

# EU TalentOn 2022 participant factsheet

14 October 2022 – concept



# INTRODUCTION

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## ABOUT THIS DOCUMENT

- This report summarizes responses from the participant survey for EU TalentOn, held for the first time between September 14 – 18, 2022.
- The report is intended to help EU TalentOn organisers and stakeholders understand the participant experience, collect input for future editions, and gain insight about event outcomes and impact.

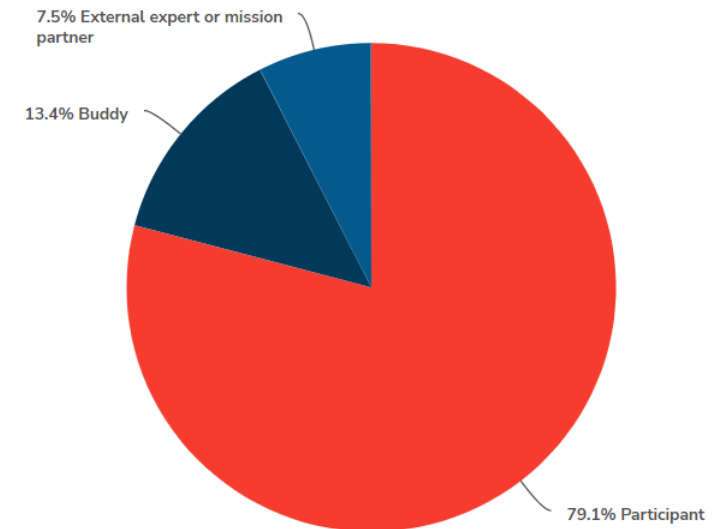
## ABOUT THIS RESEARCH

- Participant feedback was collected in late September/early October 2022 via an online survey. As of 14 October, 67 surveys had been completed (84% completion rate).
- The number of *External expert or mission partner* respondents ( $n = 5$ ) is too low to offer reliable insight specific to this audience segment. Where they are included it is noted in red.
- Samples of verbatim feedback are included in this document; full verbatim is available in a separate document (.xls).

## Contents

- Introduction (2)
- Participant profile (3)
- Satisfaction and takeaways (6)
- Operations (12)
- Appendix (16)

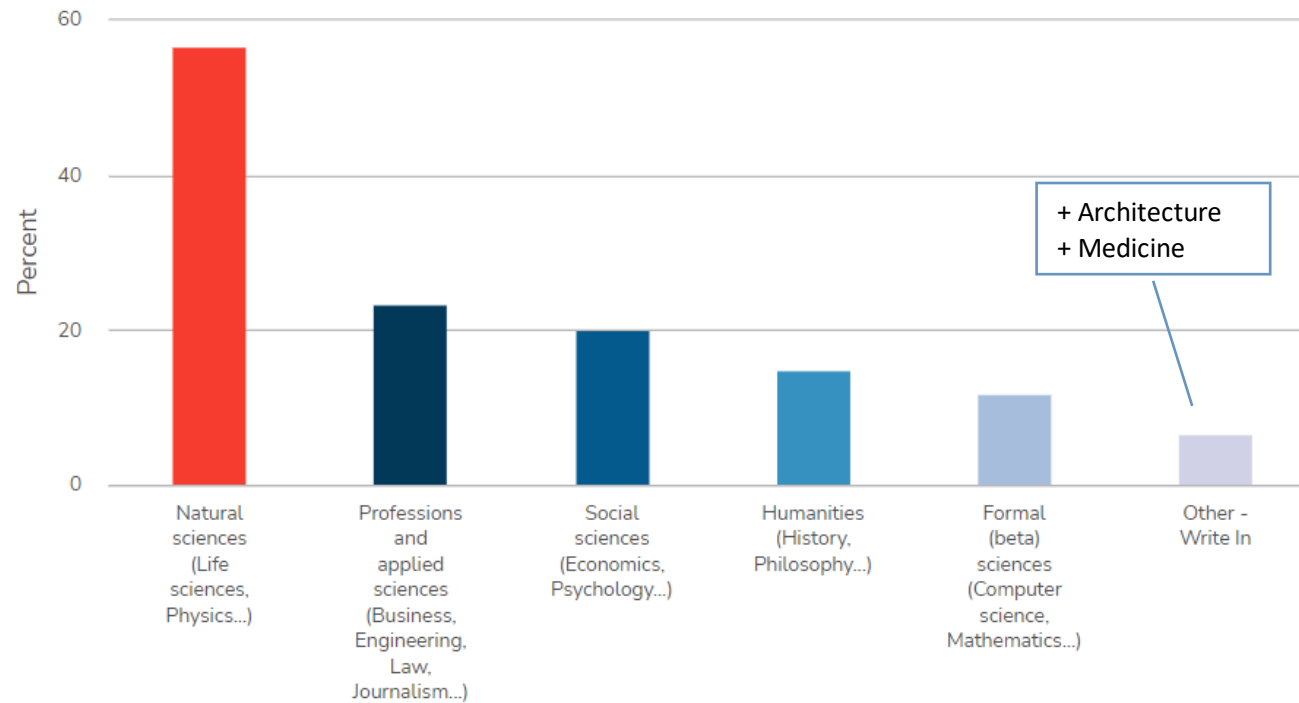
What was your primary role during your participation at EU TalentOn?



