

**PROJECT REPORT**  
**YOUTH TODAY X JOIN AIESEC**  
**Sunday, 8th September 2024**



**AIESEC in UNTAN**  
**UNIVERSITAS TANJUNGPURA**  
**PONTIANAK**  
**2024**

## Table of Contents:

Project Background.....	3
Project Description.....	3
Project Objectives/Purpose.....	3
Event Rundown.....	4
External Persona.....	5
Customer Persona.....	5
Person In Charge.....	6
Project Output.....	7
Documentation.....	8



## Project Background

AIESEC is a global youth leadership organization that empowers young people to become leaders and have a good impact on the world. JOIN AIESEC, well known as AIESEC Member, is the way to achieve midterm direction (A2025), specifically Building Long Lasting AIESEC. Through this program, will create golden Future Leaders to continue giving impact.

## Project Description

AIESEC is a global youth leadership organization dedicated to empowering young people to grow as leaders and make a positive impact on the world. Through various programs, events, and values, AIESEC focuses on nurturing the growth of youth. JOIN AIESEC will reveal how AIESEC contributes to the growth and empowerment of young leaders on their leadership journey. This event aims to connect the younger generation and raise awareness of the importance of developing leadership within them. And Join AIESEC or recruitment to become an AIESEC member aims to be a forum for young people, which focuses on leadership development as its core. Unlike university clubs or other youth organizations, our product develops young people by providing personalized, relevant and measurable leadership development experiences, connecting them to a global network of youth organizations and partners. Join AIESEC will introduce how AIESEC contributes to the growth and empowerment of young leaders in their leadership journey.

## Project Objectives/Purpose

- To introduce delegates towards AIESEC and AIESEC in Untan
- To deliver insight regarding leadership and SDGs to participants
- To boost the delegates' enthusiasm for their leadership journey with AIESEC

# Event Rundown

## AGENDA & SESSION BLOCK

BLOCK	TIME	DURATION	AGENDA	AGENDA DETAILS	PIC	Total Sub Agenda
Pre-Opening	09.45 - 10.00	15	Video Promotion Space	Play a video from partners	OC PR & Partnership	1
Opening	10.00 - 10.03	3	Opening	MC me-welcome para applicants	MC	6
	10.03 - 10.06	3	Indonesia Raya	Singing Indonesia Raya	MC	
	10.06 - 10.11	5	Opening Speech 1	Opening Speech by OCP AIESEC in Untan 2024	OCP	
	10.11 - 10.16	5	Opening Speech 2	Opening Speech by LCP AIESEC in Untan 24.25	LCP	
	10.16 - 10.26	10	Opening Speech 3	Opening Speech by BoA AIESEC in Untan	BoA	
	10.26 - 10.29	3	Check In	MC will do the check in	MC	
Introduction	10.29 - 10.31	2	Story of Us	Greetings to the applicants and read the CV of Speaker 1 (LCP)	Moderator	4
	10.31 - 10.51	20		Story of Us : AIESEC in Untan	LCP	
	10.51 - 11.01	10		Q&A Session	Moderator & LCP	
	11.01 - 11.03	2		Appreciation Session dengan OCP men-deliver speaker certificate, documentation dan memberikan souvenir	OCP	
Break	11.03 - 11.10	7	Promotion Space	Promotion Space by Whitelab and penyerahan sertifikat by OCP	OC PR & Partnership & Partner	2
	11.10 - 11.17	7		Promotion Space by Kohvito and penyerahan sertifikat by OCP		
Engagement	11.17 - 11.19	2	Lead with Us	Greetings to the applicants and read the CV of Speaker 2 (LCVP MXP)	Moderator	4
	11.19 - 11.39	20		Lead With Us	LCVP MXP	
	11.39 - 11.49	10		Q&A Session	Moderator & LCVP MXP	
	11.49 - 11.51	2		Appreciation Session dengan OCP men-deliver speaker certificate, documentation dan memberikan souvenir	OCP	

