



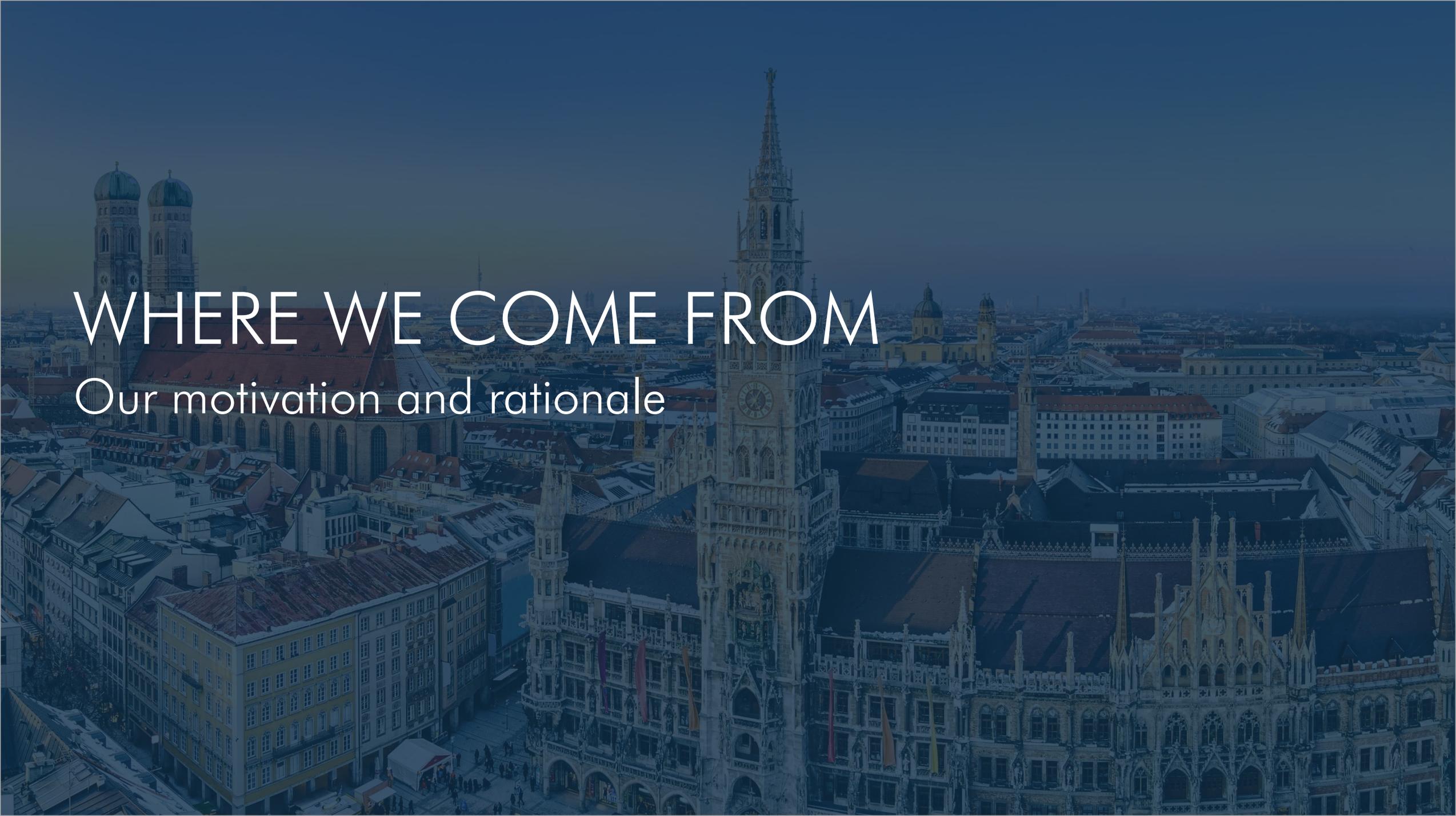
AES

Asian-European Society Munich

Building an intercultural Bridge
between Asia & Europe.

AES Info Session

Summer Term 2020

An aerial photograph of a European city, likely Munich, Germany, featuring a prominent Gothic cathedral with two large domes on the left and a tall, ornate clock tower in the center. The city is densely packed with buildings, and the sky is a clear, pale blue. The text is overlaid on the image in a white, sans-serif font.

