



## **PROJECT REPORT**

12th Aktjaya Anniversary

AIESEC in Untan

Indonesia

**AIESEC in Untan**

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## Foreword

Aktjaya Anniversary is an annual celebration held by AIESEC in Untan to appreciate the journey, growth, and collective contribution of our entity throughout the years. As we enter our 12th chapter, we proudly carry the theme “The Serene Bloom of Aktjaya,” which reflects a phase of calm, steady, and harmonious development shaped by the people who have nurtured this organization from its roots to its flourishing present. This event brings together Alumni, Current Members, Partners, and Probies to reconnect, reflect, and celebrate the progress we continue to build together.

It is an honor to serve as the Organizing Committee President for this year’s anniversary. Collaborating closely with the Supervisor, and the Executive Board 25.26 has provided me with valuable insights into how collective effort can nurture meaningful growth. Through this celebration, we hope to strengthen relationships, share updates, and create a space where every stakeholder can feel connected to the ongoing bloom of AIESEC in Untan.

I would like to express my deepest gratitude to the Organizing Committee for their commitment, patience, and consistency throughout the preparation of this event. The process was not without challenges, yet every step taken reflects dedication that often goes unseen. My appreciation also goes to the Supervisor and Executive Board for the guidance and support that helped this celebration unfold smoothly. May this report serve not only as documentation, but also as a reflection of the steady growth, shared efforts, and meaningful moments that continue to shape our home—AIESEC in Untan. Like a serene bloom, may we continue to grow with purpose, supported by the hands and hearts that believe in this journey.

Best Regards,  
**Devira Azira Ramadhani**  
Organizing Committee President  
12th Aktjaya Anniversary



## Project Overview

### Project Name:

12th Aktjaya Anniversary

### Project Objective:

- To celebrate the 12th blooming journey of AIESEC in Untan.
- To unite Alumni, Current Members, Partners, and Probies in one harmonious gathering.
- To nurture stronger bonds between Alumni and Current Members within AIESEC in Untan.
- To gracefully introduce the essence of AIESEC in Untan to Partners and Probies.

### The Committees:

Devira Azira Ramadhani	(Organizing Committee President)
Efi Fania Febi	(Organizing Committee Program)
Mutiara Dhita	(Organizing Committee Program)
Sesya Elsabina Ulva	(Organizing Committee Finance & Logistics)
Rakha Al Fatih Pasha	(Organizing Committee Finance & Logistics)
Arrini Gloria Situmorang	(Organizing Committee Marketing & Showcasing)
Amanda Naya Dwigita	(Organizing Committee Marketing & Showcasing)
Jesika Tan	(Organizing Committee Liaison Officer)
Risky Andrean Conggie	(Organizing Committee Liaison Officer)
Ahmad Hariyanto	(Organizing Committee Delegates Service)
Silvi Rahmania	(Organizing Committee Delegates Service)

### Project Duration:

October 25<sup>th</sup>, 2025

## Project Result

Number of Participants (Registered)	: 96
Number of Participants (Attended)	: 93
NPS	: 9.44
Number of Participants Revenue	: Rp10.004.000
Number of Merchandise Revenue	: Rp524.000
Partner	: 1. Hotel Transera 2. Cutebyme 3. Bloomcha 4. Happy Puppy 5. Hebe Beauty
Speaker	: Puput Lestari

## Job Description, SWOT, and Analytics

Organizing Committee President	
<p><b>Role:</b></p> <ol style="list-style-type: none"> <li>1. Conduct team building activities</li> <li>2. Facilitate team transition</li> <li>3. Develop project planning</li> <li>4. Execute project planning</li> <li>5. Prepare pre-proposal</li> <li>6. Prepare full proposal</li> <li>7. Prepare project report</li> <li>8. Fulfill general timeline and framework</li> <li>9. Submit progress reports to the project supervisor</li> <li>10. Complete OC minimum tracker</li> <li>11. Submit EB hearing documents</li> <li>12. Submit final audit documents</li> <li>13. Ensure MX Standards implementation</li> <li>14. Prepare OC certificates</li> <li>15. Conduct team closing session</li> </ol>	
<p><b>Strength</b></p> <ul style="list-style-type: none"> <li>● Open to feedback and all discussion</li> <li>● Trying to always ready to back-up all OCs</li> <li>● Committed to responsibilities</li> <li>● Learning from past lessons</li> </ul>	<p><b>Weakness</b></p> <ul style="list-style-type: none"> <li>● Inefficient under stress (energy drains)</li> <li>● At some point still afraid of failure and do the past mistakes</li> </ul>

<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>● Improvement in project area</li> <li>● Have a new and good environment in OC Team</li> </ul>	<p><b>Thread</b></p> <ul style="list-style-type: none"> <li>● Packed schedule while in the preparation phase</li> <li>● AIESEC email was suspended</li> </ul>	
<p><b>Feedback and Critics:</b></p> <ul style="list-style-type: none"> <li>● Be more strict toward OCs and task execution, and become quicker in reading situations and making decisions.</li> <li>● As an oCP, observe the work of other CCs to identify areas where support or improvement is needed.</li> </ul>		
<p><b>Performance Analysis</b></p>		
<p>Key Performance Index</p>	<p>Target</p>	<p>Actual</p>
<p>% of Team building conducted</p>	<p>100%</p>	<p>100%</p>
<p>% of Team transition conducted</p>	<p>100%</p>	<p>100%</p>
<p>% of Project planning creation</p>	<p>100%</p>	<p>100%</p>
<p>% of Project planning execution</p>	<p>100%</p>	<p>100%</p>
<p># of Pre proposal created</p>	<p>1</p>	<p>1</p>
<p># of Proposal created</p>	<p>1</p>	<p>1</p>
<p># of Project report created</p>	<p>1</p>	<p>1</p>
<p>% of General time &amp; framework fulfilled</p>	<p>100%</p>	<p>100%</p>
<p># of Progress report with project supervisor</p>	<p>1</p>	<p>1</p>
<p>% of OC minimum tracker fulfilled</p>	<p>100%</p>	<p>100%</p>

% of EB hearing documents fulfilled	100%	100%
% of Final audit document fulfilled	100%	100%
% of MX Standard implemented	100%	100%
# of OC certificate created	10	10
# of Team closing conducted	1	1

Organizing Committee Program	
<p><b>Role:</b></p> <ol style="list-style-type: none"> <li>1. Creating a Business Model Canvas</li> <li>2. Do research about the theme of relevant topic for agenda creation</li> <li>3. Research MC and Moderator for the event</li> <li>4. Mapping potential partner and delegates</li> <li>5. Ensure MC attends session</li> <li>6. Manage the implementation of event</li> <li>7. Creating D-Day PPT</li> <li>8. Creating Decoration</li> </ol>	
<ul style="list-style-type: none"> <li>● <b>Strength</b></li> <li>● Backup each other</li> <li>● Quickly adapt and adjust to changes in the agenda</li> <li>● Responsible</li> <li>● Have many back-up plans</li> <li>● Quick decision making</li> </ul>	<ul style="list-style-type: none"> <li>● <b>Weakness</b></li> <li>● Sometimes there is a misunderstanding</li> <li>● Lack of time control on the D-day</li> <li>● Completion of several decorations close to the deadline</li> <li>● Lack of time management during preparation</li> <li>● Lack of coordination due to less brief</li> </ul>

<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Good communication</li> <li>• Break time can be helpful to add briefs</li> <li>• Adaptable device and OCs</li> <li>• Other OCs that help during running</li> </ul>	<p><b>Thread</b></p> <ul style="list-style-type: none"> <li>• Lack of brief</li> <li>• Lack of urgency of preparation</li> <li>• Lack of time management</li> <li>• Little discussion</li> </ul>
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**Feedback and Critics:**

- OC Program of 12th AA should be more aware of sense of urgencies of project.
- OC Program of 12th AA did great in terms of running but still lack of coordination in running the agenda.
- OC Program of 12th AA should stay into realistic agendas instead of looking for everything unique.
- OC Program of 12th AA should be aware of preparation timeline.
- OC Program of 12th AA should be more diligent in crafting.
- OC Program of 12th AA should be more decisive and firm.

