

AES Info Session

Winter Term 21/22



Our Plan for Today

Agenda

AES

Asian-European Society Munich



1

Motivation and foundation of AES

2

Activities and Events

3

Ways to join

4

Q & A

WHAT WE BUILD ON

Motivation, Vision, Mission and Values



We Build an Intercultural Bridge Between Asia & 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

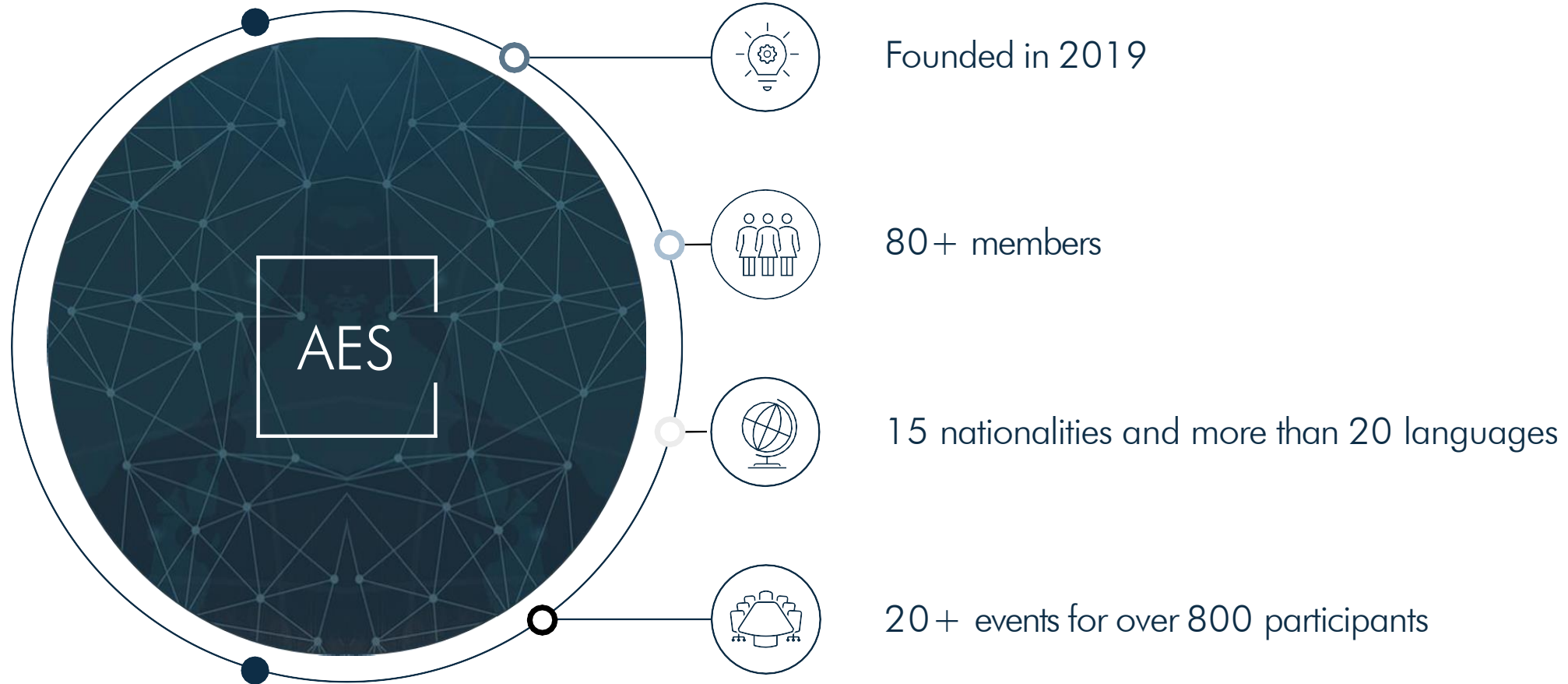
We welcome people with diverse backgrounds and encourage borderless communication in a passionate and supportive environment.

