



Reinventing the graduation ceremony



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Riga Technical University

- 🎓 160 years old
- 🎓 ca 15 500 students
- 🎓 2400 graduating yearly



Past ceremonies

- 30 graduation ceremonies each summer
- No dresscode
- RTU management unable to attend all events
- Boring long speeches and unprepared «thankyous»
- Crowded premises
- Department level branding



Season1 (2017 – 2019) RTU Grand Graduation





Season2 (2020 – 2021) RTU Grand *DriveIn* Graduation

- 🎓 Old airport
- 🎓 more 500 cars
- 🎓 still each diploma
individually presented
- 🎓 Keynote by President
of Latvia





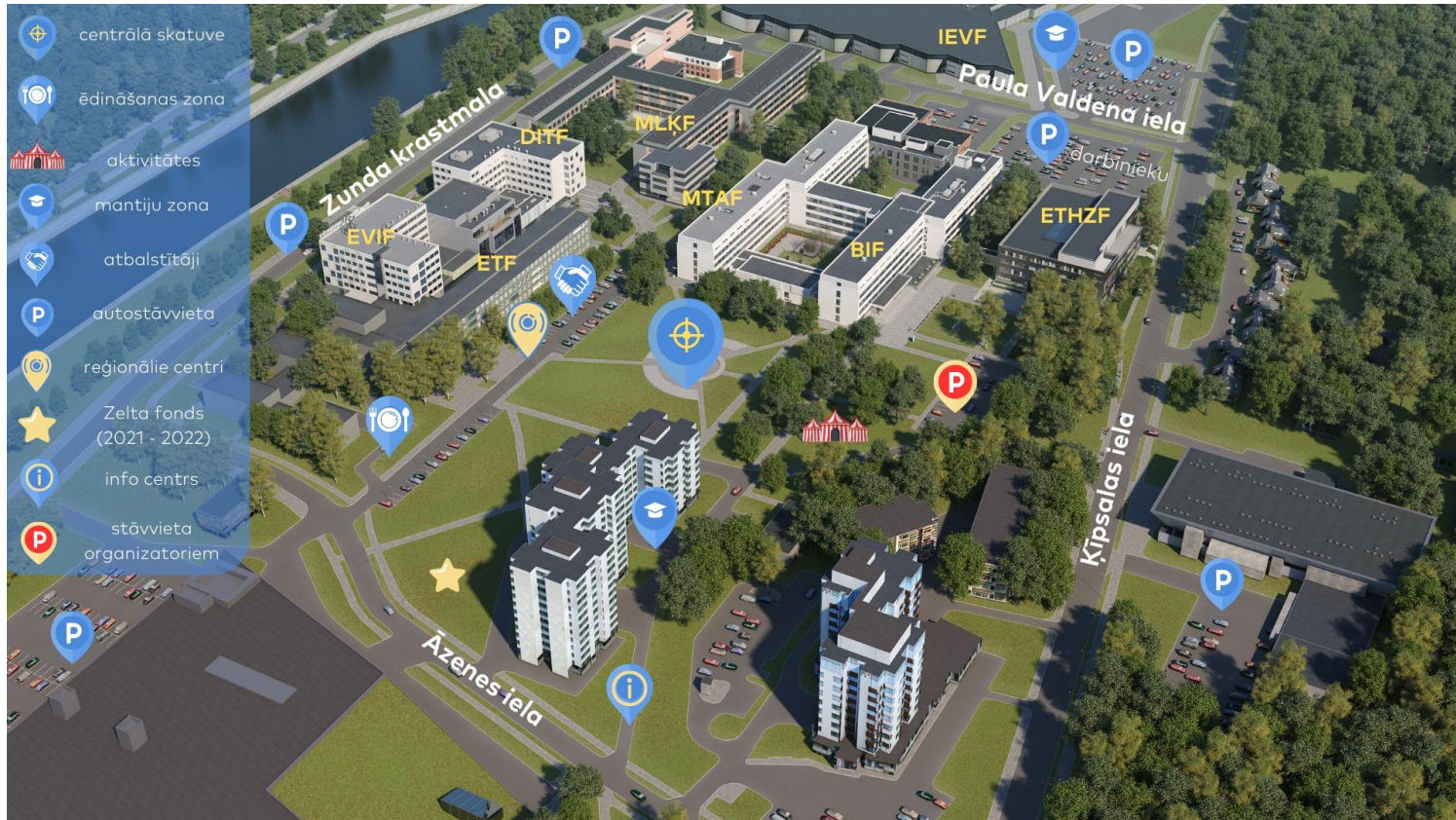
Season3 (2022)

RTU 60 anniversary celebration





Season4 (2023) Back to campus!



Why?

- 1500 graduates, 7000 guests
- All advertising records broken:
 - Facebook live stream
 - Radio, newspapers, TV
 - Social networks
- Visibility - speakers as
 - President of Latvia
 - Prime Minister
 - Minister of Education and Science
 - and other ministers
- Common brand – RTU
- Excited graduates – best music bands, hat fireworks
- Pride, sense of belonging to all RTU employees

Credits to THE team



"There is
nothing
permanent
except
change."
Heraclitus





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