Performance Analysis		
Key Performance Index	Target	Actual
% of Business model canvas created	100%	100%
% of Theme and topic research	100%	100%
% of MC and moderator research	100%	100%
% of Partner and delegates mapped	100%	100%

% of MC attended session	100%	100%
% of Event running maintained	100%	99%
% of D-Day PPT created	100%	100%
% of Decoration created	100%	98%

Organizing Committee Finance & Logistics	
<p><b>Role:</b></p> <ol style="list-style-type: none"> <li>1. Create budget plan</li> <li>2. Control cash flow</li> <li>3. Create financial report</li> <li>4. Create budget realize</li> <li>5. Create Invoice for participants</li> <li>6. Create MoM</li> <li>7. Ensure profit and no project loss</li> <li>8. Create list of logistic needed</li> <li>9. Ensure the completion of logistic needed</li> <li>10. Do venue survey</li> <li>11. Fixing venue</li> <li>12. Maintain communication with OCs for logistics needs</li> </ol>	
<p><b>Strength</b></p> <ul style="list-style-type: none"> <li>● Good communication</li> <li>● Responsible and supportive toward each other</li> </ul>	<p><b>Weakness</b></p> <ul style="list-style-type: none"> <li>● Lack of time management</li> <li>● Tendency to finalize tasks close to deadline</li> </ul>

<ul style="list-style-type: none"> <li>• Good coordination for venue arrangements</li> <li>• Able to adapt quickly when plans change</li> </ul>	<ul style="list-style-type: none"> <li>• Dependent on updates from other OCs</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Strong communication can be maximized to avoid misunderstandings</li> <li>• Support from other OCs during running time</li> <li>• Improve logistics workflow</li> </ul>	<p><b>Thread</b></p> <ul style="list-style-type: none"> <li>• Sudden price changes affecting the budget</li> <li>• Miscommunication with other OCs</li> <li>• Limited preparation time</li> </ul>
<p><b>Feedback and Critics:</b></p> <ul style="list-style-type: none"> <li>• OC Logistic &amp; Finance of 12th AA should be more aware of logistics needs and fulfillment for other OCs.</li> <li>• OC Logistic &amp; Finance of 12th AA should give real-time updates on cash flow to ensure transparency and smooth decision-making.</li> <li>• OC Logistic &amp; Finance of 12th AA should participate more actively during preparation sessions.</li> <li>• OC Logistic &amp; Finance of 12th AA should improve time management in handling both logistic and finance tasks.</li> <li>• OC Logistic &amp; Finance of 12th AA should deliver earlier and clearer briefs to avoid misalignment with other OCs.</li> <li>• OC Logistic &amp; Finance of 12th AA should be more consistent in following the preparation timeline</li> </ul>	

Performance Analysis		
Key Performance Index	Target	Actual
% of Budget plan created	100%	100%
% of Cash flow compiled	100%	100%
# of Financial report	1	1
% of Budget realize created	100%	100%
% of Invoice proposed	100%	100%
# of MoM created	4	4
# of Profit	1.000.000	1.911.257
% of Logistic needed listed	100%	100%
% of Logistic needed prepared	100%	100%
% of Venue surveyed	100%	100%
# of Venue fixed	1	1
% of Communication with OCs for logistics needs	100%	100%

Organizing Committee Marketing & Showcasing
<p><b>Role:</b></p> <ol style="list-style-type: none"> <li>1. Create marketing plan and strategy for the event</li> <li>2. Create content marketing for delegate attraction</li> </ol>

3. Create content for digital branding
4. Analyse and collect marketing contents
5. Showcase content during event
6. Implement Lead Nurture Framework
7. Manage Digital & physical Documentation
8. Create Project Recap Documentation
9. Create branding design

<p><b>Strength</b></p> <ul style="list-style-type: none"> <li>● Solid internal communication</li> <li>● High adaptability</li> </ul>	<p><b>Weakness</b></p> <ul style="list-style-type: none"> <li>● Limited cross-communication</li> <li>● Design concept misalignment</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>● Stronger synergy with other team</li> <li>● Chance to set bonding together</li> </ul>	<p><b>Thread</b></p> <ul style="list-style-type: none"> <li>● Misalignment between design and event</li> <li>● Risk of last-minute bottlenecks</li> </ul>
<p><b>Feedback and Critics:</b></p> <p>We still faced challenges, mainly frequent misalignment with the event dreaming design and limited coordination with other committees. These issues caused repeated revisions and slowed overall progress. Going forward, clearer direction and better cross-team communication to help ensure smoother teamwork and more consistent execution.</p>	
<p><b>Performance Analysis</b></p>	

Key Performance Index	Target	Actual
% of Marketing content planning & strategy created	100%	100%
% of Content marketing for delegate attraction created	100%	102%
% of Content for digital branding created	100%	100%
% of Content gathered maintained	100%	100%
% of Showcase content during event	100%	100%
% of Lead nurture framework implementation	100%	100%
% of Documentation created	100%	100%
% of Recap documentation created	100%	100%
% of Brand design created	100%	100%

Organizing Committee Liaison Officer
<p><b>Role:</b></p> <ol style="list-style-type: none"> <li>1. Market research for potential partners</li> <li>2. Send invitation to partners</li> <li>3. Create RSVP Form</li> <li>4. Ensure partners filling RSVP Form</li> <li>5. Ensure partners attend RSVP Form</li> <li>6. Maintain communication with stakeholders</li> <li>7. Create proposal</li> <li>8. Conduct sales meeting with partner</li> <li>9. Partner raise</li> <li>10. Ensure SnD implementation</li> </ol>

<p>11. Ensure skateholders satisfaction</p> <p>12. Ensure Partner Post-Survey are filled</p>		
<p><b>Strength</b></p> <ul style="list-style-type: none"> <li>• Good internal communication and workteam.</li> <li>• Partnership tasks feel familiar.</li> </ul>	<p><b>Weakness</b></p> <ul style="list-style-type: none"> <li>• Less of exploring partners.</li> <li>• Lack of time management.</li> </ul>	
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Chance to expand external relations.</li> <li>• Improve communication and negotiation skills.</li> </ul>	<p><b>Thread</b></p> <ul style="list-style-type: none"> <li>• Limited potential partners who are truly relevant or suitable for collaboration for the 12th AA event.</li> <li>• Some partners did not show up on the event day, which affected to decreased the expected support.</li> </ul>	
<p><b>Feedback and Critics:</b></p> <p>The OC Liaison Officer team has performed well throughout the project and maintained essential communication with partners. To improve further, it would be helpful to be more consistent in follow-ups, explore more potential partners, and align more closely with the BD team. These improvements can strengthen partner engagement and support smoother execution in future events.</p>		
<p><b>Performance Analysis</b></p>		
<p>Key Performance Index</p>	<p>Target</p>	<p>Actual</p>

# of Market research partners	10	12
# of Invitations to partners sent	10	12
# of RSVP form created	1	1
% of Partners filling RSVP form	100%	25%
% of Partners attending RSVP form	100%	8.33%
% of Communication with stakeholders	100%	100%
# of Proposal created	5	5
# of Sales meeting with partner	5	5
# of Partner raise	3	5
% of SnD Implementation	100%	87.50%
% of NPS from skateholders	95%	0%
% of Ensure partner post survey fulfill	100%	0%

