14.29%)

G. Entertainment (Escape Game, Easter Eggs, Photobooth): 15 (8.24%)

H. Other: 4 (2.20%)



# Event Metrics

What did you learn?

*“Searching for a job, the event gave me an opportunity to connect with hiring companies. Also the other content was interesting.”*

*“Great stories of entrepreneurship and it was amazing to see the impact that CERN Alumni are making in society.”*

*“It is important to update our profiles in order to see which industries we all are in. I was surprise to see how many other people had similar experiences as I did.”*

How would you like to be involved in future CERN Alumni activities?

Answered: 67

A. Yes, I would like to be interviewed: 10 (10.75%)

B. Yes, I would like to be a speaker: 9 (9.68%)

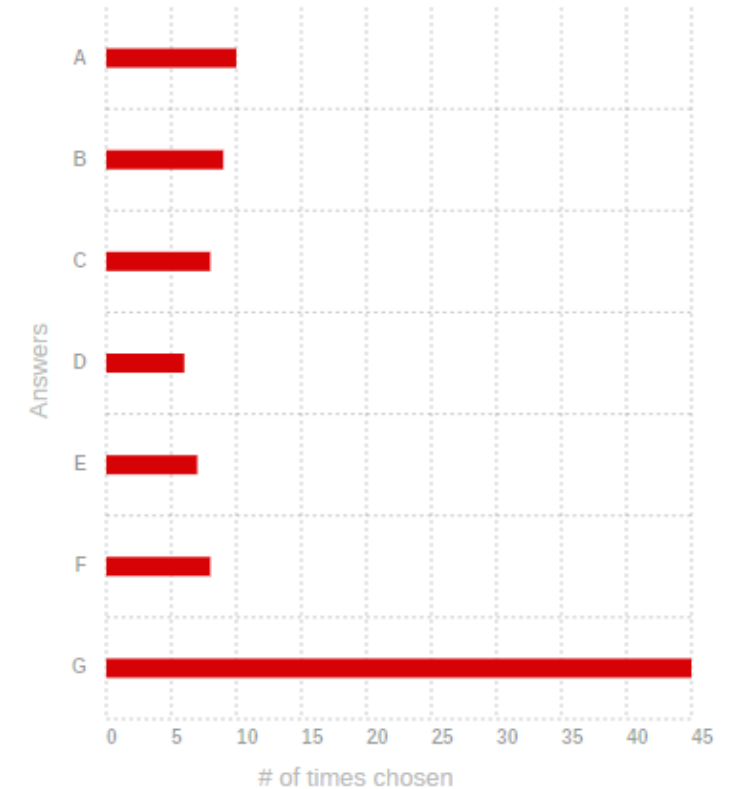
C. Yes, I would like to be a moderator: 8 (8.60%)

D. Yes, I would like to be a member of the Advisory Board: 6 (6.45%)

E. Yes, I would like to be a mentor: 7 (7.53%)

F. Yes, I have other ideas I would like to discuss with you: 8 (8.60%)

G. No, I'm good for the moment: 45 (48.39%)



*“Overall it was a brilliant event. Thanks so much!”*



# Budget

	CHF
Virtual Event Management Software	53,542.70
CERN Alumni event production	33,263.00
Thank-you gifts	2,403.36
Printing costs	161.00
Total	89,370.06

To achieve great things, two things are needed: a plan and not quite enough time – Leonard Bernstein







“Prepare yourself so that you can be a rainbow in somebody else's cloud.” - Maya Angelou

## Outcomes

- Potential group managers (Belgium, UAE, MedTech)
- ‘High profile’ members joining and supporting the Network
- Awareness raising within the Organization
- Companies wishing to share job opportunities
- Volunteers to share stories/speak at future events



A worldwide  
digital event

# CERN Alumni

## Second Collisions

Get inspired,  
inspire others

Research Matters  
Alumni Impact on Society

1-3 Oct

Participate  
locally,  
connect  
globally

**alumni.cern**  
**Join, unite, collide**

<https://alumni.cern/page/secondcollisions>

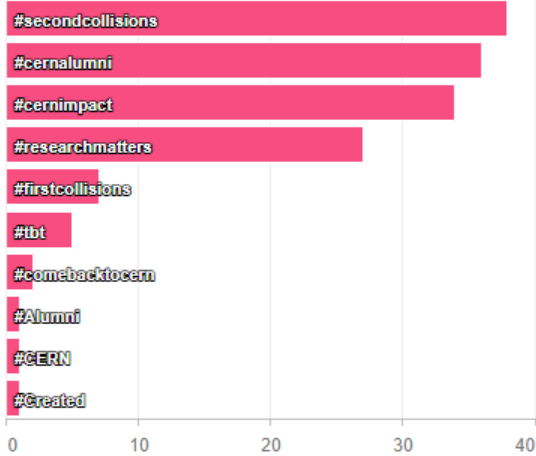


alumni

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### Top Hashtags ⓘ



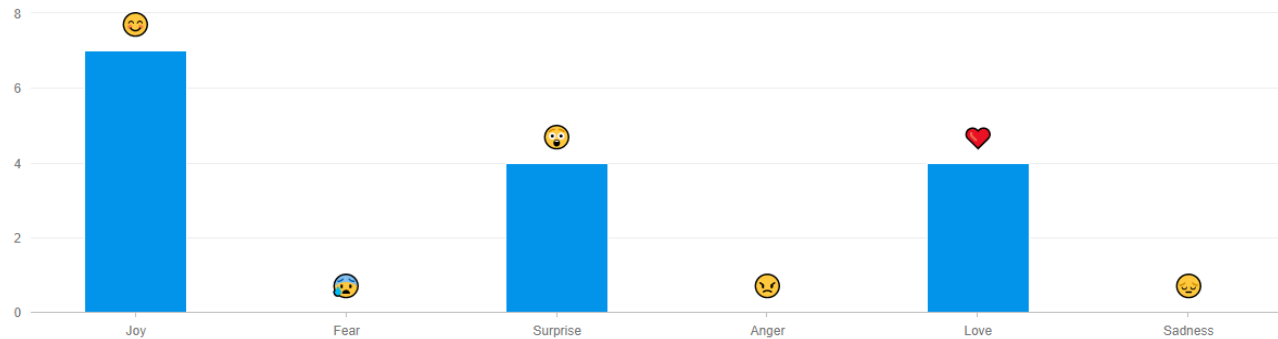
**Katja Mankinen** @katjkarp · Jan 7

The holiday season continues: I just received these amazing gifts. Thanks #CERNAlumni!

I moderated a talk at #SecondCollisions AI+ML path in 2021. Take a look at it + other cool talks about quantum tech, space, environment & sustainability 🤖🌌🌱 : [youtube.com/c/CERNAlumni/v...](https://youtube.com/c/CERNAlumni/v...)



### Emotional Comparison ⓘ



# Social Media Report