More Than 80 Motivated Members Welcome You at AES

Our Society Reflected in Numbers

AES

Asian-European Society Munich



An aerial photograph of a European city, likely Munich, featuring a large cathedral with two prominent 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 "WHAT WE DO" is overlaid in large, white, sans-serif capital letters, and "Our Activities and Events" is overlaid in a smaller, white, sans-serif font below it.

WHAT WE DO

Our Activities and Events

We Focus our Activities Across Three Dimensions

The Scope of Our Activities

AES

Asian-European Society Munich

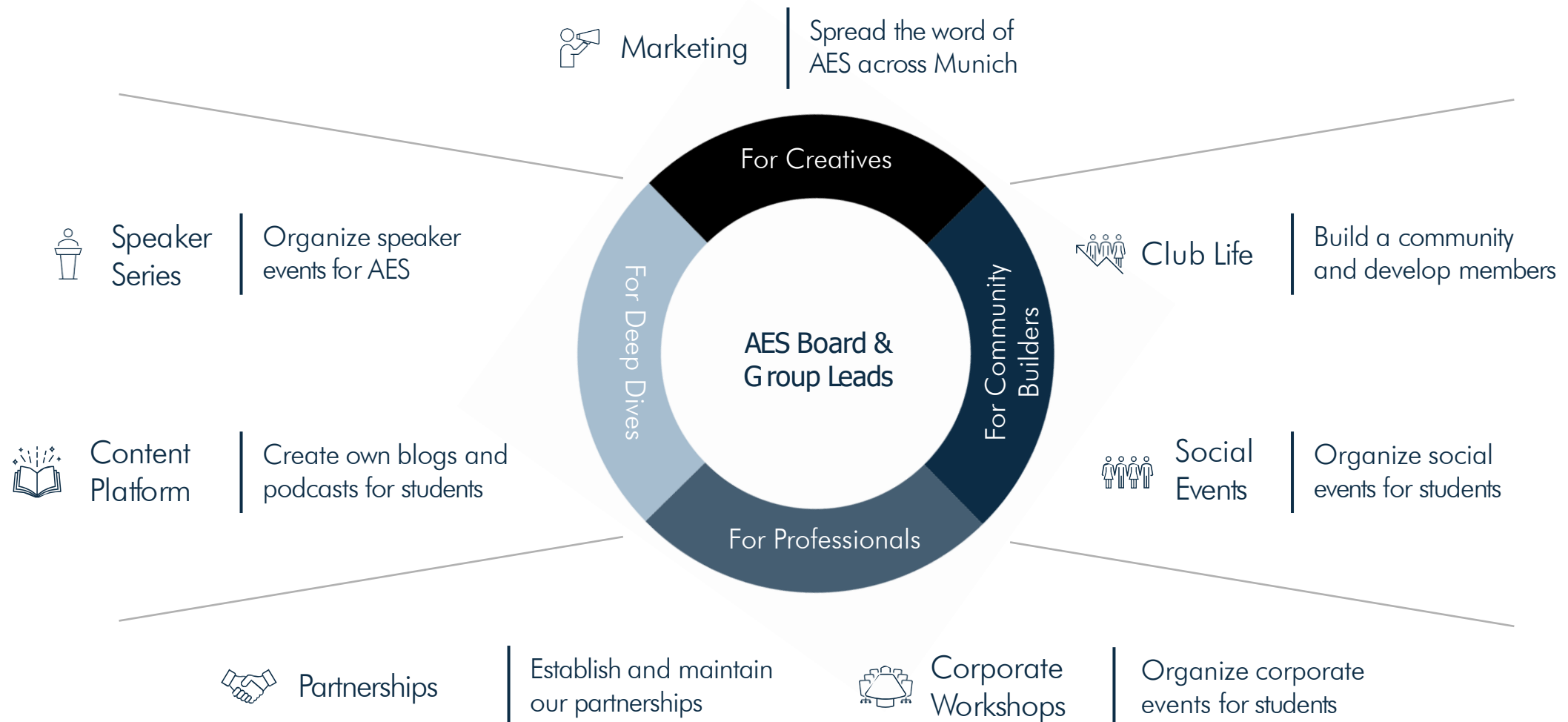


All AES Activities Are Organized Within 7 Working Groups

Organizational Structure

AES

Asian-European Society Munich



We offer a wide range of events

Our Activities

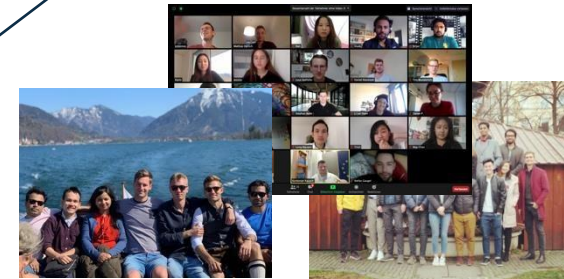
AES

Asian-European Society Munich

Corporate Events



Social Activities



Speaker Series



Blog and Podcast



AES Members Can Choose Between Core and Network Membership

The AES Core and Network Team

AES

Asian-European Society Munich

Members eager to actively shape AES

AES Core Team



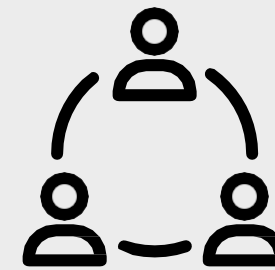
Core members are part of a working group in a motivated team and shape AES and its activities.

☒ Active engagement required

☒ All member benefits

Members enjoying being a passive part of our network

AES Network



Network members are connected to the AES network, outside of a fixed structure.

☒ No engagement required

☒ Access to events and community

Changing membership possible



JOIN US!

Expectations and Next Steps

Genuine Interest in Asian-European Exchange is Essential

About Mutual Expectations

AES

Asian-European Society Munich

Our expectations



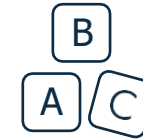
Interest

Genuine interest in Asian-European exchange



Ownership

Sense of responsibility and ownership for projects and vision



Basics

Fluency in English, open mindset, student in Munich

Your benefits



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 diverse backgrounds

We Welcome Students Eager to Foster Collaboration Between Asia & Europe

Required Steps to Join AES

AES

Asian-European Society Munich



Today:
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

Demonstrate interest and your willingness to drive initiatives. We review your answers, invite you to a kick-off, and introduce you to our community.



Join us for a
4 weeks trial phase

See the insights of AES and bond with our members. After 4 weeks we do a feedback session (both ways) to see whether we get along well.



Become
'official' member

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

Do You Want to Know Something Else?

Questions & Answers

Thank you for your attention!

Q

&

A

We are looking forward to hear from you!

Follow our journey!

Find us on our website and in social networks



<https://www.aesmuc.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?

AES

Asian-European Society Munich

About the group

Forming vital partnerships and an extensive network 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 partner network, the board of advisors and brings AES forward by securing future funding.



Permanent
group



~3h / week
(balanced)

What helps you to contribute?

- ☒ Contacts to potential partners
- ☒ PowerPoint skills
- ☒ Professional & confident mindset
- ☒ German skills beneficial

What will you do?

- 1 Identify**
(e.g. suitable partners, own contacts to leverage, fit to AES ...)
- 2 Acquire**
(e.g. through e-mail, pitching, representing AES on events, ...)
- 3 Manage**
(e.g. proposals, existing partners, the AES advisory board, ...)

Team



Aashya Caro

Group
leads



Merle

Board
member

What will you gain?

- Partner acquisition know-how
- Insights on partnership management
- Highest quality standards
- Professional communication skills

Get in touch!



Carolina Ayumi
carolina.schumacher@aesmuc.de

Working Group: AES Corporate Workshop

What Is It About?

AES

Asian-European Society Munich

About the group

AES Corporate Workshops bring (international) students in touch with interesting employers in the region. Each AES Corporate Workshop is organized by an event-based team that takes care of the entire planning and execution process. Therefore, our team members work at the highest quality standards and are a reliable and responsive counterpart throughout for our workshop partners.