### Organizing Committee Delegates Service

**Role:**

1. Create delegates database
2. Create communication group with delegates
3. Create delegates registration form
4. Create delegates satisfaction form
5. Maintain communication with the delegates
6. Ensure call to action to delegates
7. Ensure delegates satisfaction

<p><b>Strength</b></p> <ul style="list-style-type: none"> <li>● Good coordination and communication between OC Delsar, so aligning decisions and actions feels efficient.</li> <li>● Flexible and fast response to face real time issues and handling delegates needs</li> <li>● Strong interpersonal and communication skills that allows us to have smooth interactions</li> <li>● Detail oriented in managing attendance, registration, and delegates related</li> </ul>	<p><b>Weakness</b></p> <ul style="list-style-type: none"> <li>● Last minute information leading to delays in delivering updates to delegates</li> <li>● May find it difficult to track and manage all delegate needs when the event becomes crowded or hectic.</li> <li>● Sometimes struggles with multitasking, especially when several people ask for assistance at once.</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>● Learning insights and experiences from alumni, which can motivate</li> <li>● Expanded networking opportunities that valuable for my personal development</li> <li>● Strengthen interpersonal and communication skills through real engagement with diverse participants.</li> </ul>	<p><b>Thread</b></p> <ul style="list-style-type: none"> <li>● Over expectation, where people hope for a certain vibe but the event doesn't turn out as expected.</li> <li>● External factors like weather or technical issues depending on the venue.</li> </ul>

<p><b>Feedback and Critics:</b></p> <p>I think we did well overall, but we still need to be more consistent with our timing, avoid miscommunication, and be better prepared for crowded or hectic moments.</p> <p>For the next OC, it would really help to strengthen internal coordination, set clearer task divisions, and use more standardized formats for reminders or surveys. With better preparation and smoother teamwork, the next team can deliver an even more organized and improved delegate experience.</p>		
<b>Performance Analysis</b>		
Key Performance Index	Target	Actual
% of Delegates database created	100%	100%
# of Communication group with delegates created	1	1
# of Delegates registration form created	1	1
# of Delegates satisfaction form created	1	1
# of Delegates communication routines	10	10
% of Registrants attended	97%	97%
# of Delegates NPS	9.5	9.44

## Planning/Activity and Measurement Of Success

OCP		
Planning	Activity	Measurement Of Success
Conduct the team building	Conduct a team-building session for the OC 12th AA to align mutual expectations, clarify each member's job description, and provide an overall explanation of the 12th AA project	100% of Team building conducted
Conduct the team transition	Transition Aktjaya Anniversary last year and this year to deliver BCP, GCP and all the things you need to know OC this term to learn	100% of Transition Aktjaya Anniversary 11th - 12th
Create project planning	Planning the strategies to be implemented, identifying necessary improvements, and ensuring all essential elements are prepared for the event.	100% of 12th Aktjaya Anniversary planning creation
Project planning execution	Executing comprehensive project planning	100% of Project Planning Execution

	activities—including defining action steps, allocating responsibilities, and setting clear timelines—to ensure the effective achievement of the targeted KPIs.	
Create pre proposal	Creating a comprehensive pre-proposal that outlines the project's objectives, scope, strategies, and expected outcomes.	#1 of pre proposal created
Create proposal	Creating a comprehensive proposal that outlines the project background, goals, implementation plan, resource needs, and anticipated impact.	#1 of proposal created
Create project report	Creating a complete project report outlining the activities carried out, results achieved, challenges encountered, and recommendations for future improvements.	#1 of project report created
Fulfil general time & framework	Ensuring full adherence to the established general timeline and overarching	100% of general time & framework fulfilled

	project framework by aligning all activities, deliverables, and coordination processes with the predetermined schedule and structural guidelines.	
Doing progress report with project supervisor	Maintain communication, report progress, consultation and discussion related to event conducted to the Supervisor	#6 of Consultation with SPV
Fulfill OC minimum tracker	Fulfilling the OC minimum tracker requirements to ensure consistent progress monitoring	100% of OC minimum tracker fulfilled
Fulfill EB hearing documents	Preparing and completing all EB hearing documents as required	100% of EB hearing documents fulfilled
Fulfill final audit documents	Completing the final audit documentation according to established standards	100% of final audit document fulfilled
Ensure MX Standard Implementation	Ensuring the full implementation of MX Standards throughout the project cycle.	100% of MX Standard implemented

Create OC certificate	Creating and issuing certificates for all OCs involved in the project synergize it with MXP Department.	#10 of OC certificate created
Conduct the team closing	Conducting the team closing session to conclude the project and provide final reflections.	#1 of team closing conducted

OC Program		
Planning	Activity	Measurement Of Success
Business model canvas created	By discussing with teammates and OCP to ensure all things are mapped well.	This results in 100% of business model canvas created and can mapped well.
Theme and topic research	Do elaboration by the theme from OCP and have discussion of sessions wanted to be put.	This results in 100% of theme and topic being researched and implemented.
MC and moderator research	Do analysis through LC event and ask other members for recommendation, does selection and map out in tracker.	This results in 100% of MC being researched.

Partner and delegates mapped	By synergy with OC LO and OC Delegates Service to ensure all partner and delegates are mapped.	This results in 100% of partner and delegates mapped.
MC attended session	By doing briefing with MC that have been approached and ask their availability to join the agenda as MC.	This results in MC attend the session fully or 100%.
Event running maintained	By having lots of coordination in d-day with oc program and other oc to ensure the running of session.	This results in 99% of event being maintained.
D-Day PPT created	By synergy with OC Marketing and Showcasing to create the template and OC Program will fulfill the slides. Also, by asking speaker as well as OC LO to ensure partners video are included.	This is done to ensure that all slides visible can be delivered clearly, which is 100% created and fulfilled.
Decoration created	By listing the things needed and learn on how to make it through watching tutorials and doing working hours.	This results in 98% of decoration being created since we are lack in human resource.

OC Finance & Logistics		
Planning	Activity	Measurement Of Success
Create budget plan	gathering needs from each functional area, estimating all projected costs and revenue, and organizing them into clear categories. This helped ensure the financial framework aligned with project goals and provided a solid foundation for decision-making.	100% of Budget plan created
Control cash flow	monitoring every transaction, recording expenses and income accurately, and updating financial tracking sheets regularly. This allowed me to maintain spending discipline and keep the team informed about the project's financial status.	100% of Cash flow complied
Create financial report	collecting all receipts and payment proofs, summarizing expenses and revenue, and presenting	1# Financial report

	the financial outcome with clear analysis. This report helped the team understand overall performance and accountability	
Create budget realize	comparing the initial planned budget with actual spending, identifying variances, and explaining the reasons behind each deviation. This ensured transparency and improved financial accuracy for future planning	100% Budget realize created
Create Invoice for participants	Ensuring the accuracy of payment details, and tracking payment status.	100% of Invoice proposed
Create MoM	Documenting discussions, tracking decisions, and listing action points along with their PICs and deadlines. This ensured alignment and consistent follow-up across the team.	#4 of MoM created
Ensure profit and no project loss	Analyzed the project's financial health by calculating profit margins,	Rp. 1.000.000# of Profit

	monitoring expenses in real time, and adjusting strategies when needed.	
Create list of logistic needed	Developed a complete logistics list by coordinating with each OC, identifying essential materials, checking existing inventory, and prioritizing items based on urgency and event requirements	100% of Logistic Needed listed
Ensure the completion of logistic needed	sourcing vendors, comparing options, processing purchases, conducting quality checks, and preparing items for event implementation.	100% Logistic Needed prepared
Do Venue Survey	visiting potential locations, assessing capacity, facilities, layout, and pricing, and documenting everything with notes and photos to support the final selection process.	1# Venue surveyed
Fixing Venue	confirming bookings, aligning technical requirements, negotiating terms, and ensuring the	1# Venue fixed

	layout matched the event flow and operational needs.	
Maintain Communication with OCs for logistics needs	providing regular updates, gathering new logistical requests, reminding deadlines, and offering solutions to last-minute issues, ensuring the entire operation ran efficiently.	100% of Communication with OCs for Logistics needs

