Working Group: Partnerships
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.

What helps you to contribute?

- Contacts to potential partners
- Professional & open mindset
- PowerPoint skills
- 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!

Team

- Project owner: Daniel
- Board member: Niklas

- Julia
- Walid
- Alex
- Stephan
- You!

Niklas Stepanek

Team

- Permanent
- 3 – 4 members
- ~3h / week (balanced)
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.

What helps you to contribute?

- Project management talent
- Professional & confident mindset
- Marketing & English writing skills
- 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, …)

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.

Team (established for each AES Corporate Workshop individually)

- Daniel: Project owner
- Jessica: Board member
- Chris
- Adeel
- Zhizhe
- Youl

Get in touch!

Jessica Her
Working Group: AES Speaker Series (pool)
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.

What helps you to contribute?

- Experience with senior speakers
- Professional & confident mindset
- Marketing & English writing skills
- Moderation & presentation talent
- Project-specific assignment
- 2 – 3 members
- ~5h / week (concentrated)

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, …)

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

Team (established for each AES Speaker Series individually)

Mathias
Johannes
Li
Adeel
Vivek
You!
Working Group: Club Life & Member Development

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.

What helps you to contribute?
- Integrative & creative mindset
- Passionate community builder
- Previous intercultural experience
- 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.

Team

Project owner
- Long
- Karin

Board member
- Srijan
- Chris
- Thanh
- Miki
- Youl

Permanent
3 – 4 members
~3h / week (balanced)

Get in touch!

Long Nguyen

April 2020 AES Working Groups

Asian-European Society Munich
Working Group: AES Social Event (pool)

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.

What helps you to contribute?

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

What will you do?

Team (established for each AES Social Event individually)

<table>
<thead>
<tr>
<th>Role</th>
<th>Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project owner</td>
<td>Long</td>
</tr>
<tr>
<td>Board member</td>
<td>Karin</td>
</tr>
</tbody>
</table>

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.

Project-specific assignment

2 – 3 members

~5h / week (concentrated)

Get in touch!

Karin Szu
## Working Group: Marketing

### 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.

### What helps you to contribute?

- Design skills
- Strong command in English
- Social media affinity
- 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.

### Team

<table>
<thead>
<tr>
<th>Role</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project owner</td>
<td>Philipp</td>
</tr>
<tr>
<td>Board member</td>
<td>Mathias</td>
</tr>
<tr>
<td>Board member</td>
<td>Johannes</td>
</tr>
<tr>
<td>Permanent 4 – 5 members</td>
<td>~3h / week (balanced)</td>
</tr>
</tbody>
</table>

### Get in touch!

Johannes Oppermann

<table>
<thead>
<tr>
<th>Board member</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Srijan</td>
<td>Chris</td>
</tr>
<tr>
<td>Vivek</td>
<td>Youl</td>
</tr>
</tbody>
</table>
Working Group: Content Platform

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 form a content perspective is essential.

What helps you to contribute?

- Curiosity about content topics
- Motivated self-starter
- Great organizational skills
- 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.

Team

<table>
<thead>
<tr>
<th>Project owner</th>
<th>Board member</th>
</tr>
</thead>
<tbody>
<tr>
<td>May</td>
<td>Johannes</td>
</tr>
</tbody>
</table>

Get in touch!

Karin | Jessica | Max | Youl | Johannes Oppermann