

PROJECT REPORT
YOUTH TODAY CAREER GROWTH ESSENTIALS:
MASTERING SKILLS and STRATEGIES
25th, 26th, & 29th May 2024



AIESEC in UNTAN
UNIVERSITAS TANJUNGPURA
PONTIANAK
2024

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Project Background

Youth Today is an event initiated by AIESEC in Indonesia to create an experience for youth to know more about AIESEC development in leadership, how we do it, and some capacity building or workshops to support those development created in youth. This is the platform to validate the leadership experience we deliver from Global Volunteer, Global Talent & Global Teacher which will become the CTA for Youths Today participants.

Project Description

Youth Today is an event initiated by AIESEC in Indonesia to create an experience for youth to know more about AIESEC development in leadership, how we do it, and some capacity building or workshop to support those development created in youth. In this Youth Today we will be holding a theme of Youth Today titled "Career Growth Essentials : Mastering Skills and Strategies" Our Youth Today participants will be focused on fresh graduates, university students, and young employees because we want to focus on how youth can find their personal needs regarding their future career. To further demonstrate our dedication to youth preparation, we have decided to expand the scope of our event. Youth Today aims to host a comprehensive sharing session through interactive seminars. We have chosen #Career "Growth Essentials : Mastering Skills and Strategies" as our overarching theme, which will comprise three distinct sessions. With the aim of fostering stronger character development among today's youth, the speakers' objectives are to discuss "Mastering Personal Branding : Cultivate Your Professional Branding", "Leaders with Purpose: How Passion and Vision Drives Success", and "Achieving The Bright Future through Professionalism". In order to ensure that the youth benefit from this event, a workshop and office tour will be held during the company visit day.

Project Objectives/Purpose

- Boosting brand & awareness about AIESEC oGTa/e program and EwA program
- Success the event through get 150 sign up
- Engage Community
- Get a well known partner

Event Rundown

DAY 1 [SEMINAR SESSION]

BLOCK	TIME	DURATION	AGENDA	PIC	AGENDA DETAILS
Opening	09.00-09.45	45'	Registration	OC Delsar	Participant Fulfill the Registration Form
	09.45-09.50	5'	Official Opening 1	MC	Opening by MC and Speaker Introduction
	09.50-09.55	5'	Official Opening 2	LCP	Opening Session by LCP AIESEC in Untan
	09.55-10.00	5'	Official Opening 3	BoA	Opening Session by BoA AIESEC in Untan
	10.00-10.02	2'	Documentation	MC	Documentation Session with LCP & BoA
	10.02-10.07	5'	Check In	MC	MC leads the delegates to do the Check In
	10.07-10.10	3'	MC transition to Moderator	MC	Read Moderator's CV by MC and Lead Session to Moderator
Speaker Session	10.10-10.12	2'	"Mastering Personal Branding : Cultivate Your Professional Esteem"	Moderator	Greeting Speaker 1 and read the Speaker's CV
	10.12-10.42	30'		Speaker 1	Speaker is Allowed to Start Their Session
	10.42-10.52	10'		Moderator	QnA
	10.52-10.55	3'		LCP	LCP Deliver Certificate to Speaker 1 and Documentation
	10.55-11.05	10'		Promotion Space by Kampung Inggris Pontianak	OC Program
Buffer Time	11.05-11.08	3'			
Speaker Session	11.08-11.10	2'	"Leaders with Purpose : How Passion and Vision Drives Success"	Moderator	Greeting Speaker 2 and read the Speaker's CV
	11.10-11.40	30'		Speaker 2	Speaker is Allowed to Start Their Session
	11.40-11.50	10'		Moderator	QnA
	11.50-11.53	3'		LCP	LCP Deliver Certificate to Speaker 2 and Documentation
Buffer Time	11.53-11.56	3'			
Speaker Session	11.56-11.58	2'	"Achieving The Bright Future Through Professionalism"	Moderator	Greeting Speaker 3 and read the Sepaker's CV
	11.58-12.28	30'		Speaker 3	Sepaker is Allowed to Start Their Session
	12.28-12.38	10'		Moderator	QnA
	12.38-12.41	3'		LCP	LCP Deliver Certificate to Speaker 3 and Documentation
Closing	12.41-12.44	3'	Moderator Transition to MC	Moderator	Lead Session to MC
	12.44-12.48	4'	Survey Fulfillment	MC	MC Leads the Participant to Fulfill the Survey Fulfillment
	12.48-12.58	10'	Partner Space by WhiteLab	Partner	MC Transition to Partner
	12.58-12.59	1'	Partner Transition to MC	MC	MC Transition to OGx Team
	12.59-13.04	5'	OGTa Space	OGx Team	Lead Session by OGx Team
	13.04-13.09	5'	LP Space	LP Team	Lead Session by LP Team
	13.09-13.12	3'	RnR	MC	MC Announcement the RnR Category
	13.12-13.17	5'	Check Out	MC	MC leads the delegates to do the check out
	13.17-13.20	3'	Documentation	MC	All the OCs and participant and speaker take a pict together
13.20-13.22	2'	Closing by MC	MC	MC giving closing speech and MC allowed the delegates to leave	

DAY 2 [RRI COMPANY VISIT]

