

YOUTH TODAY

PROJECT REPORT

Youth Today

AIESEC in Untan

Indonesia

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Foreword

Youth Today is a platform for AIESEC in Indonesia to connect youth to create awareness regarding the importance of developing their leadership. We want to stress that youth today are leaders through this interactive webinar that aims to bring relevant topics & discussions to youth for them to have world awareness, leadership skills, & connecting impact.

This year, Youth Today by AIESEC in Untan is made for youth to know more about Global Talent, and Virtual Professional Program, and also development in leadership, how we do it, and some capacity building or workshop to support those development created in youth. The themed we brought for this event is *“Know Your Passion, Build Your Branding, Learn by Intern”*. To maximize this event, we have four great speakers who each talk about passion, personal branding, the internship process and the internship program.

It was such an honor for me to being an OCP for this project. I really hope this event can encourage youth about their future, make them know about passion and personal branding, and they know what the benefit of internship. Besides that, this Youth Today event gave me a new experience to have an event with many registrants. There are a lot of things I could learn from this. Other than that, I hope this event will make impact not just for youth, but for AIESEC in Untan itself.

Last but not least, I would like to say thank you for everyone involved in this event. My gratitude goes to our beloved LCP, LCEB, and Youth Today team itself who has done the best thing they can do and sacrificed their time, energy, and thought to run this event. Thank you.

Best Regards,
Tyas Kurnianingsih
Organizing Committee President
Youth Today

Project Overview

Project Name:

Youth Today : “Know Your Passion, Build Your Branding, Learn by Intern”

Project Objective:

1. To encourage youth about their future
2. To inform the important of passion and personal branding
3. To inform benefit of internship
4. To introduce Global Talent & VPP to delegates

The Committees:

Tyas Kurnianingsih (OC President)

Siti Qashwa Dena Tahmida (OC Delegates Service)

Crisensia Grisela (OC Program & Partnership)

Bulan Alike Athaliah (OC Program & Partnership)

Nuha Faadhilah (OC Program & Partnership)

Zulfikar Suardi (OC Marketing)

Project Duration:

June, 11st 2022 (13.00 -15.00)

Project Result

Number of Registrant	: 220
Number of Participants	: 117
Number of Participants Revenue	: -
Number of Partner Revenue	: -
Partner	: 9
Speaker (if there is)	: Ms. Fathia Fairuza Ms. Maeya Zee Mr. Muhammad Asaefuddin Nugraha Mr. Wilbert Jonathan

Division Job Description, Performance, and Analytics

Organizing Committee President		
<p>Role:</p> <ol style="list-style-type: none"> 1. Conduct a team building 2. Create YT strategy 3. Ensuring all strategy implementation 4. Communication with national team 5. Report about preparation, progress, and post-event to National 6. Create an accountability system for the team 7. Conduct performance review by conducting team meeting 		
<p>Strength</p> <ul style="list-style-type: none"> ● Good communication ● Care ● Want to help others 	<p>Weakness</p> <ul style="list-style-type: none"> ● Ambiguous ● Sometimes slowrespon 	
<p>Feedback and Critics:</p> <p>It will be better if you always give a clear instruction to others & trust yourself that you can handle any situation well. And also it will be better if you recheck your WA so you know the messages you not reply yet.</p>		
Performance Analysis		
Key Performance Index	Target	Actual
% of team building conducted	100%	100%
% of YT strategy created	100%	100%
% of YT strategy execution	100%	100%
# of consultation with national team	1	1
% of progress report to National team	100%	100%
# of accountability system created	1	1

# of team meeting hold	10	9
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Organizing Committee Delegate Service

Role:

1. Create WhatsApp group for delegates
2. Create registration form
3. Create post-survey for delegates
4. Maintain communication with delegates
5. Create Zoom Meeting for D-Day
6. Ensure delegates satisfaction
7. Ensure delegates CTA
8. Distribute e-certificate to delegates

<p>Strength</p> <ul style="list-style-type: none"> ● Responsive ● Agile ● Fast learner ● High inisiative 	<p>Weakness</p> <ul style="list-style-type: none"> ● Lack of communication with delegates
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Feedback and Critics:

Tami really did a great job in her journey as OC Delegate Service on this event. She planned and executed it even when she's not confident with herself. You have a lot of time to learn how to communicate with others and be strict to your plan for the next opportunity. Good job, Tami!