OC Marketing & Showcasing		
Planning	Activity	Measurement Of Success
Marketing content planning & strategy created	Developing a clear campaign roadmap that outlines goals, audience focus, and content flow.	100% of marketing content planning & strategy created
Content marketing for delegate attraction created	Producing engaging materials aimed at drawing interest and driving event registrations.	102% of content marketing for delegate attraction created
Content for digital branding created	Creating unified visuals and messages that strengthen the event's online presence.	100% of content for digital branding created
Content gathered maintained	Collecting and organizing all creative assets to keep	100% of content gathered maintained

	them updated and ready for use.	
Showcase content during event	Preparing event-day visuals and media that highlight key moments and enhance the experience.	100% of showcase content during event
Lead nurture framework implementation	Executing a communication flow that guides potential delegates from interest to action.	100% of lead nurture framework implementation
Documentation created	Recording key activities and outputs to support clarity and team alignment.	100% of documentation created
Recap documentation created	Compiling post-event results and materials for reporting and future reference.	100% of recap documentation created
Brand design created	Developing essential brand elements that ensure consistent visuals across all materials.	100% of brand design created

OC Liaison Officer		
Planning	Activity	Measurement Of Success

<p>Conduct market research to find suitable partners.</p>	<p>Identify partner criteria based on project needs. Research potential partner through media sosial. Input partner's data on Partnerships Tools sheet with prioritized prospects and SnD that we could give and receive. Sync with VP/Manager to validate the final partner list.</p>	<p>12 of 10 market research partners</p>
<p>Send invitations and create RSVP forms for partners.</p>	<p>Searching for insight about what kind of RSVP that good to be sent to partner. Create an RSVP draft and form. Start to implemented the design to the Website Code. Do some maintenance to the errors and bugs. Do the finishing by hosting the website. Last, make a synergy with ER and BD to send the RSVP to the partners.</p>	<p>1 of RSVP form created  12 of 10 invitations to partners sent</p>
<p>Communicate consistently with stakeholders.</p>	<p>Provide weekly progress updates to VP/Manager. Maintain a communication by having synergy with ER</p>	<p>100% of communication with stakeholders</p>

	<p>and BD. Follow up about SnD and Invitation with partners by ER and BD. Coordinate with ER and BD to meet partner requirements. Ensure clear, timely communication across all channels.</p>	
<p>Create proposals and conduct sales meetings to raise partners.</p>	<p>Prepare and fulfill the partnership tools to be attached by BD to their approach proposal. Conduct sales meetings with partner based on their schedule with BD. Follow up to close deals (LoA, MoM, Booklet Proposal)</p>	<p>5 of proposal created</p> <p>5 of sales meeting with partner</p> <p>5 of Partner raise</p>
<p>Implement SnD (Supply &amp; Demand) and ensure partner satisfaction through NPS and post-survey fulfillment.</p>	<p>Match partner needs with available internal resources. Ensure all partnership deliverables are fulfilled. Gather and analyze partner feedback for improvement. Send appreciation notes and partnership certificates.</p>	<p>87.50% of SnD Implementation</p>

**OC Delegates Service**

Planning	Activity	Measurement Of Success
Create delegates database	By gathering all delegates' information from registration, coordinating with OC Program, OC LO, and OC Finance to ensure all required data is collected and verified.	This results in 100% of delegates database created, accurate, and updated.
Create communication group with delegates	By creating and managing WhatsApp groups, ensuring all delegates are added, and confirming the communication channel is effective.	This results in 1 fully created communication group, with 100% of delegates added.
# of Create delegates registration form	By designing a registration form aligned with OCP and OC Program needs, ensuring all essential information is included.	This results in 1 complete registration form created and fully functional.
Create delegates satisfaction form	By creating a satisfaction/feedback form to evaluate delegate experience, aligned with event goals and OCP directions.	This results in 1 complete satisfaction form created, ready for distribution.
Maintain communication with the delegates	By consistently updating delegates with reminders, information, and	This results in 100% communication maintained,

	responding to their questions in a timely manner.	with all delegates receiving necessary information.
Ensure call to action to delegates	By delivering clear CTAs (deadlines, needs, instructions) through the communication group to ensure delegates take the required actions on time.	This results in 100% of CTAs delivered, and delegates respond according to timelines.
Ensure delegates satisfaction	By providing responsive communication, assistance, and ensuring a smooth experience before and during the event.	This results in 100% of delegates reporting satisfaction based on the satisfaction form.

# Timeline

TIMELINE																
DETAILS	August				September				October				November			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
<b>GENERAL</b>																
(Preparation)																
(D-Day)																
(Evaluation)																
<b>OCP</b>																
Team Building																
Team Transition																
Make a accountable thingy for team																
Project Hearing LC																
Project Report LC																
Organizing the whole collaboration events between AIESEC and collaborative partners																
Responsible on the whole team experiences and event progress within each week of implementation																
Handling the offline and online communication flow and collaborations																
Ensuring the detail agenda																

TIMELINE																
DETAILS	August				September				October				November			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
<b>OC Program</b>																
Plan an agenda for project's rundown																
Plan an agenda details																
Create delegates persona																
Create BMC																
Create event theme																
MC & Speaker research																
Fulfill MC & Speaker Database																
Approach MC																
Make deal with MC & Speaker																
Monitoring project realization																
Create for Decoration																
Create PPI D-DAY																
<b>OC Finance &amp; Logistic</b>																
Create budget plan																
Control cash flow																
Create Financial report																
Ensure Profit and no project loss																
Create checklists of logistic needed, each OC buy or borrow (including online platform if needed)																
Ensure the completion of logistic needed																
Survey venue																

TIMELINE																
DETAILS	August				September				October				November			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
<b>OC Marketing &amp; Showcasing</b>																
Create content matrix																
Create content marketing for delegate attraction																
Create Project Logo																
Do market research merchandise																
Create design merchandise																
Brand Design Created																
Publish attraction content																
Open Registration																
Close Registration																
<b>OC Liaison Officer</b>																
Market Research																
Partner Approachment																
Partner Raise																
Partnership Agreement																
Send invitation to Partners																
Create HSVP Form																
Ensure Satisfaction from Partner																
<b>OC Delegates Service</b>																
Maintain communication with the delegates																
Ensure delegates satisfaction																
Create delegates pre survey form																
Create delegates registration form																
Create delegates satisfaction form																
Prepare channel for communication with the delegates																
Ensure delegates to call to action																

# Event Rundown

Preparation	10.00 - 14.00	240'	Brief	Finalizing and preparation of OCs	All OCs	
	14.30 - 15.30	60'	Registration	Stakeholder/Partners, members, and probies registrations. In this session, they will also give wishes from contacted delegates.	OC Delsel, LO, OC Marketing, OC Program	Meja, Kursi, Merch, Kamera, Attendee list, Pulpen
	15.30 - 15.35	5'	Opening Vid Recap	Recap video/photos from the beginning of Aktjaya's establishment until 2025	OC Program, OC Showcasing, MC	Mic, sound system, kamera, laptop, infocus, terminal
	15.35 - 15.40	5'	Opening by MC	Event opening by MC	OC Program, OC Showcasing, MC	Que Card, Kamera, Laptop, Mic, Sound system, Infocus, terminal
	15.40 - 15.50	10'	Roll Dance	Roll Dance	OC Program, OC Showcasing, MC	Mic, sound system, kamera, laptop, infocus, terminal
	15.50 - 16.00	10'	Check-in	Check-in will be done with representatives from alumni, members, probies, and partners	OC Program, OC Showcasing, MC	Mic, sound system, kamera, laptop, infocus, terminal
	16.00 - 16.03	3'	Opening speech by OCP	Opening remarks or opening speech from OCP	OC Program, OC Showcasing, MC, OCP	Mic, sound system, kamera, laptop, infocus, terminal