	TIME	DURATION	AGENDA	PIC	AGENDA DETAILS
Pre-Opening	09.00-09.45	45'	Registration	OC Delsar	Delegates Fulfill the Registration Form and delser and program guide the delegates to their sit based on their group
Office Tour	09.45-10.00	15'	"Behind The Mic : Diving Deep into RRI"	Company Representative	Company Space
Opening	10.00-10.02	2'	Opening Speech 1	MC	Opening by MC and Speaker Introduction
	10.02-10.04	2'	Opening Speech 2	LCP	Opening by LCP AIESEC in Untan
	10.04-10.06	2'	Opening Speech 3	Company Representative	Introduction by Partner
	10.06-10.11	5'	Roll Dance	All OCs	All the OC and the delegates doing the Roll Dance
	10.11-10.15	4'	Check In	MC	MC leads the delegates to do the check in
Workshop	10.15-10.20	5'	Company Representative Introduction	MC	MC introduce the company representative
	10.20-10.40	20'	"The Power of Voice : Mastering On-Air Public Speaking"	Company Representative	Delegates will attend a workshop provided by the company representative to get the basics of public speaking, the application of it in the real world and how to master this skill
Ice Breaking	10.40-10.50	10'	Games	OC Program	Playing with Delegates
	10.50-10.52	2'	RnR	MC	Delegates sharing their experience
	10.52-10.55	3'	Check Out	MC	MC lead the delegates to do check out
Closing	10.55-10.59	4'	Survey Fulfillment	MC	MC leads delegates to fulfil survey
	10.59-11.02	3'	Documentation	MC	LCP Deliver Certificate to Company and Documentation Together
	11.02-11.04	2'	Closing by MC	MC	MC gives closing speech and allowed delegates to leave

DAY 3 [BCA COMPANY VISIT]

BLOCK	TIME	DURATION	AGENDA	PIC	AGENDA DETAILS
Pre-Opening	15.00-15.30	30'	Registration	OC Delsar	Delegates Fulfill the Registration Form and delser and program guide the delegates to their sit
Opening	15.30-15.32	2'	Opening Speech 1	MC	Opening by MC and Speaker Introduction
	15.32-15.34	2'	Opening Speech 2	LCP	Opening by LCP AIESEC in Untan
	15.34-15.36	2'	Opening Speech 3	Company Representative	Introduction by Partner
	15.36-15.40	4'	Check In	MC	MC leads the delegates to do the check in
	15.40-15.45	5'	Company Representative Introduction	MC	MC introduce the company representative
Company Tour	15.45-16.05	20'	"From Within BCA : Insights and Opportunities on Career Paths"	Company Representative	Office Tour
	16.05-16.10	5'	Delegates Session	MC	MC leads some delegates to share their experience during the company tour
Closing	16.10-16.12	2'	RnR	MC	Delegates sharing their experience
	16.12-16.15	3'	Check Out	MC	MC lead the delegates to do check out
	16.15-16.19	4'	Survey Fulfillment	MC	MC leads delegates to fulfil survey
	16.19-16.22	3'	Documentation	MC	LCP Deliver Certificate to Company and Documentation Together
	16.22-16.24	2'	Closing by MC	MC	MC gives closing speech and allowed delegates to leave

External Persona

Speaker Persona

- Understand how a good personal branding can impact career development in youth
- Understand the importances of leadership and how it can be applied in pursuing a career
- Understand the strategy for career development
- Understand on why passion is important and how it can align with vision for a better career path
- Understand of how good professionalism is in a work environment

Moderator Persona

- Have a good way of communicating and engaging with the participant
- Expertise with public speaking
- Have experience be moderator
- Alumnae AIESEC in Untan

Partner Persona

- Willing to follow AIESEC's regulations in partnership
- Support career development for future talents
- Willing to contribute in youth development
- Have awareness of youth development, especially in the professional growth preparation

Customer Persona

- 18-25 years old, University Student or Senior High School student at Pontianak Region
- Focused
 1. Tanjungpura university (FEB and FKIP)
 2. POLNEP (Accounting and office major)
 3. ITBSS (entrepreneurship,digital business study program,and IT major.)
- Curious about leadership
- Currently preparing for a professional career
- Enjoy learning new things

Person In Charge

Name	Role	Student number
Risca Meriani	Organizing Committee President	H1031211070
Syafiqah Nawra Fazila	Organizing Committee Program	D1091231003
Christopher Aurellyan Alotano Luna	Organizing Committee Program	D1041221093
Putri Salwa Azzuhra Novitri	Organizing Committee Finance and Logistic	A1011231160
Anisa Maylana Putri	Organizing Committee Finance and Logistic	22613224
Reisya Adinda	Organizing Committee Partnership	D1091231005
Erine Virena	Organizing Committee Partnership	E1111231069
Valeria Vega	Organizing Committee Brand and Marketing	E1111231046
Vita	Organizing Committee Brand and Marketing	B1024231023
Reggina Salsabila	Organizing Committee Delegates Service	B1034231002
Deya Febri Pratiwi	Organizing Committee Delegates Service	B1031231157

Project Output

Based on the output in the pre-proposal and realization of the project, The output of Youth Today is :

Output	Target	Achieved
# of Sign up	150	106
# of Participant attendance in day 1	150	99
# of Participant attendance in day 2	75	28
# of Participant attendance in day 3	75	38

# of Collaboration partner	1	2
# of Content digital	15	12
# of Revenue	Rp. 3.000.000	Rp. 2.120.000
# of Speaker NPS	9	8.7
# of Delegates NPS	9	9.2
# of Partner NPS	9	9.3

Documentation



Day 1 Seminar with theme “Career Growth Essentials: Mastering Skills and Strategies.”



Day 2 Company Visit with theme “The Power of Voice: Mastering On-Air Public Speaking.”



Day 3 Company Visit with the theme “From Within BCA: Insight and Opportunities on Career Paths.”

Approved by

Local Committee Vice President of
External Relations 24.25



Maria Olga Bapage

Team Leader of
Public Relations 24.25



Risca Meriani