KPI Fulfillment

KPI	Target	Actual
# of delegates WhatsApp group created	1	1

# of registration form created	1	1
# of post-survey created	1	1
% of delegates communication routines	100%	100%
# of Zoom Meeting	1	1
% of delegates filled post-survey	90%	87%
% of delegates do the CTA	50%	2.60%
% of certificate distribute	100%	100%

Organizing Committee Marketing

Role:

1. Create marketing plan and strategy for the event
2. Create content marketing for delegate attraction
3. Create campaign for digital branding
4. Analyse and evaluate marketing contents
5. Collect all digital content for promotional tools
6. Create press release after event
7. Create virtual background for zoom meeting

Strength

- Have a lot of ideas
- Fast learner
- Always open for others opinion
- Know what to do to increase team performance

Weakness

- Slow respon
- A little bit busy
- Over perfectionist

Feedback and Critics:

You really did a great job on this event! With a lot of activity, you still manage your performance well. For the next opportunity, I hope you can respond faster so other people won't be tired of waiting for your message. Keep up the good work!

KPI Fulfillment

KPI	Target	Actual
% of marketing strategy planned	100%	100%
# of content matrix created	15	17
# of campaign created	1	1
% of evaluate marketing strategy & content	100%	100%
% of digital content compiled	100%	88%
# of press release created	1	1
# of virtual background created	1	1

Organizing Committee Program

Role:

1. Do research about the theme or relevant topic for agenda creation
2. Do research about the theme or relevant topic for agenda creation
3. Create agenda based on research
4. Create speaker offer booklet
5. Approach speakers
6. Create ToR for speakers
7. Approach moderator
8. Ensure Speaker Pre-PSCs are filled
9. Ensure Speaker Post-PSCs are filled
10. Map out potential partners
11. Create partner offer booklet
12. Ensure Partner Pre-PSCs are filled
13. Ensure Partner Post-PSCs are filled

Strength

- Agile
- High initiative

Weakness

- Lack of communication (as a program team)

<ul style="list-style-type: none"> ● Fast learner ● Responsive ● A lot of curiosity ● Always open for others opinion 	<ul style="list-style-type: none"> ● Lack of firm ● A little bit busy
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Feedback and Critics:

Program team really did their best for this event! They always want to learn something new and have a high initiative. You guys always want to back up each other job when someone can't do that so the event will running well. In the future, I hope all of you guys (Bulan, Nuha & Sela) not hesitate anymore. Thank you for your hardwork, keep it up!

KPI Fulfillment		
KPI	Target	Actual
# of theme and topics created	1	1
% of agenda created	100%	100%
% of research for the agenda	100%	100%
# of speaker offer booklet created	4	4
# of ToR created	4	4
# of speakers approached	4	4
# of moderator approached	1	1
# of Speaker Pre-PSC filled	4	4
# of Speaker Post-PSC filled	4	3
# of partners listed and researched	20	50
# of partner offer booklet created	3	3
# of Partner Pre-PSC filled	12	6
# of Partner Post-PSC filled	12	3

Activity Plan versus Realisation

OC President			
Plan	Actual	Cause	Recommendation
To have weekly meeting every week	There's some week we didn't do weekly meeting	OCs are busy with another schedule (final exam & lebaran)	To still have a time for wm but if it's not possible, keep reporting on group chat
To have a fix theme in the team building	We change our theme in the middle of preparation	Suggestion from LCP & National	To fix it at the very beginning

OC Delegate Service			
Plan	Actual	Cause	Recommendation
50% participants did the CTA	2.60% participants did the CTA	participants lack of enthusiasm and maybe there are participants have private instagram account so that their CTA can't be reposted by AIESEC in Untan instagram	more engage with delegates and prepare a plan that can be done by everyone
did engage with delegates based on nurturing tracker	did some improve	delegates not really responsive in group	learn more about how to engage with delegates

OC Marketing			
Plan	Actual	Cause	Recommendation
Create content matrix for digital branding and attraction	There's many changes with the content matrix since being created.	Based on market evaluation, the content needs to be improved and also time that will be used to create that content wasn't enough.	For the problem of time, time management is the only key.
Analyse and evaluate market based on content insight	It's totally useful to make the content has more viewers. During the execution process, there is no problem.	Our event doesn't have any competitors so to analyse and evaluate it easily.	Still anticipate the problem that might happen such as a downcrease trend.
Implemented neuromarketing	The plan runs good enough because the increase of the insight means that the customers' awareness about our event grows as time flies.	The content that is being created has a goal to make the customers want to know more about our event, especially about future career preparation.	Maximised the implementation.
Share information about our events	Expand our market and overachieve the registered target.	OC Teams especially partnership, helpful by making relations so information about our event reaches many people. Also information that is shared on WA and IG help to increase the number.	Should share the information on TikTok because currently TikTok has more users than IG.

