



VŠE EVENTS

Exclusive partnership offer

Benefits arising from the partnership with selected events at VŠE:

- » **Advertising materials** of the company at the event (roll-ups, gift bags, etc.).
- » **The moderator** will mention the company's support (at least twice during the event).
- » Possibility for a **company representative to participate** in the event's opening.
- » **Inclusion of the company's logo** in VŠE's advertising communication leading up to the event (flyers, social media), followed by a mention in an article on the school's website and social media platforms.
- » **Photo report and video report** of the event, which will also capture the company's logo, among other things.



70th Birthday of VŠE

April 26, 2023

Target group:

Students of VŠE, Employees of VŠE, Faculty and school management

Estimated attendance:

2,000 people

Hodnota partnerství akce:

150,000 CZK

This year, the Prague University of Economics and Business is celebrating its 70th birthday, and the VŠE Event Center, along with student associations and clubs, is organizing a celebration at the Jarov dormitory complex and a partnering company can be a part of it.

This unforgettable event is attended by students, alumni, and of course representatives from the VŠE management are also present.

The entire day is filled with social and entertainment activities from a packed program, including the Faculty Battle. To add to the excitement, all activities are accompanied by a live band and DJ, and the winners of the Talent of VŠE competition perform as well.



VŠE Alumni Homecoming

October 21, 2023

Target group:

VŠE Alumni, Employees of VŠE,
Faculty and school management,
Friends of VŠE, Partners of VŠE

Estimated attendancet:

3,000 people

Value of event partnership:

150,000 CZK

The Event Center and Alumni Center have organized the largest alumni gathering to celebrate the 70 years of the university, called VŠE Homecoming. It will take place on October 21st at the premises of the Prague University of Economics and Business.

The event is primarily for alumni of VŠE, with the exciting program being prepared to let them enjoy their day with their former classmates. There will be refreshments resembling a street food festival in the outdoor area of the university.

Throughout the day, there will be professional lectures with prominent alumni, a cultural program, activities for children, and networking opportunities. At the end of the day, the alumni will gather at the Dům Radost for a closing party.



VŠE Ball

December 4, 2023

Target group:

Students of VŠE, VŠE Alumni,
Employees of VŠE, Faculty and
school management, Friends of
VŠE, Partners of VŠE

Estimated attendance:

3,500 people

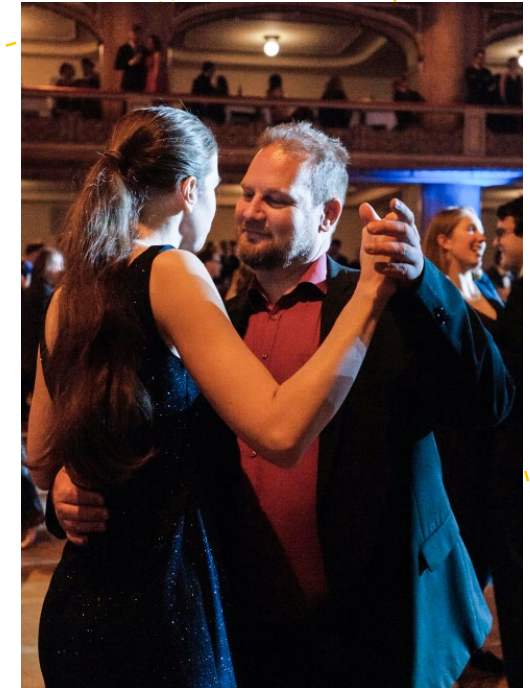
Value of event partnership:

150,000 CZK

The Annual Representative Ball of the Prague University of Economics and Business has been a tradition since 2010. This year, it will take place on December 4th under the organization of the Event Center. It is one of the largest balls held in Central Europe with 3,500 attendees.

The entire event takes place at the Lucerna Palace in Prague, in its three halls: the Grand Hall, the Music Bar, and the Restaurant. The ball features a rich program throughout the evening, including a live band, the VŠE orchestra, a disco, a midnight surprise, and the winner announcement of the Talent of VŠE and Sportsperson of VŠE competitions.

This year, on the occasion of the 70th birthday of VŠE, the ball is combined with an exhibition and other accompanying activities related to the anniversary celebration.



Talent of VŠE

November 2023

Target group:

Students of VŠE, VŠE Alumni, Employees of VŠE, Faculty and school management, Partners of VŠE

Estimated attendance:

approx. 300 people during the competition and 3,500 people during the ceremonial announcement at the VŠE Ball

Value of event partnership:

60,000 CZK

Support talented students of VŠE. The Talent of VŠE is a competition organized by the VŠE Event Center. The event takes place in November in the Vencovského Aula, with a capacity of 420 people. The Prague University of Economics and Business aims to support talented students. Singers and dancers are the most frequent performers, but musicians and magicians show their skills too. The Grand Final of the competition is held at the Representative Ball of the Prague University of Economics and Business at the Lucerna Palace, where the five best talents advance. The finalists give their performances, and the rankings are announced, accompanied by a financial reward. The winners perform at events throughout the year as part of the accompanying program.