Event-based
assignment



~12h / event

Team



Aashya Caro

Group
leads



Merle

Board
member







What helps you to contribute?

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

What will you do?

- 1 Plan**
(e.g. kick-off with partners, workshop topics, room and date, ...)
- 2 Execute**
(e.g. marketing activities, participant selection, ad-hoc communication, ...)
- 3 Feedback**
(e.g. post-processing events, feedback meeting, handover & documentation, ...)

What will you gain?

-  Project management know-how
-  Highest quality standards
-  Professional communication skills
-  Service-orientation

Get in touch!



Carolina Ayumi
carolina.schumacher@aesmuc.de

Working Group: AES Speaker Series

What Is It About?

AES

Asian-European Society Munich

About the group

The AES Speaker series provides high-quality knowledge through speaker events and webinars enabling people to learn, ask questions, and exchange ideas. The events include a broad range of topics related to Asian-European exchange. Group members take care of identifying and approaching speakers as well as of all kind of organizational matters required to organize an event.



Event-based
assignment



~12h / event

What helps you to contribute?

- ☒ Professional & confident mindset
- ☒ Marketing & English writing skills
- ☒ Interest in content-related work
- ☒ Moderation & presentation talent

What will you do?

- 1 Plan**
(e.g. speaker event topics and questions, event format, room and date, ...)
- 2 Execute**
(e.g. marketing activities, speaker communication, technology setup,...)
- 3 Feedback**
(e.g. post-processing events, feedback meeting, handover & documentation, ...)

Team



Group
lead


Melina



Board
member

Korbinian

What will you gain?

-  Public speaking skills
-  Deep dives into your desired topics
-  Highest quality standards
-  Speech & debate format know-how

Get in touch!



Melina Löhmann
melina.loehmann@aesmuc.de

Working Group: Club Life & Member Development

What Is It About?

AES

Asian-European Society Munich

About the group

A vivid club life and an interacting diverse community are at the core of AES. The Club Life working group facilitates this mindset by driving initiatives that integrate mutual collaboration and foster personal development into our daily life. This includes the creation and realization of own initiatives and a close alignment with all members to foster an interacting community at AES.



Permanent
group



~3h / week
(balanced)

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 Create**
(e.g. community initiatives, skill workshops, ...)
- 2 Develop**
(e.g. positive culture, mutual understanding, diversity ...)
- 3 Align**
(e.g. all members, different interests, differing personal objectives, ...)

Team



Group
lead

Trish



Board
member

Li

What will you gain?

- People management know-how
- Intercultural communication skills
- A strong community in Munich
- Management of varying perspectives

Get in touch!



Trish Pham
thanh.pham@aesmuc.de

Working Group: AES Social Event

What Is It About?

AES

Asian-European Society Munich

About the group

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.



Event-based
assignment



~12h / event

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 Plan**
(e.g. community events, sport activities, ideation sessions, cooking events, ...)
- 2 Execute**
(e.g. marketing activities, participant management, ad-hoc communication,...)
- 3 Feedback**
(e.g. post-processing events, feedback meeting, handover & documentation, ...)

Team



Group
lead

Trish



Board
member

Li

What will you gain?

-  Project management skills
-  Intercultural communication skills
-  People-oriented mindset
-  A strong community in Munich

Get in touch!



Trish Pham
thanh.pham@aesmuc.de

Working Group: Marketing

What Is It About?

About the group

Spreading the word of our student society across Munich's universities is of major importance for all AES activities. The team is crucial for building-up a constantly increasing community of followers and contributors. Therefore, the group drives all activities with regards to marketing strategy, digital marketing, and offline marketing. Further, it supports other groups with promoting all AES events.



Permanent
group



~3h / week
(balanced)

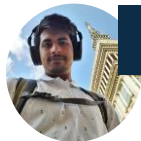
What helps you to contribute?

- ☒ Design skills
- ☒ Social media affinity
- ☒ Strong command in English
- ☒ Know-how on marketing tools

What will you do?