WHERE WE COME FROM

Our motivation and rationale

There is a clear need for more interaction between Asia and Europe

Our rationale for founding AES

AES

Asian-European Society Munich

Intrinsic motivation of our members due to personal backgrounds, interests and experiences

TUM is the most popular German university for international students – 36.1 % of them are from Asia and 47.2 % from Europe

Lack of knowledge and cultural gaps between Europe and Asia require a better mutual understanding

Having a campus in Singapore, TUM is the only German university with a strong footprint both in Europe and Asia

International students face significant challenges when arriving in Germany

No student association at TUM addresses international exchange comprehensively

Representing roughly 2/3 of the world population, Asia has huge economic and political significance – and rising

We are an accredited association at Technical University of Munich

Linkage between TUM and AES

„We invest in talents. Recognition is our return. [...] At TUM, we view internationality as a mindset connecting our home with the world. We welcome talent from all over the globe.“

TUM's mission statement (2020)



A multi-tiered pagoda with a dark blue sky and a mountain in the background. The pagoda has several levels with dark roofs and red accents. The background shows a mountain range under a clear sky.

WHAT WE BUILD ON

Our mission, vision and values

We build an intercultural bridge between Asia and Europe

What we do, strive and stand for

AES

Asian-European Society Munich



Vision – Building an intercultural bridge between Asia and Europe

AES is a non-profit, student-run organisation striving to foster mutual understanding and collaboration between students from Asia and Europe.



Mission – Facilitate intercultural knowledge and enrich student life in Munich

Our activities promote direct interaction and knowledge transfer between students, academia, and the corporate world.



Values - Openness, diversity and passion

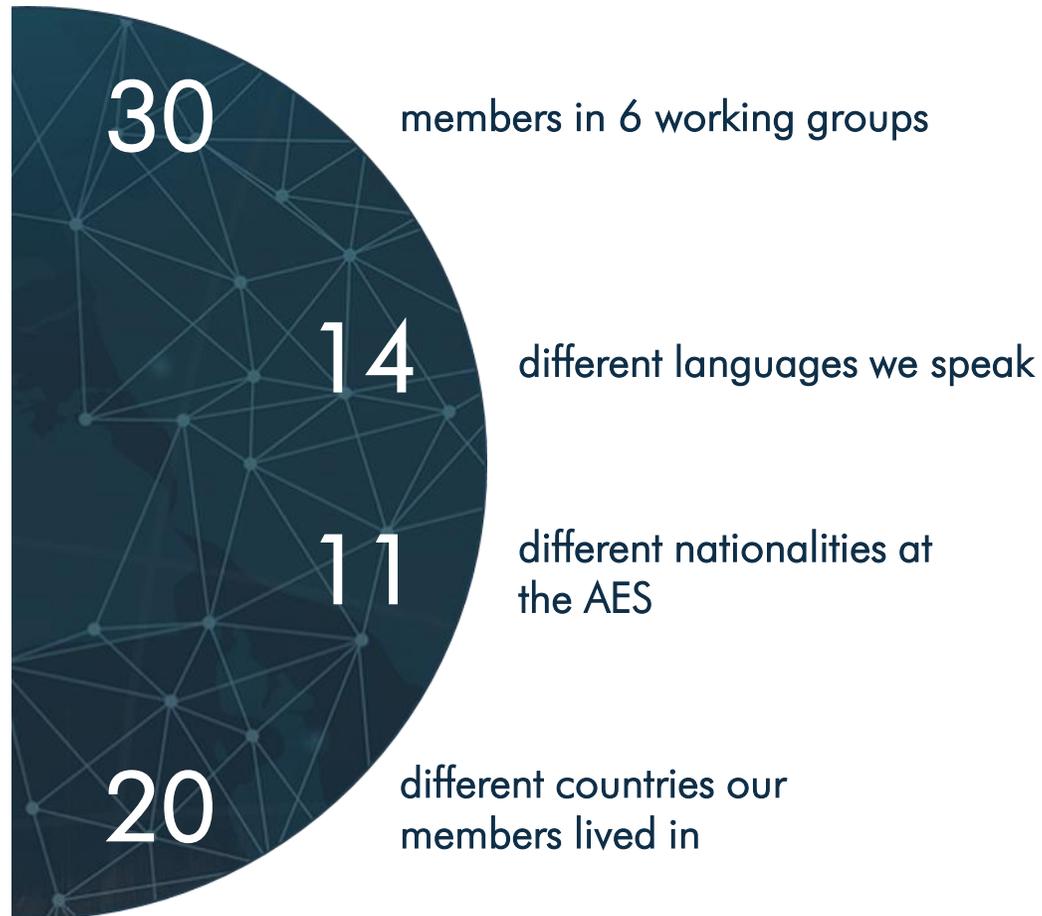
We welcome people with diverse backgrounds and encourage borderless communication in a passionate and supportive environment.