Opening & Formal Session	16.03 - 16.06	3'	Opening speech by LCVPE ER/SPV	Opening remarks or opening speech from LCVPE ER/SPV	OC Program, OC Showcasing, MC, LCVPE ER	Mic, sound system, kamera, laptop, infocus, terminal
	16.06 - 16.09	3'	Opening speech by LCP	Opening remarks or opening speech from LCP	OC Program, OC Showcasing, MC, LCP	Mic, sound system, kamera, laptop, infocus, terminal
	16.09 - 16.12	3'	Opening speech by MCP & Wishes for AKTJAYA from other LC (Video)	Opening speech video from MCP and from another LC	OC Program, OC Showcasing, MC	Mic, sound system, kamera, laptop, infocus, terminal
	16.12 - 16.15	3'	Wish and Hope	All depart & Probies (if possible) will give greetings and hope to Aktjaya	OC Program, OC Showcasing, MC	Mic, sound system, kamera, laptop, infocus, terminal
	16.15 - 16.25	10'	Symbolist AA	Cutting cake to remark the anniversary of Aktjaya, there will be a box filled with balloons and butterflies and cake. and maybe some sound	OC Program, OC Showcasing, MC, OC FinLo, LCP/BoA	Mic, sound system, kamera, laptop, infocus, terminal, mini cake, balloon, butterfly
	16.25 - 16.55	30'	AIESEC in Untan 25.26 Update and Plan	Update and plans about Aktjaya for a year and explanations regarding plans that will be carried out for aktjaya in the future by LCPe	OC Program, OC Showcasing, MC, LCP, LCPe	Mic, sound system, kamera, laptop, infocus, terminal
	16.55 - 17.10	15'	Partner Space	Guessing game and give interactive space with partners to promote their products also	OC Program, OC Showcasing, MC	Mic, sound system, kamera, laptop, infocus, terminal
	17.10 - 17.20	10'	Appreciation for partner & Documentation	Appreciation and documentation	OC Program, OC Showcasing, LO, MC, LCP	Mic, sound system, kamera, laptop, infocus, terminal, certificate
	17.20 - 17.25	5'	MC Closing for partner and Bridging	MC Closing for partner and bridging to informal session	OC Program, OC Showcasing, MC	Mic, sound system, kamera, laptop, infocus, terminal

	17.25 - 17.35	10'	1st partner		OC Program, OC Showcasing, MC, oGX	Mic, sound system, kamera, laptop, infocus, terminal
	17.35 - 17.50	15'	oGX Space	Promote GV Promote GTa	OC Program, OC Showcasing, MC, oGX	Mic, sound system, kamera, laptop, infocus, terminal
Break	17.50 - 18.20	20'	Makan and Spotify	Eating time and song, for 20 mins, will be 3-5 performances with interval of 2 minutes break for every performance	All OCs	Mic, sound system, kamera, laptop, infocus, terminal
	18.20 - 18.35	15'	Sholat	Prayers time and finish eating	All OCs and Participants yang mau beribadah	Mic, sound system, kamera, laptop, infocus, terminal
Engagement	18.35 - 18.45	10'	Bracelet of Bloom	Session by Speaker	OC Program, OC Showcasing, MC, Speaker	Mic, sound system, kamera, laptop, infocus, terminal
	18.45 - 19.10	25'		Workshop session	OC Program, OC Showcasing, MC, Speaker	Mic, sound system, kamera, laptop, infocus, terminal
	19.10 - 19.15	5'	Exchange!	Bracelet exchange, will be directed by MC	OC Program, OC Showcasing, MC	Mic, sound system, kamera, laptop, infocus, terminal
	19.15 - 19.20	5'	Asking Yours!	Interviewing some participants or groups to ask about the session and the bracelet itself	OC Program, OC Showcasing, MC	Mic, sound system, kamera, laptop, infocus, terminal

	19.20 - 19.25	5'	Documentation	Documentation session with speaker	OC Program, OC Showcasing, MC	Mic, sound system, kamera, laptop, infocus, terminal	
	19.25 - 19.45	20'	Bingo Games				
Closing	19.45 - 19.55	10'	RnR	Reward and Recognition	OC Program, OC Showcasing, OC FinLo, OCP	Mic, sound system, kamera, laptop, infocus, terminal	
	19.55 - 20.00	5'	Check-out	Check-out session	OC Program, OC Showcasing, MC, LCPe, EBs	Mic, sound system, kamera, laptop, infocus, terminal	
	20.00 - 20.05	5'	Closing	Closing by MC	OC Program, OC Showcasing, MC	Mic, sound system, kamera, laptop, infocus, terminal	
	20.05 - 20.25	20'	EB'e 26.27	EB Elect	OC Program, OC Showcasing, MC	Mic, sound system, kamera, laptop, infocus, terminal	
	20.25 - 20.35	10'	Documentation	Documentation session	OC Program, OC Showcasing, MC	Mic, sound system, kamera, laptop, infocus, terminal	
	20.35 - 20.50	15'	Sing a Song				
Buffer Time	20.50 - 21.30	75'	Buffer Time	Time included, just in case we done the event overtime	All OCs	Mic, sound system, kamera, laptop, infocus, terminal	
Total Duration (OC)		10 Hrs 15 Mins					
Total Duration (OC) with BT		11 Hrs 30 Mins					
Total Duration (Participant)		5 Hrs 45 Mins	(includes regist time, if not then 4 Hrs 45 Mins)				
Total Duration (Participant) with BT		7 Hrs	(includes regist time, if not then 6 Hrs)				

## Budget

### Revenue

BUDGET REALIZED				
REVENUE				
AREA	DETAILS	REALISTIC		
		P	Q	Total
General	Registration Fee	Rp100,000	72	Rp7,200,000
	Bundle of Joy	Rp95,000	24	Rp2,280,000
	Merchandise Sticker	Rp8,000	23	Rp184,000
	Merchandise Pin	Rp10,000	5	Rp50,000
	Merchandise Keychain	Rp10,000	19	Rp190,000
	Merchandise Bundle	Rp20,000	5	Rp100,000
				<b>Rp10,004,000</b>

### Cost

EXPENSE				
AREA	DETAILS	REALISTIC		
		P	Q	Total
General	Venue	Rp65,000	95	Rp6,175,000
	Unexpected Things	Rp55,000	1	Rp55,000
Finance and Logistic	Mineral Bottle (Box)	Rp40,000	1	Rp40,000
	Snack Box	Rp5,500	10	Rp55,000
	Double Tape	Rp4,350	1	Rp4,350
	Lakban Hitam	Rp3,280	1	Rp3,280
	Lakban Bening	Rp6,750	1	Rp6,750