OC Program			
Plan	Actual	Cause	Recommendation
Every MoU should be completed before the Event Day	There's partner that still haven't signed the MoU	There is a final examination from college and unwillingness on their part	We could follow up more often and convince them to finalize the MoU soon
Deal with 10 Media partners and 2 Financial/In-kind partners	Deal with only 7 Media partners	Market Research is not maximized	Learn more and conduct about Market Research in advance
All speakers can be present on the day of the event	1 speaker cannot present on the day of the event	The speaker had an agenda on the same day and time as the Event Day and she was also having some health issues around 2 days before the Realization Day so she couldn't run the alternative way that OCs suggested.	We could be more disciplined with the speakers and make sure they can be present on the day of the event.
Only provide MC without Moderator	Looking for moderator too	The LCP explained that the duties of the MC and the Moderator were different. It would be better if both roles existed.	We learn more and market research about MCs and Moderators and their roles.
Moderator would be active and enliven the session she leads.	The moderator didn't have good lighting so her appearance was	The moderator was not prepared even though the	We could do dry run with both with speakers and moderator to see

	not clearly visible. She turned out to be less expressive and interactive with both participants and speakers	OC had explained the mechanism	if it goes according to the plan then we could fix and improve on any deficiencies
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Event Rundown

Block	TIME	DURATIO N	AGENDA	AGENDA DETAILS
OPENING	13:00 - 13:02	2	Official Opening	Official Opening Speech from MC
	13:02 - 13:05	3	Opening Speech 1	Official Opening Speech from Warek 3
	13:05 - 13:08	3	Opening Speech 2	Official Opening Speech from LCP AIESEC in Untan
DISCUSSION	13:08 - 13:23	15	Session 2 : Your Self-Branding Shape Your Portfolio	Moderator Greets Speaker, Reads Speaker's CV, then Allows Speaker to Start the Session
	13:23 - 13:38	15	Consultation Space	1 Selected Delegate could Consul about Their Portfolio with The Speaker
	13:38 - 13:58	20	Session 3 : Can Your Self-Branding Lead You to an Internship?	Moderator Greets Speaker, Reads Speaker's CV, then Allows Speaker to Start the Session
ENGAGEMENT	13:58 - 14:06	8	QnA	Question & Answer Session and Moderator's Conclusion
	14:06 - 14:11	5	Ice Breaking	MC Leads Ice Breaking Session
	14:11 - 14:26	15	Session 4 : Make Your	Moderator Greets Speaker,

			Own Career Path	Reads Speaker's CV, then Allows Speaker to Start the Session
	14:26 - 14:34	8	QnA	Question & Answer Session and Moderator's Conclusion
	14:34 - 14:49	15	Discussion Space	Delegates Will Get Into 4 Different Breakout Rooms to Discuss about Their Thoughts
CLOSING	14:49 - 14:52	3	RnR	Give RnR to the Selected Participants
	14:52 - 14:55	3	Documentation & Official Closing	MC Leads the Photo Session & Gives an Official Closing

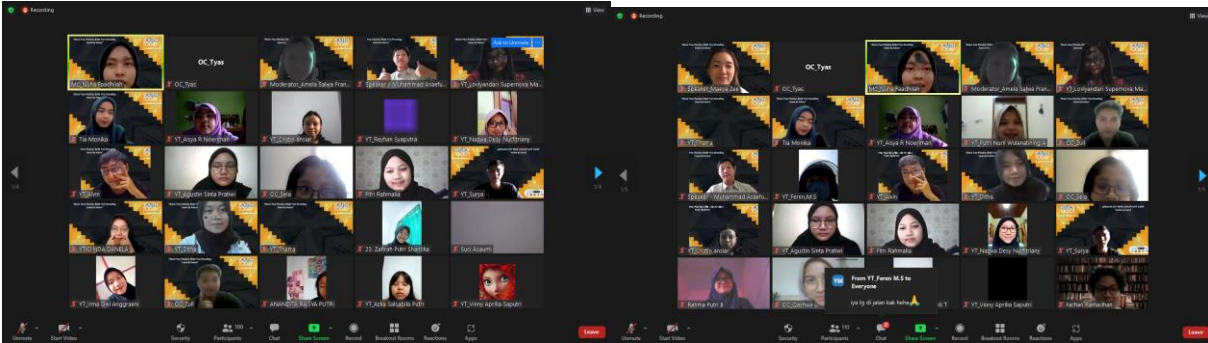
Income Statement

We don't have revenue, cost, and income.