Meet the Asian-European Society Munich

Our society reflected in numbers

AES

Asian-European Society Munich



Partnerships, Club Life & Social Events, Marketing, Content Platform, Corporate Workshops & Speaker Series

Czech, English, French, German, Hindi, Italian, Japanese, Korean, Malay, Mandarin, Spanish, Thai, Urdu & Vietnamese

Chinese, Chinese (Taiwan), Czech, German, Guatemalan, Indian, Pakistani, Malay, Singaporean, Thai & Vietnamese

Austria, China, Czech Republic, Germany, Guatemala, India, Israel, Italy, Japan, Korea, Malaysia, Pakistan, Singapore, Spain, Taiwan, Thailand, Turkey, UK, USA & Vietnam

Our strategic focus comprises social, and professional dimensions

The scope of our activities



Asian-European Society Munich

We strive to build a long-lasting community – across cultures and disciplines



We help Munich talent to kickstart their careers by connecting them to employers

We aim to be a platform to exchange knowledge and foster mutual understanding

At the core of our activities, we organize a wide range of events

Our events at a glance

AES

Asian-European Society Munich



Corporate Workshops

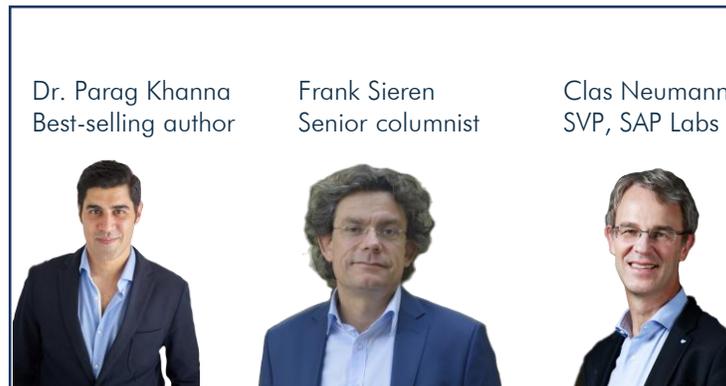


Selection AES corporate and event partner

Career events to bring talented students and the corporate world together.



Speaker Series



Selection of former guests in AES Speaker Series

Public talks with senior leaders from business, politics, and society.



Social Events



Bi-weekly AES Stammtisch plus 5 to 10 social events per semester

Semester Kick-Off at Tegernsee, April 2019

Community gatherings to exchange ideas and make new friends.



HOW DOES AES WORK?

Our organizational structure

All our activities are organized within 6 Working Groups

Our organizational structure



Asian-European Society Munich



Working Groups reflect requirements of our student society optimally

An approach to enhance ownership, flexibility and speed

Working Groups are small teams, forming the basis of AES' organizational structure. All our activities are driven and organized within Working Groups with each member being part of one or multiple Working Group(s). Thereby, each group is devoted to a specific topic relevant to AES.

Why Working Groups?

1

Promotes **flexibility and better coordination** of members through small group size

2

Fosters **learning and knowledge transfer** through diverse members member profiles

3

Allows for **taking over responsibility for everyone** who wants to do so as project owner

4

Ensures that **motivated members work with other motivated members**

Working Group structure



Project owner



Member



Member



Member



Exec committee member

Rather passive role

- Size depends on tasks (~ 2 to 5 members)
- (Re-)staffing at the beginning of each semester and on demand during the semester
- Participation of members in one or more groups

Partnerships

Corporate Workshops

Speaker Series

Club Life & Social Events

Social Events

Marketing

Content Platform

...



FOLLOW OUR JOURNEY

Expectations and next steps

Genuine interest in Asian-European exchange is essential for joining AES

About mutual expectations

AES

Asian-European Society Munich

What we expect from you



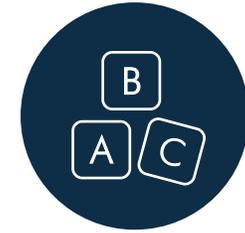
Interest

A genuine interest in Asian-European collaboration and exchange



Ownership

Sense of responsibility and ownership for projects and our vision



The Basics

Fluency in English, respectful & open mindset, student at a university in Munich

What you can expect from us



Personal Development

Drive own initiatives and take over responsibility for others



Strong Community

Become part of a diverse and well-connected community



Cultural Knowledge

Gain intercultural experience and learn about other countries and backgrounds

We welcome students eager to foster collaboration between Asia & Europe

All required steps to join AES

AES

Asian-European Society Munich



Get to know us

Get informed about the most important aspects of our society, its benefits and possible ways on how you can contribute.