## AGENDA & SESSION BLOCK

Break	11.51 - 11.55	4	Promotion Space	Promotion Space for AFL	LCVP AFL or MC	1
Inspiration	11.55 - 11.57	2	Enhancing Your Leadership and Critical Thinking	Greetings to the applicants and read the CV of Speaker 3 (External)	Moderator	5
	11.57 - 12.17	20		Enhancing Your Leadership and Critical Thinking	External	
	12.17 - 12.27	10		Q&A Session	Moderator & External	
	12.27 - 12.57	30		Workshop	External	
	12.57 - 12.59	2		Appreciation Session dengan OCP men-deliver speaker certificate, documentation dan memberikan souvenir	OCP	
	12.59 - 13.03	4		Promotion Space	Promotion Space for oGTa	
Closing	13.03 - 13.08	5	Rewards & Recognition (RnR)	Giving Rewards & Recognition as appreciation to participant	MC	4
	13.08 - 13.10	2	Certificate to MC	OCP give MC certificate and souvenir	OCP	
	13.10 - 13.15	5	Fill Feedback & Satisfaction During Event	Fill Satisfaction Survey	MC	
	13.15 - 13.20	5	Dokumentation & Official Closing	Documentation, and Closing		

**Total Duration**                      200  
3 hours 20 minutes

## External Persona

### Speaker Persona

- Understand how critical thinking is useful in everyday life
- Can create good workshops and outputs for audiences
- Have some experience in critical thinking
- Have some experience in public speaking events
- Communicative with Indonesian and English
- Understand the character of the delegates
- Experienced in leading someone, speaker who can understand the balance

### Moderator Persona

- Good public speaking
- Have MC experience
- Can give a good impression to probies
- Can build atmosphere and engage with delegates

### Partner Persona

- Willing to follow AIESEC's regulations in partnership
- Willing to contribute in youth development
- Have a good branding among Youth
- Suits to AIESEC's values and also persona

## Customer Persona

- 18-23 years old, university students from any university in Pontianak batch 2022, 2023, 2024
- Focused:
  1. Tanjungpura University: FEB, Engineering, FISIP, MIPA, FKIP, Hukum, FK

2. ITBSS, UWDP, POLTEQ, UMP, UPB, POLNEP, STBHB

- Seeking for personal development: interpersonal skill, practical learning outside university
- Seeking for leadership experiences: individuals who want to develop their competencies & values of leadership

## Person In Charge

Name	Role	Student number
Sofia	Organizing Committee President	B021221004
Mohamad Idzan Azzikra Rukka	Organizing Committee Program	E1111221073
Dwi Bernata Tunjar	Organizing Committee Program	H1041231037
Muthia Risti Fadhila	Organizing Committee PR & Partnership	H1091231049
Valeria Vega	Organizing Committee PR & Partnership	E1111231046
Pheterson Ferry Fernando	Organizing Committee Marketing	H1101221020
Nabila Husnul Khotimah	Organizing Committee Marketing	E1111231001
Silvia Fransisca	Organizing Committee Finance & Logistic	23421706
Mudha'afah Hasanah	Organizing Committee Finance & Logistic	12217032
Marcell Jonathan	Organizing Committee Human Resource Management	D1021231033
Christina Novita Apriliana Pascha Ahen	Organizing Committee Human Resource Management	F1021211023

Agata Yuspita	Organizing Committee Vice President Talent Process	B1021211148
Wira Kasyfurrahman	Organizing Committee Talent Process	F1021231021
Anisa Maylana Putri	Organizing Committee Talent Process	22613224

## 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 of Participants get to know AIESEC, especially AIESEC in Untan.	100%	100%
# of Participants gain insight critical thinking.	100%	100%
# of Participants received leadership development through Join AIESEC during Leaderless group discussions.	100%	100%

## Documentation





**Approved by**

Local Committee Vice President of  
External Relations 24.25



**Maria Olga Bapage**

Team Leader of  
Public Relations 24.25



**Risca Meriani**