Program	Paper Clip	Rp6,275	1	Rp6,275
	Wrap Paper	Rp15,000	1	Rp15,000
	Crepe Paper	Rp163,000	1	Rp163,000
	Fabrics	Rp313,521	1	Rp313,521
	Pipa	Rp10,000	2	Rp20,000
	Kawat Simpul	Rp25,000	2	Rp50,000
	Tali Senar	Rp3,999	1	Rp3,999
	Lem Lilin	Rp3,000	2	Rp6,000
	Isi Lem Tembak	Rp2,000	3	Rp6,000
	Korek Api	Rp3,000	10	Rp30,000
	Peniti	Rp21,983	1	Rp21,983
	Workshop Bracelet	Rp5,000	95	Rp475,000
	Kawat Bulu Premium	Rp94,995	1	Rp94,995
	Kawat Bulu	Rp119,500	1	Rp119,500
	Teks MC	Rp20,000	1	Rp20,000
	Mika Kue	Rp23,500	1	Rp23,500
	Balloon	Rp26,940	1	Rp26,940
	Crepe Paper (Pack)	Rp25,650	1	Rp25,650
	Cake	Rp95,000	1	Rp95,000
	Liaison officer	Plakat	Rp22,000	1
Jasmine Paper		Rp800	10	Rp8,000
Laminating		Rp3,500	6	Rp21,000
Map		Rp2,800	10	Rp28,000
Marketing and Showcasing	Pin	Rp2,000	10	Rp20,000
	Keychain A	Rp3,500	12	Rp42,000
	Keychain B	Rp4,500	12	Rp54,000
	Sticker Pack (A3)	Rp14,000	3	Rp42,000
				<b>Rp8,092,743</b>

## Income

<b>PROFIT</b>	
	<b>REALISTIC</b>
	<b>Rp1,911,257</b>

## Marketing Activities

- Create digital content & campaign through Aktjaya.locus, and OCs social media
- Marketing through email blast to alumnae
- Headhunting to potential customer
- Bundling Price

## Unpredictable Things Occurred

- Some delegates were unable to attend on the day of the event
- A lot of delegates want to register after close of registration
- Some delegates arrived very late than scheduled
- There was a change in the open registration schedule that affected the initial content matrix that we had compiled.
- AIESEC email was suspended

## Conclusion and Suggestion

### Organizing Committee President

Conclusion	Suggestion
<ul style="list-style-type: none"> <li>• The 12th Aktjaya Anniversary was successfully carried out as planned, with all agenda points running smoothly according to the established strategies and preparation timeline.</li> <li>• The OC team executed their responsibilities effectively throughout the event, ensuring that every segment was delivered with accuracy and strong coordination.</li> <li>• Communication among OCs, SPV, and EBs was well-maintained, enabling efficient workflow and contributing significantly to the overall success of the 12th Aktjaya Anniversary.</li> </ul>	<ul style="list-style-type: none"> <li>• Aktjaya Anniversary is an event that may not be large in scale, but still requires thorough preparation—from internal progress monitoring to coordination with external parties—to ensure everything runs smoothly.</li> <li>• It is important to ensure that all OCs understand the core essence and purpose of the Aktjaya Anniversary, as this directly influences how they perform their tasks.</li> <li>• OCs must also be able to adapt to changing conditions and have a strong understanding of risk mitigation within their respective areas.</li> <li>• The OCs took note of several improvement points to support the organizers of the next Aktjaya Anniversary in executing the event even better, ensuring the continuous success of the Aktjaya Anniversary.</li> </ul>

### Organizing Committee Program

Conclusion	Suggestion
<p>Overall, the OC Program of the 12th AA can show a good teamwork and can adapt very well. OC Program did great in terms of responsibility, by having quick decision-making, and the ability to support one another, even when facing changes in</p>	<p>OC Program of 12th AA needs to notice more to coordination and time management. By strengthening communication through more frequent briefings and better scheduling can help to reduce misunderstandings and ensure smoother</p>

<p>the agenda. We also have multiple backup plans also that helps the team's preparations.</p>	<p>preparation and running agenda. Noticing timelines and ensure preparation before running can help to prevent last-minute rushes. Especially if it's related to decoration and event setup.</p>
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### Organizing Committee Finance & Logistics

Conclusion	Suggestion
<p>As OCs Finance &amp; Logistics, we showed strong adaptability and communication throughout the project. Although we faced several challenges such as time management issues, delayed logistics delivery, and some last-minute preparations, we managed to stay coordinated and complete our responsibilities. There were also moments when some logistics items couldn't be fulfilled, which became a reminder for us to plan earlier and communicate updates more clearly. On the bright side, these challenges made us grow closer as a team. We built strong bonding and learned how to support each other better. Our OCP and supervisor were also very supportive, always guiding us when things got difficult. This experience taught us valuable lessons about coordination, problem-solving, and teamwork – lessons that will help us perform even better in future projects.</p>	<p>We realized that good planning and clear communication really make a big difference. Next time, it would be better to divide tasks earlier and make a more detailed timeline, so we don't rush near the end. We also learned that finance and logistics need to coordinate more closely to avoid small issues turning into bigger problems. Even though we faced some challenges, we saw how teamwork and support from each other helped us get through it. If we keep improving our preparation and coordination while keeping that same spirit, future projects can run smoother and be even better.</p>

### Organizing Committee Marketing & Showcasing

Conclusion	Suggestion
<p>As OCs Marketing &amp; Showcasing, we maintained solid communication and teamwork throughout the project, which helped us deliver all required outputs</p>	<p>From our perspective there are several areas we believe can be improved to support smoother work in future projects. Having a clearer and more settled</p>

<p>with consistency and adaptability. All KPIs were met which reflects clear planning and commitment throughout the preparation and event execution. We managed the event branding, digital content, documentation, and recap materials in a way that strengthened the overall image and experience of the 12th Aktjaya Anniversary. However, throughout the process, we also experienced several real challenges. The most significant were the recurring misalignment with the event’s intended design direction and the limited coordination we had with other committees at certain stages. These issues led to repeated revisions and slowed down parts of the workflow. Even so, our internal communication remained solid, allowing us to stay on track and complete all deliverables on time. Overall, we believe our role contributed meaningfully to creating a cohesive, engaging, and memorable presentation of the event</p>	<p>creative direction from the beginning would help reduce unnecessary revisions and keep the branding consistent. Strengthening coordination with other committees that would also make the workflow more efficient and prevent misalignment during key stages. We also see the benefit of following a tighter timeline, with earlier draft submissions and some buffer time to handle last minute changes. Creating a shared set of templates and design assets would speed up our process and help maintain a unified visual identity. Internally, clearer task division within the team would make execution more efficient. Finally, ensuring that our visuals are closely aligned with the event flow and atmosphere would help us deliver designs that support the experience more effectively.</p>
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**Organizing Committee Liaison Officer**

Conclusion	Suggestion
<p>Overall, the OC LO team performed strongly in several key areas, successfully exceeding targets for market research, invitations sent, sales meetings, proposals, and partner raising. Communication with stakeholders also reached 100%, showing excellent internal coordination. However, the low percentage of partners filling and attending the RSVP form, along with partial SnD implementation, indicates gaps in follow-up, partner engagement, and execution consistency. Although NPS and post-survey fulfillment were not fully measured, the team’s strong collaboration and task division helped maintain smooth operations throughout the project.</p>	<p>Suggestions for improvement include enhancing partner engagement through stronger and more consistent follow-ups to increase RSVP responses, attendance, and also, make sure to send the RSVP from 2 weeks or more before D-Day to ensure Partner fill and can keep their time for our event. The team should also align more closely with BD to ensure SnD execution fully meets targets and reflects agreed deliverables. Increasing proactiveness in understanding partner needs will help avoid low participation rates in forms and activities. Additionally, expanding and diversifying market research will help reach more relevant and responsive potential partners. Finally, maintaining</p>

	the strong teamwork structure while improving pre-event alignment will help close remaining performance gaps and strengthen overall partnership management.
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### Organizing Committee Delegates Service

Conclusion	Suggestion
Overall, the OC Delegate Service of the 12th AA has shown strong commitment in ensuring a smooth and supportive experience for all delegates. The team successfully created and managed the delegates database, communication group, and essential forms with accuracy and timeliness. OC Delegate Service also demonstrated good responsiveness by maintaining clear communication, giving timely call-to-actions, and assisting delegates whenever needed. This consistent coordination and readiness contributed greatly to the positive experience of the delegates throughout the event.	OC Delegate Service of the 12th AA can improve by enhancing proactive coordination and strengthening structured communication flow. Increasing the frequency of check-ins with other OCs can help ensure information is aligned and reduce gaps in updates. Additionally, paying closer attention to communication timelines, such as earlier reminders, clearer instructions, and more consistent follow-ups can help ensure delegates feel even more supported. A more organized system for tracking delegate concerns can also help prevent overlooked messages and ensure higher satisfaction.