Fill out our application form

Interest in Asian-European exchange is our core requirement. Demonstrate it and show that you are willing to drive initiatives. We review your application, schedule a kick-off, and introduce you to our community.



Join AES for a 4 weeks trial phase

See the insights of our society and bond with our members during a welcome weekend trip. At the end of the 4 weeks we conduct a personal feedback session (both ways) to clarify questions and to see whether we get along well.



Become 'official' member of AES

After the successful end of the trial period, you become a member of our non-profit entity (gemeinnütziger Verein) and our core team.

We are looking forward to hear from you!

Follow our journey!

Find us on our website & in social networks



www.aestum.de



www.facebook.com/AESatTUM



www.linkedin.com/company/aestum

Get in touch!

Contact us anytime



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APPENDIX

Available Working Groups & FAQ

Working Group: Partnerships

What is it about?

What is it about?

Forming vital partnerships with a variety of partners is of crucial importance for AES. Our partnership team is responsible for the identification and formation of new partnerships with corporates, other (non-profit) organizations, and universities. Similarly, the team manages our existing network and supports AES by securing future funding.



Permanent



5 members



~3h / week (balanced)

Team



Project owner

Daniel



Board member

Niklas



Julia



Walid



Alex



Stephan



You!

What helps you to contribute?

Contacts to potential partners

PowerPoint skills

Professional & open mindset

German skills beneficial

What will you do?

① **Identification**
(e.g. partner selection, own contact use, check fit to AES, ...)

② **Acquisition**
(e.g. cold "sales" through personal, e-mail communication, ...)

③ **Management**
(e.g. proposal creation, partner and advisory board management, ...)

What do we want to achieve together?

For our student society, fostering collaboration and interaction, an extensive network is one of our fundamental pillars. The partnership team takes responsibility for expanding and nurturing our partner network of corporates, non-profit (student) organizations and our board of advisors.

Get in touch!



Niklas Stepanek
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+49 176 6497 4878

Working Group: Club Life & Member Development

What is it about?

What is it about?

A vivid club life and an interacting diverse community are at the core of AES. The established Club Life Working Group facilitates this mindset by driving initiatives that bring different perspectives together and develops our AES members. This includes the creation and realization of own ideas and a close alignment with the executive committee, other Working Groups and members to foster an interacting community at AES.



Permanent



5 members



~3h / week (balanced)

Team



Project owner

Long



Board member

Karin



Srijan



Chris



Thanh



Miki



You!

What helps you to contribute?

- Integrative & creative mindset
- Previous intercultural experience
- Passionate community builder
- Understanding of the international & local community

What will you do?

- 1 Creation**
(e.g. community initiatives, skill workshops, ...)
- 2 Development**
(e.g. positive culture, mutual understanding, diversity ...)
- 3 Alignment**
(e.g. communication with all members, different interests, objectives, ...)

What do we want to achieve together?

Our values differentiate us by fostering mutual understanding and development across international and local students. Realizing this requires focus and incorporation of all interests on an equal footing. The Club Life team fosters these ideas and drives initiatives to integrate mutual collaboration and personal development into our daily life and across all AES activities.

Get in touch!



Long Nguyen
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Working Group: Marketing

What is it about?

AES

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What is it about?

Given our vision to build an intercultural bridge between Asia and Europe, spreading the word of our student society across Munich's universities is of major importance for all AES activities. Our Marketing team facilitates various online and offline activities and drives own initiatives with regards to social media, digital marketing tools, and offline marketing by leveraging AES-related activities and contents.



Permanent



4 members



~3h / week (balanced)

Team



Project owner

Philipp



Mathias



Board member

Johannes



Srijan



Chris



Niksa



You!

What helps you to contribute?

Design skills

Social media affinity

Strong command in English

Know-how on marketing tools

What will you do?

1 **Social media**
(e.g. channel strategy, technical coordination, post planning)

2 **Offline channel**
(e.g. AES merchandise, posters, advertising corporations, ...)

3 **Alignment**
(e.g. activities, content with social media and offline marketing efforts ...)

What do we want to achieve together?