# Participant profile

# AGE, GENDER, AND DISCIPLINE

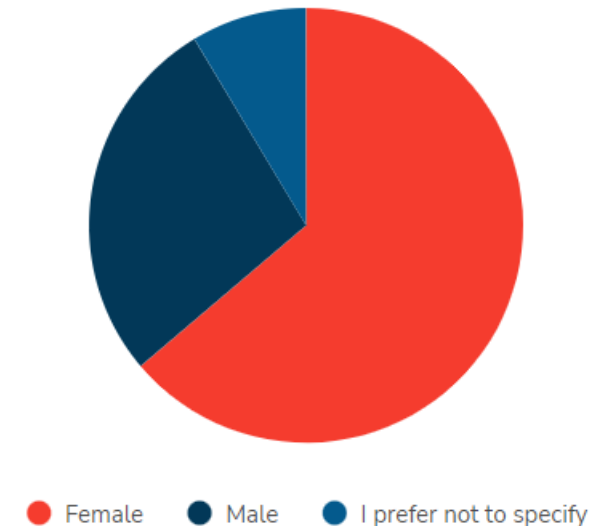
What discipline(s) best describe your current area of study?



How old are you?

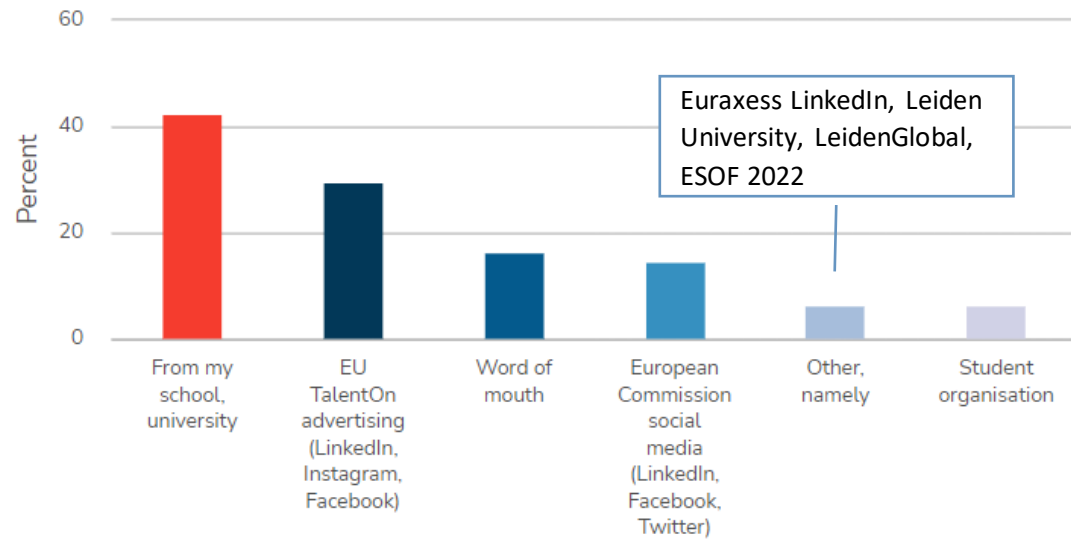


With which gender identity do you most identify?