## Good and Bad Case Practice

### Organizing Committee President

Good Case Practice	Bad Case Practice
<ul style="list-style-type: none"> <li>The OC team was cooperative and responsive, contributing significantly to the smooth execution of all agenda sessions, all of which were successfully delivered without exception.</li> <li>Communication among OCs and SPV was</li> </ul>	<ul style="list-style-type: none"> <li>There was a schedule clash with the LC timeline, which affected several planned meetings.</li> <li>The suspension of the AIESEC email account caused delays in completing tasks that required official communication.</li> </ul>

<p>well-maintained, ensuring clarity and preventing misunderstandings during the event.</p> <ul style="list-style-type: none"> <li>• The OCs remained cooperative and engaged, supporting the overall workflow and event management.</li> <li>• Based on the satisfaction survey, delegates expressed a high level of satisfaction with the agenda and execution of the event.</li> </ul>	<ul style="list-style-type: none"> <li>• There was no coordination with the EBs regarding the EB announcement (USP of the Aktjaya Anniversary), resulting in the need to create a backup plan five days before the agenda.</li> </ul>
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### Organizing Committee Program

Good Case Practice	Bad Case Practice
<ul style="list-style-type: none"> <li>• Agenda ran well.</li> <li>• Have lots of device to make easier flow.</li> <li>• Brief-able MCs.</li> <li>• Speaker are interested.</li> <li>• Participants enjoyed the engagement session.</li> <li>• Lots of in-kind to share.</li> </ul>	<ul style="list-style-type: none"> <li>• EB announcement are out of brief due to lack coordination of hotel staffs.</li> <li>• Speaker volume are low.</li> <li>• Coordination are bad in the middle of running.</li> <li>• Unstable volume of video.</li> </ul>

### Organizing Committee Finance & Logistics

Good Case Practice	Bad Case Practice
<ul style="list-style-type: none"> <li>• Overachieved profit target</li> <li>• Visited and surveyed many venues smoothly.</li> <li>• Venue price is affordable.</li> <li>• Purchased logistics online with lower prices.</li> <li>• Good communication.</li> </ul>	<ul style="list-style-type: none"> <li>• AIESEC email account got suspended.</li> <li>• Some logistics items couldn't be fulfilled.</li> <li>• Several things were prepared at the last minute.</li> <li>• Online logistics orders arrived late.</li> </ul>

### Organizing Committee Marketing & Showcasing

Good Case Practice	Bad Case Practice

<ul style="list-style-type: none"> <li>• Strong internal communication and teamwork. We consistently communicated within the team, which helped us stay aligned and support each other when facing tight timelines or sudden changes.</li> <li>• Completion of all marketing, branding, and documentation outputs. All required materials from content marketing to recap documentation were delivered on time, with several KPIs even exceeding the initial target.</li> <li>• Smooth execution of showcasing and documentation on D-Day. During the event, we were able to capture key moments effectively and present the showcasing content in a way that supported the event's atmosphere.</li> </ul>	<ul style="list-style-type: none"> <li>• Misalignment between design output and event direction. There were multiple instances where our designs didn't fully match the event's envisioned concept, causing repeated revisions and slowing progress.</li> <li>• Limited cross team coordination at important stages. Some information from other committees arrived late or unclear, making it difficult for us to finalize visuals efficiently.</li> <li>• Revisions occurring too close to deadlines. Because of shifting direction or late updates, several contents needed rework near the final submission time, adding unnecessary time pressure.</li> <li>• Lack of early clarity in creative direction. The initial branding concept was not fully aligned across committees, which contributed to inconsistencies and extra work during the preparation timeline.</li> </ul>
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### Organizing Committee Liaison Officer

Good Case Practice	Bad Case Practice
<ul style="list-style-type: none"> <li>• Each member consistently provided support to one another and fulfilled their respective responsibilities with strong reliability and professionalism, ensuring operational stability throughout the project.</li> <li>• The team exhibited strong sensitivity and responsiveness to partner needs, promptly addressing concerns and demonstrating empathy in every interaction to maintain a</li> </ul>	<ul style="list-style-type: none"> <li>• The team was not sufficiently proactive in identifying and understanding the deeper needs and expectations of partners, which occasionally led to missed opportunities for stronger engagement.</li> <li>• Make sure to send the RSVP from 2 weeks or more before D-Day to ensure Partner fill and can keep their time for our event.</li> <li>• Communication with the BD team was at</li> </ul>

<p>positive partnership experience.</p> <ul style="list-style-type: none"> <li>As a result of thorough preparation and effective collaboration, the overall execution on D-Day proceeded seamlessly and without significant obstacles.</li> </ul>	<p>times inconsistent, resulting in delays in alignment, decision-making, and the overall flow of partnership coordination.</p> <ul style="list-style-type: none"> <li>Market research efforts remained limited in scope and lacked diversification, reducing the potential to explore broader partnership opportunities across various industries.</li> </ul>
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### Organizing Committee Delegates Service

Good Case Practice	Bad Case Practice
<ul style="list-style-type: none"> <li>The OC Delegate Service successfully maintained responsive and supportive communication toward the delegates, ensuring they received all necessary updates and clarifications throughout the event timeline.</li> <li>The team effectively created and managed the delegates database, communication group, registration form, and satisfaction form, enabling smooth data flow and well-organized coordination.</li> <li>Communication with delegates remained consistent, with timely call-to-actions that helped delegates stay prepared for each part of the agenda.</li> <li>Delegates reported a high level of satisfaction toward the service and support they received, particularly regarding clarity of information and responsiveness during the event.</li> <li>The OC Delegate Service showed strong adaptability by coordinating promptly with</li> </ul>	<ul style="list-style-type: none"> <li>The OC Delegate Service experienced challenges in managing time due to each member's busy schedule, which affected the consistency of internal coordination.</li> <li>There were several instances of announcing the wrong schedule or incorrect time to delegates, causing confusion and requiring additional clarifications.</li> <li>The satisfaction survey created was intended to use a 1–10 scale, but was mistakenly made using a 1–5 scale, which affected consistency in data measurement and evaluation.</li> <li>Some CTAs and follow-ups were delivered later than planned, especially during peak workloads, which resulted in certain delegates receiving information closer to the deadline.</li> </ul>

other OCs when sudden changes occurred, ensuring that delegates were still well-informed and guided.

## Related Links To The Promotional Materials

- Brand Design : [here](#)
- Digital Content : [here](#)

## Project Output

Based on the output in the pre-proposal and realization of the project, The output of 12th Aktjaya Anniversary is :

Output	Target	Achieved
# of Registrant	100	96
% of Registrant Attended	97%	93
% of Satisfaction Survey Delegates Fulfilled	97%	100%
# of NPS	9.5	9.44

## Documentation



## Member Testimonial

“12th Aktjaya Anniversary was a truly meaningful milestone for me as an OCP. Even though the event wasn’t the biggest, it carried a deep sense of responsibility and expectation. From the very beginning, I knew this project would challenge me—both in terms of preparation and coordination with many parties. And it did. There were unexpected hurdles, shifting timelines, and moments where I questioned whether everything would fall into place. But every challenge became a lesson that shaped me into a more resilient and adaptive leader.

Seeing the OCs work with dedication, understanding the purpose of Aktjaya Anniversary, and carrying out their responsibilities with commitment made me incredibly proud. Their cooperation helped turn uncertainties into possibilities. The communication between OCs, SPV, and EBs might not have been perfect, but we managed to navigate through it, and that teamwork was one of the core reasons this event succeeded.