Our marketing team is crucial for building-up a constantly increasing community of followers and contributors. The team leads our efforts to establish ourselves as well-known student society. Thus, the team takes responsibility over the most used touchpoint between AES and like-minded people.

Get in touch!



Philipp Möller
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Working Group: Content Platform

What is it about?

What is it about?

Besides organizing events, our student society shall develop further to a creator, and intermediary of relevant content. Based on our focus topics, this Working Group works out interesting topics in suitable formats (e.g. blog series, maps, video, audio) to build a platform where students get informed about Asia and Europe-related topics and are able to (temporarily) contribute to it. Therefore, a genuine interest in Asia and Europe from a content perspective is essential.



Permanent



4 members



~3h / week (balanced)

Team



Project owner

May



Board member

Johannes



Karin



Jessica



Max



You!

What helps you to contribute?

- Curiosity about content topics
- Great organizational skills
- Motivated self-starter
- Strong English writing command

What will you do?

- 1 Identification**
(e.g. talk to students, identify right topics and formats, benefit-effort analysis, ...)
- 2 Aggregation**
(e.g. set up ways of external contribution, find great content partners, ...)
- 3 Creation**
(e.g. create content, establish foundation others can build upon, ...)

What do we want to achieve together?

Our objective is to build a platform on which interested students can find genuine and valid content across our focus topics. In order to attract interested students, it is crucial to not only meet their interests but also present our content in an appealing format and at a reasonable quality standard.

Get in touch!



Johannes Oppermann
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Working Group: AES Corporate Workshop (pool)

What is it about?

AES

Asian-European Society Munich

What is it about?

AES Corporate Workshops are a crucial part of AES' event series and help (international) students to get in touch with interesting employers in the region. Therefore, each AES Corporate Workshop is organized by an event-based Working Group that takes care of the entire planning and execution. This includes everything from topic ideation over organizational and marketing matters to the communication with partners and participants.



Project-specific assignment



4 members



~5h / week (concentrated)

What helps you to contribute?

- Project management talent
- Marketing & English writing skills
- Professional & confident mindset
- Independent, ad-hoc problem solver

What will you do?

- 1 Planning**
(e.g. kick-off with partner, topic ideation, room and date planning, ...)
- 2 Execution**
(e.g. marketing activities, participant selection, ad-hoc communication,...)
- 3 Feedback**
(e.g. post-processing events, feedback meeting, handover & documentation, ...)

Team



Project owner

Daniel



Board member

Jessica



Chris



Adeel



Zhizhe



You!

What do we want to achieve together?

Our objective is clear and simple: Hosting professionally-organized events which create true value to both the participants and our partner companies. Therefore, it is essential to work at the highest quality standards and be a reliable and responsive counterpart throughout the entire project.

Get in touch!



Jessica Her
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+49 174 661 7848

Working Group: AES Speaker Series (pool)

What is it about?

AES

Asian-European Society Munich

What is it about?

AES Speaker Series aim to provide high-quality knowledge through webinars, panel discussions, and fireside chats to our participants. With regard to content, the events include a broad range of AES focus topics related to Asia and Europe. Each event (series) will be separately organized by an event-based Working Group that takes care of the entire process from identifying and approaching a speaker over all kind of organizational matters to attracting sufficient participants.



Project-specific assignment



4 members



~5h / week (concentrated)

What helps you to contribute?

- Experience with senior speakers
- Marketing & English writing skills
- Professional & confident mindset
- Moderation & presentation talent

What will you do?

- 1 Planning**
(e.g. identifying speaker, topic ideation, room and date planning, ...)
- 2 Execution**
(e.g. marketing activities, speaker communication, technology setup,...)
- 3 Feedback**
(e.g. post-processing events, feedback meeting, handover & documentation, ...)

Team



Project owner

Mathias



Board member

Johannes



Li



Adeel



Vivek



You!

What do we want to achieve together?

Besides community-building, AES actively fosters mutual understanding across cultures through content creation and aggregation. AES Speaker Series are supposed to be a platform where interested people can learn, ask questions, and exchange ideas guided by our AES team and high caliber external speakers.

Get in touch!



Mathias Horsch
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Working Group: AES Social Event (pool)

What is it about?

What is it about?

Community and intercultural exchange are at the heart of all AES' activities. To build a long-lasting community, strong social ties through mutual interaction are essential. Therefore, each internal or external AES Social Event is organized by an event-based Working Group that is responsible of the entire process from A to Z, including ideation, participant communication, budget overview, and many more.