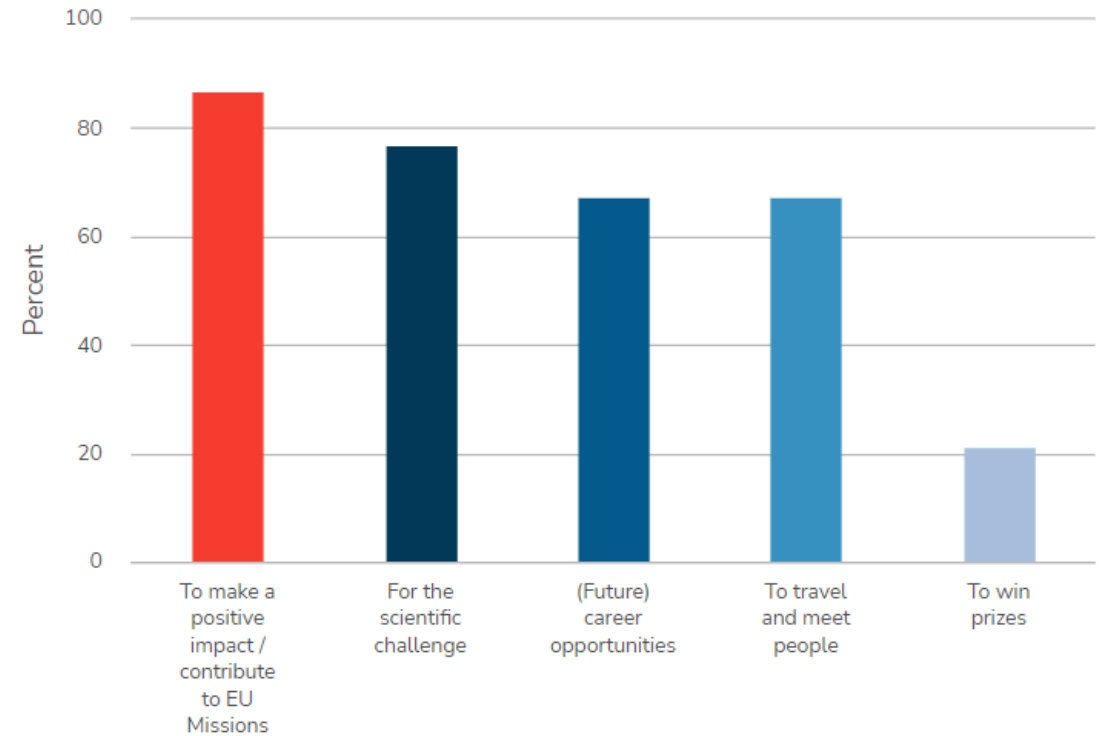


# AWARENESS & MOTIVATION

How did you hear about EU TalentOn? Check all that apply



Why did you participate in EU TalentOn 2022? Check all that apply



# Satisfaction & takeaways

What drove satisfaction and dissatisfaction? What did participants take away from their experience?