What touched me the most was witnessing how the atmosphere we created—simple, meaningful, and full of gratitude—became a memorable experience not only for the Aktjaya members but also for our partners and guests. Those little moments of appreciation, smiles, and shared excitement reminded me why events like this are worth all the effort.

As my OCP journey for this event ends, I feel nothing but gratitude. It wasn’t perfect, and that’s okay. It was real, valuable, and full of growth. I learned so much about leadership, communication, and handling pressure with clarity. Most importantly, I gained a deeper understanding of what it means to lead with purpose. Thank you, Aktjaya, for trusting me with this responsibility. This experience will stay with me as a reminder of how far I’ve come—and how much further I can grow.”

Devira Azira Ramadhani  
Organizing Committee President

“Becoming the OC for the program was the most unexpected thing. At first, I was really scared to plan and organize, as I thought it was a complicated but cool role. In the end, I mustered up the courage to take on the role of program OC, becoming the core of the

event, meeting awesome teammates who made quick decisions. I met SPV and OCP who always provided refreshments, as well as other OCs who always helped with decision-making in every aspect. Even so, there are definitely things that need to be improved and enhanced in the future. Thank you, AA 12th, for the wonderful experience! Thankyou Bang Idzan, Devira, Ara, Sesya, Rakha, Jesika, Risky, Arrini, Manda, Silvi and Ahmad.”

Efi Fania Febi  
Organizing Committee Program

“Being an OC Program of 12th Aktjaya Anniversary showed me the light for me to love AIESEC even more. Through my journey here, I learned so much from other members, learn how they work, even learn how to be better. I have lots of memories here. Great teammate, supportive OCP and SPV, really makes the workplace super good to be in. Overall, I did not regret being here. I gained new experience, and I’m truly glad that our agenda that day brings memories to not only us as OC but also the participants. We received lots of good messages about this year’s Aktjaya Anniversary, and I’m glad that me and Ebi are the OC program.”

Mutiara Dhita  
Organizing Committee Program

“This journey as part of OC 12th Aktjaya Anniversary has been a truly eye-opening experience. I started not knowing much about how things would go, but along the way I learned to stay organized, think fast, and pay attention to every small detail, especially in how logistics work. There were times when things didn’t go as planned or felt overwhelming, but those moments taught me to stay calm, make better decisions, and communicate more clearly. I also met a lot of new friends and built great connections throughout the process, which made the whole experience even more special. During the 12th AA, it was really fun to see participants from different generations come together and interact, the atmosphere was so lively, and it made all the hard work feel worth it. I’m

so grateful for my teammates, OCP, and supervisor who always supported me, their trust and guidance made this journey meaningful and full of lessons. This journey may have ended, but the lessons, friendships, and memories will always stay close to my heart.”

Sesya Elsabina Ulva  
Organizing Committee Finance & Logistics

“Being a Finance and Logistics OC has been such an amazing journey where I started with a relaxed, go-with-the-flow mindset, but gradually learned to be more strict, structured, and detail-oriented especially in managing budgets, doing precise financial calculations, and ensuring every implementation followed through accurately. Despite the inevitable ups and downs, this experience pushed me to grow from someone who was simply curious into someone who understands responsibility on a deeper, more professional level. And through it all, I’m incredibly grateful for my teammates who consistently had my back; their support made me feel accepted, trusted, and empowered to give my best in every step of this journey.”

Rakha Al Fatih Pasha  
Organizing Committee Finance & Logistics

“As an OC, I went through the full emotional buffet. Excitement, stress, confusion, pride, and that final ‘we actually did it’ moment. We struggled, we laughed through the chaos, and sometimes we questioned if everything would come together. But when the lights turned on and people started arriving, all the tiredness was replaced by gratitude. Seeing alumni reconnect, members celebrate, and probies feel included made me realize how special this event really is. AA wasn’t just something we organized. It became something we lived, felt, and carried with us.”

Arrini Gloria Situmorang  
Organizing Committee Marketing & Showcasing

“Being part of the 12th Aktjaya Anniversary was honestly such a meaningful experience for me. The whole journey was a mix of excitement, rushed deadlines, last minute changes, and a lot of learning along the way. I got to grow not only in terms of skills, but also in how I work with people, communicate, and adapt when things get a little chaotic. What I’m truly grateful for is the people I worked with. My teammate who has always been there for me, we backed each other up through up and down. Also my other teammates, they were so supportive whenever I needed help. Even during stressful moments, we still managed to keep things fun and workable. I’m really proud of what we accomplished together and thankful that I got the chance to contribute through Marketing and Showcasing, it’s been a good journey to experience”

Amanda Naya Dwigita  
Organizing Committee Marketing & Showcasing

“I am truly grateful for the opportunity to serve as an OC LO for the 12th AA. Even though the workload was relatively light and manageable, this role gave me so many meaningful experiences that I will always carry with me. Being part of AIESEC in UNTAN allowed me to grow—not only in skills and responsibility, but also in confidence. At first, I was honestly scared and unsure of myself, afraid that I wouldn’t be able to keep up or contribute enough. But as time went on, the positive and supportive environment helped me slowly let go of that fear. The people I worked with made this journey even more special. Surrounded by individuals who came from different backgrounds yet shared the same energy, kindness, and enthusiasm, I felt welcomed and appreciated. Their warmth made every meeting, every discussion, and every task feel lighter and more enjoyable. I am genuinely happy to have met such amazing people—people who made me feel comfortable, included, and motivated. This OC experience didn’t just give me responsibilities; it gave me memories, friendships, and a sense of belonging. It taught me how beautiful teamwork can be when everyone lifts each other up. And most importantly, it reminded me that I am capable, that I can grow, and that I deserve to be in spaces that bring out the best in me. Being part of this team has been one of the most joyful and meaningful chapters of my journey, and for that, I am sincerely thankful.”

Jesika Tan  
Organizing Committee Liaison Officer

“I feel very proud to be part of the Organizing Committee of the 12th Aktjaya Anniversary. This was my second experience as an OC, and the role was quite similar to my previous involvement as OC Partnership of Impact Circle 8.0. I truly enjoyed the journey, especially because I had the chance to meet and work with people I initially didn't know. Throughout this project, I gained valuable experience, learned many new things, and was surrounded by a very friendly and supportive OC team. Everyone was kind, collaborative, and willing to guide each other, which made the whole experience meaningful and enjoyable for me.”

Risky Andrean Conggie  
Organizing Committee Liaison Officer

“Being part of the Organizing Committee for the 12th Aktjaya Anniversary has been a truly meaningful experience. Throughout the preparation and execution of this project, I learned the importance of teamwork, adaptability, and commitment. Working alongside passionate and supportive teammates pushed me to grow both personally and professionally. This journey taught me how crucial clear communication, coordination, and responsibility are in delivering a successful event. Despite the challenges and unexpected changes, we were able to support each other and ensure that the agenda ran smoothly. I am grateful for the trust, collaboration, and opportunities given during this project. I hope the 12th Aktjaya Anniversary can leave a positive impact on everyone involved delegates, partners, and the team itself. Thank you for the valuable memories, the lessons, and the chance to contribute. I am proud to have been part of this milestone, and I look forward to bringing the experiences I gained here into future projects.”

Ahmad Hariyanto  
Organizing Committee Delegates Service

“Becoming the OC for Aktjaya Anniversary was the most unexpected thing. I met SPV and OCP who always provided refreshments, as well as other OCs who always helped with decision-making in every aspect.”

Silvi Rahmania  
Organizing Committee Delegates Service

Approved by

Local Committee President of  
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**Maria Olga Bapage**

Local Committee Vice President of Finance,  
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**Khairunnisa Hidayat**