

## FACT SHEET

**9641**  
attendees

### Scale by numbers:

# of Schools: 5

# of Sessions: 12

# Speakers: 12



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*“The greatest challenge and the biggest barrier is transitioning from a fully physical event to a fully virtual experience while keeping engagement at the same level. Innovating in activities ranging from the actual recording to the different activities was a key success factor.”*

Hans Munthe Kaas, IE University Events Coordinator

## BACKGROUND

**Client name:** IE University

**Client background:** IE University is a Spanish university, currently situated on two main campuses: Segovia and Madrid.

Founded in 1997, the Institution has programs both in Spanish and English at their five schools:

- IE Business School
- IE Law School
- IE School of International Relations
- IE School of Architecture & Design
- IE School of Communication
- IE School of Social and Behavioral Sciences
- IE School of Human Science and Technology



**Event/events:** IE Graduation Ceremony 2020

**Format:** Virtual event

**Event overview:** 2020 July Graduation / 2020 December Graduation

**Attendance:** Circa 10,000 attendees each

Respected for their curricula quality, the IE University is also known for valuing diversity. The community, IE, students, and teachers come from all over the world, with different backgrounds, which pushes their experience to another level. Due to its international nature, IE University programs are taught both in English and Spanish.

# REQUIREMENT

IE University is a top international university in Spain with locations in Madrid and Segovia, recognised worldwide for its quality in teaching and learning.

Due to the pandemic, 2020 has been a year full of challenges both for professors and undergraduates. It was the first time they had to do 100% online events for the highly expected Graduation Ceremony.

So, both editions of IE Graduation Ceremony 2020, held in July and December of 2020, were created to celebrate the strength and resilience of the Classes of 2020. The events were immersive virtual experiences to make the students feel close to each other and the institution.

Besides the Graduation Ceremony, the newly graduates had the opportunity to experience a program with activities like:

- Keynote by Astronaut Dr. Cady Coleman, t
- Mindfulness Session
- Virtual Enigma Game
- Escape Room
- Cooking + Cocktail Masterclass with three-star Michelin Chef Dani García
- DJ Session with world-class, Grammy-nominated DJ Steve Aoki
- Fortnite Tournament

For all of these expectations to become a reality, IE University needed a way to allow students to participate in this big virtual party to celebrate their graduation and special activities dedicated to students of each of the five schools.

# SOLUTION

Since 2020 was the first year IE University had 100% online graduations, they spent a considerable amount of time researching to find the best-in-class platform.

Graduation is a unique moment that closes a cycle in the students' lives, at the same time that it should encourage them to reach higher flights.

Given their need to create a memorable experience to live up to this moment, delivering the highest possible standard, IE University selected the EventsCase platform to help them do so.

In their words, the big difference is that EventsCase is an event platform, not a webinar tool.

IE University effectively used EventsCase to create a captivating event website with the whole program, personalized to each of the five schools participating in the event.

All the information was there (speakers, agenda, registration), making it easy for students, educators, and all stakeholders to feel connected and elevate the expectations for the event day.

They also used the EventsCase platform to send the invitations. The only thing they had to do was to upload the list of students of each school. With this segmentation, each student automatically received a personalized e-mail with a unique password to log in to the event website.

That made sure they kept the environment safe and available only for those invited to access the event.

Besides, the IE Graduation Ceremony 2020 was also thought to be a rewarding moment for all the people who were behind IE students, supporting them during this entire cycle in their lives.

IE University wanted these people to feel welcome and realize that this event was also for them.

# RESULTS

IE Graduation Ceremony 2020 was a non-profit event solely made for the graduates at IE University and their guests. More than 1300 people (plus their respective families) participated in the programmed activities. Some of these activities included an online enigma game, a cooking class, a DJ session, and even a reforestation project.

IE Graduation looked different this year. It was 100% online, connecting alumni, family, and guest speakers worldwide.

While hugs and the in-person toasts were missed, the digital world showed its power.

This ceremony was able to include far more people than an ordinary ceremony.

These are the skills that employers of the future are going to demand. They'll need to be creative when facing challenges, collaborate in remote teams, be tech-savvy and agile.

IE University always strives to empower students with these skills, but this year, practical training was more hands-on than ever.