Project-specific assignment



4 members



~5h / week (concentrated)

Team



Project owner

Long



Board member

Karin



Li



Chris



Miki



You!

What helps you to contribute?

- Hands-on organizational talent
- Creative, self-motivated nature
- Passionate community builder
- Marketing & English writing skills

What will you do?

- 1 Planning**
(e.g. ideation session, budget proposal, room and date planning, ...)
- 2 Execution**
(e.g. marketing activities, participant management, ad-hoc communication,...)
- 3 Feedback**
(e.g. post-processing events, feedback meeting, handover & documentation, ...)

What do we want to achieve together?

Our main objective is that all participants at AES Social Events genuinely enjoy the events and interact with each other – across cultures and disciplines. Further, AES Social Events significantly shape the public image of our society, as it is often the first point of contact for interested fellow students.

Get in touch!



Karin Szu
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What else is important?

Working Groups – FAQ (I/II)

What is the difference between permanent and project-specific Working Groups?

Permanent groups drive our efforts in their respective fields and are established independently of an activity (e.g. Corporate Workshops). They aim to strengthen the foundation of AES on an ongoing basis. Together with the board, permanent Working Group initiatives result in projects or events that are organized by project/event-based groups. As membership in multiple Working Groups is possible, project/event-based groups offer the possibility for every member to realize own activities and ideas, independently of membership in a permanent group.

What means “pool” at the project-specific groups?

Everybody can sign-up for the pool of the respective activities. Members in a specific pool will be proactively contacted and asked to take over responsibility in a project/event-specific Working Group that is formed and geared towards the organization of a specific activity.

Why is there a board member and a project owner in the group?

The board member of the Working Group takes a rather passive role, aligns objectives and supports coordination efforts and exchange between project groups. The project owner organizes the Working Group itself, sets objectives, has oversight of members in the group and responsibility for the outcomes. Furthermore, owning a project is a great way to demonstrate commitment, responsibility and performance for one self's personal development and towards AES. Given a yearly changing board, project owners will be in a good position to take over future roles in the executive committee.

What is the difference between the Working Groups „Marketing“ and „Content Platform“?

Marketing is about increasing our reach across universities by leveraging our activities and contents. This can be achieved through means such as social media, increasing our offline presence at TUM, LMU and HSM, and advice on communication aspects. Besides organizing activities, we want to enrich campus life by creating contents relevant to AES and our focus topics (e.g. country introductions). This shall be piloted in our Content Platform group. Building on that, several content-specific projects (as project-specific Working Groups) can be coordinated and carved-out of the Content Platform group in order to leverage knowledge of AES members and students at that are interested in (temporarily) contributing to AES.

Can I organize a Social Event, if I am only in the Corporate Workshop pool? (and similar configurations)

Yes. If you have an idea for a Social Event, you can align yourself with the Club Life group and establish an own Social Event Working Group in order to realize your idea. Again, signing-up for a pool means only, that we proactively ask you for the organization of planned activities relevant to the pool you signed up for. This is generally applicable for all types of configurations (e.g. organizing a Corporate Workshop while being part of the Social Event pool).

What else is important?

Working Groups – FAQ (II/II)

What is an example of an interplay between permanent and project-specific Working Groups?

Example: Objectives of the permanent Working Group Club Life involve fostering our community and ensuring values such as inclusiveness and diversity. The group drives initiatives and gives guidance on our approach how our student society can reach these objectives. Means to realize them would be (among others) Social Events, Speaker Series, or Skill Workshops. The permanent group will plan and frame these initiatives in a project format, allowing everyone at AES to join the organization of a particular event within a project-specific group. Simultaneously, every member has the chance to realize an own idea for a Social Event, Speaker Series, etc. by aligning with the Club Life group (or other respective permanent Working Group) first, and then organizing the respective project-specific Working Group as project owner. Membership in the permanent group is not required here. **Details on such processes will be published after kick-off of the Working Groups.**

What happens after I join a Working Group?

Every Working Group has a kick-off where central aspects and objectives of the Working Group will be discussed and defined. In addition work mode, group meetings and other organizational aspects can be defined in each group according to its requirements and team member availabilities.

What can I do if I have a single idea or task that does not need an extra Working Group or complex organization?

Please contact the owner of the respective permanent Working Group that your task would likely to be part of. In case you are not sure who to contact, please reach out to Johannes.

Who is a suitable contact if I have a general idea or comment not related to my Working Group?

Please contact the board. In case you are not sure who to contact, please reach out to Johannes.