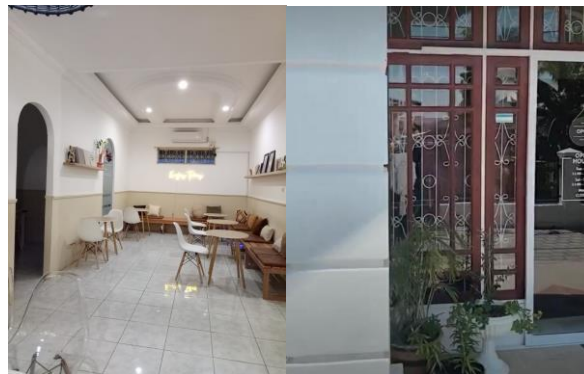
Project Evaluation

Things to Stop	Things to Continue	Things to Start
Feeling dissatisfied or confused but not talking about it to others	A good teamwork	Everyone that realized they are forgetful should establish a system so they can keep accountable
	The good work and the responsibility that everyone have	Every OCs must know the right time to do every job desc

Documentation



Location/place :



Member Testimonial

“I talk a lot in foreword, but the main thing I want to talk in here is I'm grateful to have this opportunity as an OCP at this event. The experience I got and also the people I meet here are really amazing. I know there are a lot of things to improve, but I hope we can learn something by running this project, and will be useful for us as a person. ☺”

Tyas Kurnianingsih

OC President

“I just wanna say thank you so much for all of my teammates in OC because they are so open with me when I need some help. And I'm so lucky to have this experience in AIESEC with the beautiful people around me that always have positive vibes. I learn so many new things here and I hope could be more responsible and be a better person in the next experience. ☺”

Siti Qashwa Dena Tahmida

OC Delegates Service

“First of all, I want to say sorry for the things that I couldn't achieve according to the target. Sorry for not being optimal. Also, I want to thank all of the OCs who have accepted me, reminded me, and given advice that made me more developed, and honestly, I feel I have learned a lot from you guys. We've all been great, and hopefully we can both be better people for our future lives. Glad to meet and know you, Estyakta. ☺”

Nuha Faadhilah

OC Program & Partnership

“Meeting new faces is one of my favorite things, but in this team I met faces that I won't stop looking for. I struggled, and they helped. I talked, and they listened. Soooo many

unexpected things happened D-4/3 realization, but we didn't stop fighting. I love how everyone was so passionate about supporting the event and also each OC. Because of this experience, I would highly suggest anyone that wants to expand their network to become an OC. To make great impacts, you need to have great people with you. I hope every OC feels the love that I got here.”

Bulan Alika Athaliah
OC Program & Partnership

“I want to tell you that you are great people! Yes you, the OCs and also the participants. In making this event, my friends and I went through quite a number of challenges and with this we gained a lot of experience. During my time as an OC Program and Partnership at this Youth Today event, I learned quite a lot. What really impressed me was when one of the speakers suddenly couldn't attend, so it was important for me to prepare other preparations. However, We've been through it together guys! and I'm proud of everything.. but keep learning and trying, guys ☺”

Crisensia Grisela
OC Program & Partnership

“Through this opportunity, I learn a lot about marketing and develop myself more. I am very thankful with my teammates because they are so agile and hard workers and also fast learners so we don't face any internal problems. Feedback from me to all of my teammates, we need to prepare a solution or B-Plan that might happen in the future such as speakers, partners, content ideas and many more. Anyway, you are so great as teammates that always support each other”

Zulfikar Suardi
OC Marketing

Approved by

President AIESEC in Untan

LOCAL COMMITTEE
AIESEC
UNTAN



Talitha Adna

Vice President Finance, Governance, and



Putri Kamilla Miranti

Project Quality and Control Manager



Adila Amri