- 1 Strategize
(e.g. a channel strategy, for our target groups, the student pain points, ...)
- 2 Execute
(e.g. AES merchandise creation, marketing campaigns, ...)
- 3 Align
(e.g. AES activities with social media and offline marketing efforts, ...)

Team



Group
lead

Atul



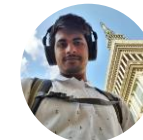
Board
member

Simon

What will you gain?

-  Strategic view on marketing topics
-  Marketing campaign know-how
-  Graphic design knowledge
-  Enhanced English writing skills

Get in touch!



Atul Ekad
atul.ekad@aesmuc.de

Working Group: Content Platform

What Is It About?

AES

Asian-European Society Munich

About the group

AES enables its audience to deep dive into various topics relevant to Asian- European exchange. Therefore, our Content Platform team publishes blogs and podcasts explaining various subjects relevant to students and young professionals in a suitable format. Further, the team invites and guides external contributors to publish interesting contents on our platform regularly.



Permanent
group



~3h / week
(balanced)

What helps you to contribute?

- ☒ Interest in content-related work
- ☒ Strong English writing command
- ☒ Motivated self-starter
- ☒ Planning & creation of podcasts

What will you do?

- 1 Identify
(e.g. identify topics and formats, find external publishers, ...)
- 2 Aggregate
(e.g. leverage existing contents, ...)
- 3 Create
(e.g. blogs, podcasts, ways to incorporate external publishers, ...)

Team



Group
lead

Piotr



Board
member

Luca

What will you gain?

- Your own blog or podcast
- Deep dives into your desired topics
- Enhanced English writing skills
- Management of third-party publisher

Get in touch!



Piotr Dawid
piotr.dawid@aesmuc.de

What Else Is Important?

FAQ

What happens after I joined the AES network?

You remain member of AES with access to all Slack channels, the working groups, and our events; but you will be treated as passive member according to our statutes and loose the benefits outlined on slide 3.

What are my benefits as core member? "It is just more work and the benefits as AES Network member (passive member) are nearly similar."

We believe that contributing to a non-profit initiative is largely based on intrinsic motivation and your willingness to drive our vision forward. We outlined additional benefits as a core member on slide 3. We are sad to see if these aspects are not of any value for you. If you have any idea how we would change this, we are looking forward to your suggestions.

What is the difference between permanent groups and event-based assignments?

Permanent groups (e.g. Partnerships) drive our efforts in their respective fields constantly and are established independently of an activity. Specific one-time activities (e.g. a particular social event or corporate workshop) are organized by project/event-based groups. Permanent groups require constant engagement throughout the semester whereas event-based assignments require more concentrated effort to realize a particular activity or event.

Why is there a board member and a working group lead in the group?

The board member of the working group takes a rather passive role, aligns objectives and supports coordination efforts and exchange between groups. The group lead organizes the working group itself, sets objectives, has oversight of members in the group and responsibility for the outcomes. Furthermore, leading a group is a great way to demonstrate commitment, responsibility, and performance for one self's personal development and towards AES. Given a changing board each semester, group leads will be in a good position to take over future roles in the board.

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 select interested fellows from the Social Events Group (Pool) in order to realize your idea. The same applies for organizing speaker events, corporate workshops etc.

What can I do if I have an idea, task, comment not related to a specific working group?

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 the board.

Core Members Enjoy Full Benefits While Network Members Being Fully Integrated into the AES Community

How can you benefit from AES?	Core Member	Network Member
Guaranteed spots in workshops (without CV check)	✓	
Involvement in AES' goal setting and strategic planning	✓	
Take on leadership in board or as working group lead	✓	
Develop personal skills & professional network by taking on own projects	✓	
Sponsored AES activities, food, and more	✓	
Voting rights at the general assembly	✓	
Individualized "mentorship" (e.g. from AES Pals or alumni members)	✓	
Enhanced AES role description for placement on CV, LinkedIn, etc.	✓	
Certificate of confirmation for your activities (given proven record)	✓	✓
Invitations to all AES events (internal and external)	✓	✓
Access to communication platform and regular internal newsletter	✓	✓
Switch membership without application & onboarding process	✓	✓