*Honestly, this has been one of the best experiences of my life! I was able to meet so many inspiring people who have incredible ideas about the future of the world. My favorite memory is how cozy it all was, and the fact that we, the buddies, lived in hotels and had a bike. - Buddy*

# SATISFACTION OVERALL

- The average satisfaction across all participant groups was 8,05. Excluding the external experts (n=5), **the overall satisfaction increases to 8,1**, influenced by a very positive average of 8,44 of buddies (n=9).
- The awards ceremony and farewell dinner were extremely well received.
- Themes in the comments offer some insight on dissatisfiers, for example:
  - Too much emphasis on start-up/entrepreneurial
  - A wish for more time for networking and socializing between participants
  - Push-back on vegan/vegetarian food only

*Even though the entrepreneur workshops were good, ...it feels like the only option is to "sell" your idea without any regard for anything else.... it would be great to do some kind of activity...to get to know each other better. It was difficult to interact and get to know everyone.. - Participant*

*The Farewell Dinner was a truly magical experience that allowed me to meet the other participants from different mission arenas. This last event made the experience unforgettable.- Participant*

<b>Satisfaction - Average across all groups</b>	<b>8,05</b>
Participants only	8,04
Buddies only	8,44
External expert or mission partner only	7,40

How would you rate the following programme elements:

	Not applicable	Very poor	Poor	Fair	Good	Excellent
Relevance of your mission partner(s) Count	2	3	2	10	24	20
Guidance from experts / organisations Count	0	4	3	17	26	11
Workshops and sessions during program in PLNT Count	0	0	6	19	23	13
Public pitches Count	1	1	1	19	28	11
Dinners at the "Pesthuis" Count	0	6	10	17	19	9
Cultural program (Night of Discoveries, museum visits, live music ...) Count	2	0	1	12	24	21
Award ceremony Count	0	0	1	4	22	34
Farewell dinner Count	2	1	4	8	15	31

# SATISFACTION: PROGRAMME ELEMENTS

How would you rate the following elements of your experience overall?

	Not applicable	Very poor	Poor	Fair	Good	Excellent
Communications before and during the event Count Row %	1 1.5%	2 3.1%	6 9.2%	19 29.2%	23 35.4%	14 21.5%
Location(s) Count Row %	3 4.5%	0 0.0%	2 3.0%	3 4.5%	14 21.2%	44 66.7%
Catering Count Row %	4 6.1%	6 9.1%	11 16.7%	15 22.7%	21 31.8%	9 13.6%
Atmosphere Count Row %	2 3.1%	1 1.5%	1 1.5%	6 9.2%	30 46.2%	25 38.5%
Quality level of projects and participants Count Row %	2 3.0%	4 6.1%	2 3.0%	12 18.2%	30 45.5%	16 24.2%

External expert responses included

How would you rate the following elements of the Grand Jury pitch experience?

	Not applicable	Very poor	Poor	Fair	Good	Excellent
Quality of the jury members Count Row %	4 6.6%	3 4.9%	5 8.2%	11 18.0%	27 44.3%	11 18.0%
Impartiality / fairness Count Row %	7 11.5%	2 3.3%	8 13.1%	8 13.1%	25 41.0%	11 18.0%
Evaluation criteria Count Row %	4 6.6%	3 4.9%	13 21.3%	9 14.8%	23 37.7%	9 14.8%

*I liked the evaluation criteria for the Jury, but many of us wondered how well it was followed? Participant*

*mix catering, don't focus the attention only on vegetarian and vegan food! - Participant*



# RESULTS: PERSONAL DEVELOPMENT

To what extent did your participation influence you to:

	Not at all	A little	Somewhat	A lot	Massively!
Consider how your (future) work contributes to positive societal impact					
Count	5	4	15	29	9
Row %	8.1%	6.5%	24.2%	46.8%	14.5%
Collaborate across borders					
Count	4	5	7	30	16
Row %	6.5%	8.1%	11.3%	48.4%	25.8%
Collaborate across scientific disciplines					
Count	4	2	18	20	18
Row %	6.5%	3.2%	29.0%	32.3%	29.0%

*...the most inspiring thing I experienced in the event was being able to talk with people who take part in some of the most amazing initiatives ever: from a now-friend who works at CERN, to a presenter that has a company who cleans up the oceans, to the people who run ESA and make science from space something possible. That, to me, is just brilliant :) - Participant*

To what extent did you personally develop with regards to:

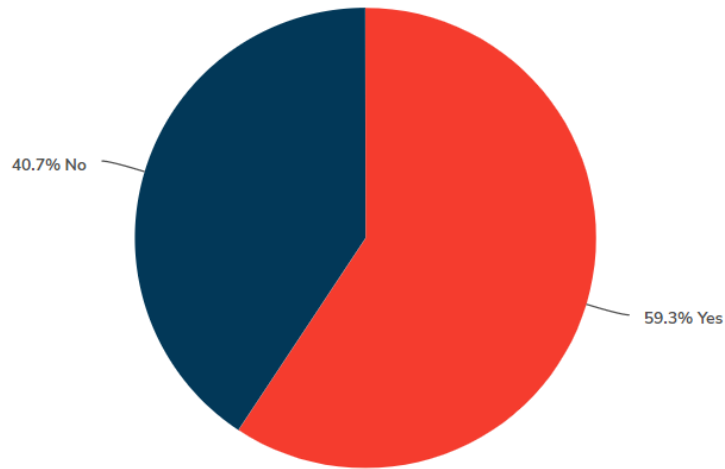
	Not at all	A little	Somewhat	A lot	Massively!
Inspiration for career direction (corporate, academic, start-up...)					
Count	3	5	19	25	9
Row %	4.9%	8.2%	31.1%	41.0%	14.8%
Your entrepreneurial skills					
Count	3	9	16	25	8
Row %	4.9%	14.8%	26.2%	41.0%	13.1%
Your network (friends, connections)					
Count	1	4	13	25	18
Row %	1.6%	6.6%	21.3%	41.0%	29.5%

*I take home more courage in speaking up, more confidence in sharing thoughts and ideas that I have less than 95% knowledge of. - Participant*

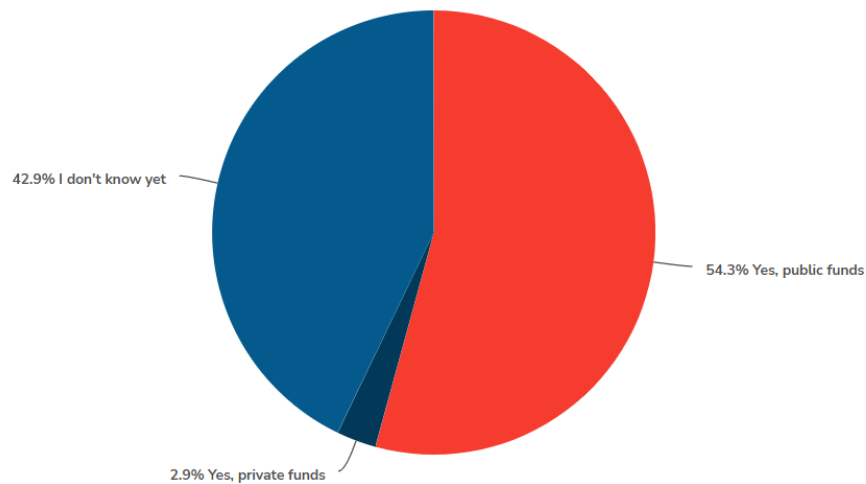
100% of participants (56 individuals) who reported positively to network results (felt they had made "new friends and contacts" from both "a different country or region" as well as "a different scientific interest.")

# RESULTS: PROJECT DEVELOPMENT

Do you plan to continue to develop your project(s)?



Do you plan to apply for funding?



To what extent did your team and project develop with regards to:

	Not at all	A little	Somewhat	A lot	Massively!
Confidence in your project					
Count	1	5	11	29	15
Row %	1.6%	8.2%	18.0%	47.5%	24.6%
Understanding of the mission and its nuances					
Count	3	4	11	35	7
Row %	5.0%	6.7%	18.3%	58.3%	11.7%
Pitch and presentation skills					
Count	1	4	12	35	9
Row %	1.6%	6.6%	19.7%	57.4%	14.8%
New perspectives, ideas and/or approaches					
Count	2	7	8	29	15
Row %	3.3%	11.5%	13.1%	47.5%	24.6%

