

Matchmaking and networking events for researchers and employers beyond academia

Case study

Title of the event	CAREERS BEYOND ACADEMIA – Networking Event
Main organiser(s)	LBG Career Center – Ludwig Boltzmann Gesellschaft
Collaborators	-
Link to further information	https://cc.lbg.ac.at/news/careers-in-or-beyond-academia-always-open-to-new-connections/
Target groups	<ul style="list-style-type: none"> • Researchers (PhDs, Post Docs, Early Career Researchers) • University & Non-University Research Institution Faculty involved in researchers' career development • Industry Professionals interested in supporting researchers transitioning into alternative careers • Career Coaches & Mentors working with researchers • Entrepreneurs with a background in research or looking to collaborate with researchers • Anyone curious about researchers' careers and opportunities outside of academia
Number of participants	<ul style="list-style-type: none"> • Total: 130-140 • Researchers: 77 • Other type of participants (non-researchers): 50-60
Format	Onsite
Type of event	Standalone
Goals of the event	<ul style="list-style-type: none"> • Raise awareness for alternative career paths for researchers beyond academia • Enable networking between researchers and relevant stakeholders
Short description of event and its agenda	<p>Explore career paths beyond academia at the LBG Career Center x Euraxess networking event in June.</p> <p>Every career path has its own unique value. For many researchers, a career beyond academia is not only an attractive option but also a necessary one. Join us for an evening dedicated on alternative career paths for researchers.</p> <p>What to expect?</p> <ul style="list-style-type: none"> • Key Note on Careers Beyond Academia by Dr. Tina Persson • Panel Discussion with experts (see below!) to highlight various perspectives on alternative career paths for researchers • World Café discussions to encourage dialogue and exchange of ideas • Networking to connect with peers and experts • Music, Food & Drinks to celebrate researchers in & beyond academia! <p>All details including the speakers: https://cc.lbg.ac.at/events/save-the-date-careers-beyond-academia-networking-event/</p>

	<p>In addition to the main networking event, we invited researchers to join one of two parallel workshops (2 hours) before the networking event:</p> <ul style="list-style-type: none"> • Workshop: How to Craft your CV for Careers Beyond Academia 14:30 – 16:30 CET • Workshop: Unlocking Your Career Potential: A Value Clarification Workshop for PhDs and postdocs 14:30 – 16:30 CET <p>We also invited Euraxess members to join the networking event as part of a Study Visit and organised a short get-together for the Study Visitors before the networking event.</p>	
<p>How did you recruit employers for the event?</p>	<p>LBG Career Center channels (newsletter, website, social media esp. LinkedIn), cooperation partners (universities, research organisations, Euraxess network)</p>	
<p>Event planning timeline</p>	<p>Duration or milestone</p>	<p>Activities</p>
	<p>6-4 months before event</p>	<p>define budget, number of participants, book location & catering, plan agenda/program, request speakers</p>
	<p>4-3 months before the event</p>	<p>finalize speakers & agenda, create communication material & website, start inviting relevant stakeholders via newsletter, social media and cooperation partners, hire a professional photographer for the event</p>
	<p>Month before the event</p>	<p>finalize catering, discuss details with location and speakers, send reminders to register for the event to relevant stakeholders</p>
	<p>Week before the event</p>	<p>1-2 weeks before the event: reminders to registered participants</p>
	<p>Day of the event</p>	<p>on-site preparation at the location, welcome speakers, Study Visit guests and event participants</p>
	<p>After the event</p>	<p>publish review on website and social media channels, send thank you emails to all participants and speakers</p>
<p>Promotional activities</p>	<p>We communicated the event via the LBG and the LBG Career Center channels – mainly via newsletter, social media (LinkedIn) and via our website.</p> <p>We asked our cooperation partners (universities, research organizations, Euraxess) to forward the invitation to relevant people in their network.</p>	
<p>Digital platforms and tools</p>	<ul style="list-style-type: none"> • If you used any digital tools (e.g. B2Match), please mention them here and briefly explain what you used them for. <p>For registrations we used eveno.</p>	

Summary of lessons learnt and tips

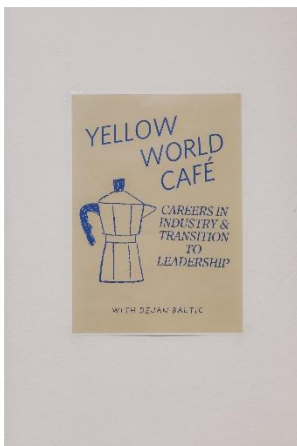
We had a long waiting list and wanted to give everyone a fair chance to participate. We communicated the limited seats to the registered participants and reminded people to cancel their registration if they're not able to join – to give people on the waiting list a chance to join. This resulted in a very low no-show rate.

We invited a diverse group of speakers for our panel and workshops to cover different interests and career paths. People were very eager to network with these experts especially in the World Café setting. This format would have benefitted from smaller groups per World Café (10-12 max.) - Which was our initial plan – but we extended the number of participants due to high demand.

The combination of World Café and panel discussion was very successful: The goal of the World Café groups was to highlight different topics regarding careers beyond academia – to discuss each topic and identify questions, common challenges etc. – The panelists then brought the results and questions back to the panel discussion to get different perspectives on the World Café results.

Impressions of the event:

Photo Credit: Polly Rola - Ivory Rose Photography



More photos via <https://cc.lbg.ac.at/news/careers-in-or-beyond-academia-always-open-to-new-connections/>