Mohammad Tanvirul Hasan
LCP Applicant
AIESEC in Bangladesh

Executive Summary

Over the past year and a half I have had the privilege of working with some of the most talented, inspirational, and amazing people I have met in the past years of my life. What a journey it has been!

My application will tell you a lot about the love story I have with AIESEC. This organization has been a home, and a place where I belong. I want to take this organization a lot further and provide the right AIESEC essence to everyone who wishes to become a part of my journey here.

LC *Culture*

Ideal Qualities in EB

Empathetic

Passionate

Role Models

The EB would define the right values and the right experience for everyone in the LC through demonstration of these qualities. I vision to make a LC that expresses passion for this entity and strive to overachieve in the opportunities that we partake.

LC Structure

- 1 UR manager

LCP

LCVP oGV	LCVP oGT	LCVP MKT	LCVP TM	LCVP Fin & PD
- 2 TLs (5 or 6 members each)	- 2 TLs (5 or 6 members each)	- 1TL (5 or 6 members)	- 2 TM manager	- 2 TLs (5 or 6 members each)
- 1 IR manager	- 1 IR manager			

LC Projects

Outgoing Global Exchanges

- Strengthen Partnership with university administrations to promote products
- Work on taking AIESEC to the campuses of the external universities (IUT, BUP)
- Will put a large focus on digital marketing, if the pandemic continues

Talent Management

- Create an elaborate course for the basic education of members (Customer Relationship, Sales, Marketing Calls)
- Promote transparency, open communication, synergy through regulated LCMs, Department meetings, and O2Os

Finance and Partnership Development

- Work on launching events like "Beyond Minds", "YSF", or similar events to promote our Brand through the values that we demonstrate
- Partner up with organizations that are working on social issues (WemenView, Criticalink, Kotha etc)
- Series of External Projects, one of them being called as "AIESEC in Schools"

Thank you

AIESEC