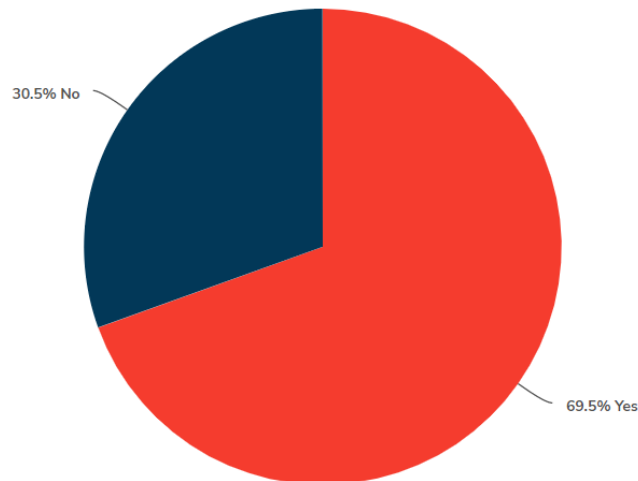
*Having access to technical experts was a real game-changer! it was inspiring to see the team in the maker's room get excited about our ideas and help us make them a reality - which they did in an incredibly short timespan - Participant*

# ENGAGEMENT WITH EU TALENTON

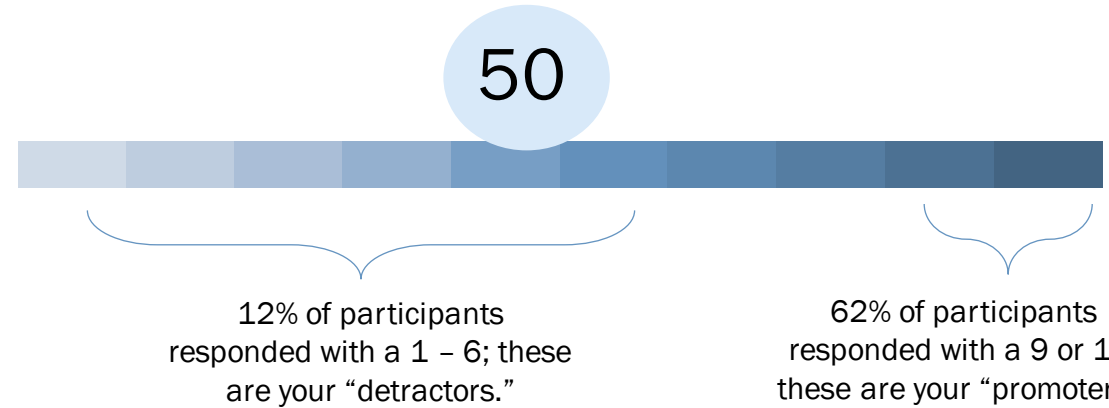
I believe that EU TalentOn helps to connect...

	Not at all	A little	Somewhat	A lot	Massively!
Science and society, overall					
Count	1	12	17	23	13
Row %	1.5%	18.2%	25.8%	34.8%	19.7%
Young talent with science and industry					
Count	1	5	17	25	18
Row %	1.5%	7.6%	25.8%	37.9%	27.3%

Did you post about EU TalentOn on your own social media account(s)?



**Net Promoter Score**  
How likely are you to promote EU TalentOn to your network?



Net Promoter Score (NPS) is a formula based on percentage of customers rating their likelihood to recommend a company, a product, or a service to a friend or colleague. It is often used as an indicator for growth, customer engagement, and loyalty. NPS scoring ranges from a low of -100 to a high of 100. Generally speaking, a result of 30 or above is a quite positive result.