Sportsperson of VŠE

November 2023

Target group:

Students of VŠE, VŠE Alumni, Employees of VŠE, Faculty and school management, Partners of VŠE

Estimated attendance:

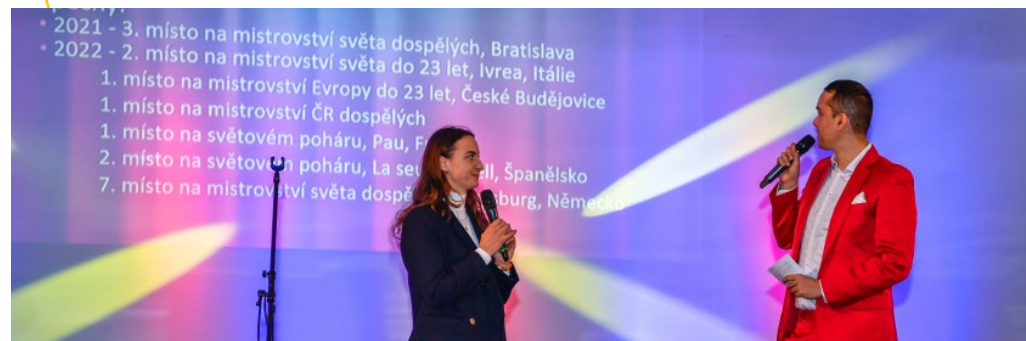
approx. 300 people during the competition and 3,500 people during the ceremonial announcement at the VŠE Ball

Value of event partnershi:

60,000 CZK

Sportsperson of VŠE is a competition organized once again by the VŠE Event Center. This event takes place at the Vencovského Aula. All athletes have the opportunity to come and present their sports and achievements. This event was created due to the aim of the Prague University of Economics and Business to support athletes.

The three best athletes advance to the Grand Final, which takes place during the Representative Ball of VŠE in the Lucerna Palace, where the rankings are announced, accompanied by a financial reward for the finalists.



Orientation courses for study programs September 1st–12th, 2023

Target group:

Students of VŠE – the first year of Bachelor's and Master's studies

Estimated attendance at one course:

300 people

Value of partnership for one course:

80,000 CZK

During September, orientation courses for first-year students take place. Students of individual study programs gather for three days, accompanied by the VŠE CREW and student organizations

under the guidance of the Event Center, which improves the entire concept of orientation courses every year. In addition to the activities that help students get to know each other, the lectures by the dean of each faculty's study program and presentations by student organizations are also part of a rich program.

The orientation course is designed to allow students to get to know each other while also providing them with all the important information they need for the start of their studies. Altogether, about 1,000 students are participating. The event's partner can provide their products for future students, announce a branded competition, or brand existing activities during the orientation course.



VŠE Alumni Golf Tour

September 2023

Target group:

VŠE Alumni, Employees of VŠE,
Faculty and school management,
Partners of VŠE

Estimated attendance:

120 people

Value of event partnership:

40,000 CZK

In a collaboration between the Alumni Center and the Event Center, the traditional event Alumni Golf Tour takes place. The event includes a golf tournament for alumni of VŠE, but the program is also prepared for newcomers or alumni who have not played golf yet. It is also associated with a competition that even parents with their kids can participate in.

Throughout the event, there will be networking opportunities for former students on the premises of the golf club.

The partner of the event can brand the competition, which is one of the most popular events at the Prague University of Economics and Business.



Exhibitions at VŠE

Throughout all year

Target group:

Students of VŠE, VŠE Alumni,
Employees of VŠE, Faculty and
school management

Estimated cumulative attendance of one exhibition:

3,000 people

Value of event partnership:

30,000 CZK

At the beginning of the semester, an art exhibition hall was opened in the atrium of the Rajska Building. This exhibition hall showcases various exhibitions of photography, paintings, graphics, and more throughout the year. In addition to works by professional artists, there is also an opportunity to showcase student artwork.

These exhibitions are often complemented by cultural experience. In the building of VŠE, students can sometimes hear violins or other musical instruments that are thematically related to the exhibitions. Thus, the displayed photographs can turn an otherwise monotonous study day into a small, enjoyable experience.



Alumni Bowling

February 2024

Target group:

Alumni of VŠE

Estimated attendance:

150 people

Value of event partnership:

20,000 CZK

In February, the Alumni Bowling event takes place, organized by the Alumni Center. The bowling event is intended for graduates of bachelor's, master's, and doctoral programs. The partnering company has the opportunity to brand individual competitions throughout the evening and provide prizes for the winners.

During the event, four rounds of bowling games are played, and at the end of each round, the top three players are announced and rewarded with trophies and merchandise prizes from VŠE. Throughout the event, alumni can reminisce about their years spent at the Prague University of Economics and Business.

Networking among alumni of VŠE takes place during the evening, and representatives from the partnering company can also participate in this networking session.



Open House Day

December 2023

Target group:

Applicants for study at VŠE

Estimated attendance:

2,500 people

Value of event partnership:

50,000 CZK

During the Open House Day of all faculties, high school students, and other individuals interested in studying have the opportunity to gather information about nearly 30 study programs at once.

Participants of the event can ask current students questions, get to know student organizations at VŠE, explore career counseling services and student exchange programs, and tour the entire campus.

A partnering company can participate in the event by providing entertaining activities to engage with future VŠE students.



Startup Festival 2023

May 10, 2023

Target group:

Students of VŠE, Alumni of VŠE,
general public

Estimated attendance:

1,500 people

Value of event partnership:

80,000–230,000 CZK

The VŠE Startup Festival is held every semester, and the next one will take place on May 10th. It is a competition for student startups created by students of VŠE during the semester in collaboration with the Department of Entrepreneurship at the Faculty of Business Administration. The Event Center is involved in organizing the event. The winner receives a valuable prize, and catering is provided after the announcement.

Through this event, we aim to connect enthusiastic startups with experienced entrepreneurs and companies. This year's edition will focus on topics such as social media and brand building, VC funds, validation, e-sports ecosystem, artificial intelligence, patents, and procognitive lighting and technology.





**We are looking
forward to collaborating
with you!**

Consulting
Organizing
Professional support




Cultural events
Events with experts
Social events

*Professional
services for your event*



**If you are interested in collaborating
with us, please do not hesitate to contact us.**



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