External expert responses included

# Operations

Sustainability, host city Leiden

# SUSTAINABILITY

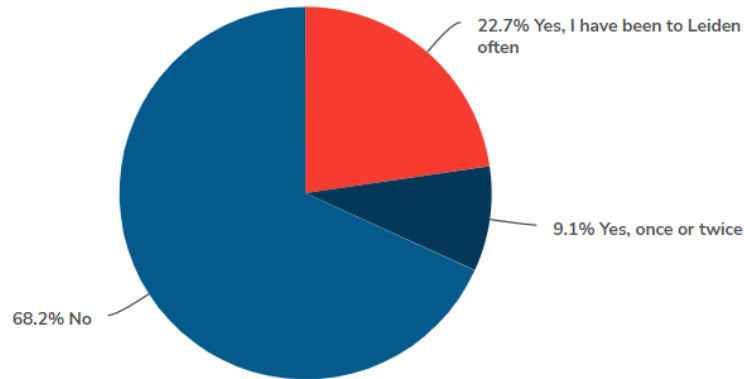
Did you appreciate EU TalentOn's efforts to minimize impact on the environment? For example:

	I was not aware of this.	Not at all	A little	Somewhat	A lot	Massively!
Encouraging teams to travel by train Count Row %	8 13.1%	2 3.3%	7 11.5%	8 13.1%	18 29.5%	18 29.5%
Everything walkable (activities within walking distance, enough time to do so) Count Row %	2 3.3%	0 0.0%	0 0.0%	6 9.8%	21 34.4%	32 52.5%
Making bikes available Count Row %	0 0.0%	0 0.0%	3 4.9%	6 9.8%	17 27.9%	35 57.4%
Only vegetarian and vegan catering; minimal plastic use Count Row %	1 1.6%	8 13.1%	6 9.8%	11 18.0%	14 23.0%	21 34.4%

# HOST CITY LEIDEN

External expert responses included

Had you ever visited Leiden before EU TalentOn?



## Net Promoter Score

How likely are you to recommend Leiden?

55

Net Promoter Score (NPS) is a formula based on percentage of customers rating their likelihood to recommend a company, a product, or a service to a friend or colleague. It is often used as an indicator for growth, customer engagement, and loyalty. NPS scoring ranges from a low of -100 to a high of 100. Generally speaking, a result of 30 or above is a quite positive result.

Leiden has shown that it is a city...

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
..that connects science, knowledge, art and craftsmanship. Count Row %	0 0.0%	0 0.0%	11 17.2%	27 42.2%	26 40.6%
...that embraces scientific talent Count Row %	0 0.0%	0 0.0%	12 18.5%	30 46.2%	23 35.4%
...that is welcoming and makes you feel at home Count Row %	0 0.0%	2 3.1%	6 9.2%	29 44.6%	28 43.1%
...where everyone matters, regardless of their social class Count Row %	0 0.0%	4 6.2%	24 36.9%	21 32.3%	16 24.6%
...that sparks your interest and surprises you Count Row %	0 0.0%	0 0.0%	13 20.0%	33 50.8%	19 29.2%

**C I G A R B O X**

The logo consists of the letters 'C I G A R B O X' in a bold, black, sans-serif font. Each letter is filled with a white icon: 'C' contains a gauge with a needle; 'I' is a vertical ruler; 'G' contains a gauge with a needle; 'A' contains a compass; 'R' contains a lightbulb; 'B' contains a bar chart with four bars of increasing height; 'O' contains a circular arrow; 'X' contains a hammer and an arrow pointing upwards and to the right.

# APPENDICES

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- External experts
- Full verbatim (separate document)



# RESULTS: EXTERNAL EXPERTS

- The *n* (responses collected) for *External experts* was five, making the data unreliable for analysis. See verbatim comments in .xls for specific feedback.

To what extent did your participation influence you personally with regards to:

	Not at all	A little	Somewhat	A lot	Massively!
Your network Count	2	1	1	1	0
A new scientific insight or perception change Count	2	1	1	1	0
Your enthusiasm for science Count	2	0	2	1	0
Your enthusiasm for helping young talent Count	1	0	1	3	0
Thoughts on the societal impact of your work Count	2	0	1	2	0

To what extent did your participation benefit your organisation with regards to:

	Not at all	A little	Somewhat	A lot	Massively!
Identifying (future) talent Count	3	0	0	2	0
Positive exposure Count	2	1	0	2	0
Connections Count	3	0	0	2	0