



AIESEC Colombo Central

Local Committee Vice President 19.20 Marketing

Kaneel Dias



Section 1

GENERAL INFORMATION

Surname

Dias

First Name

Kaneel

Functional Areas Worked In

Incoming Global Volunteer

Permanent Address

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Ratmalana.

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Skype ID

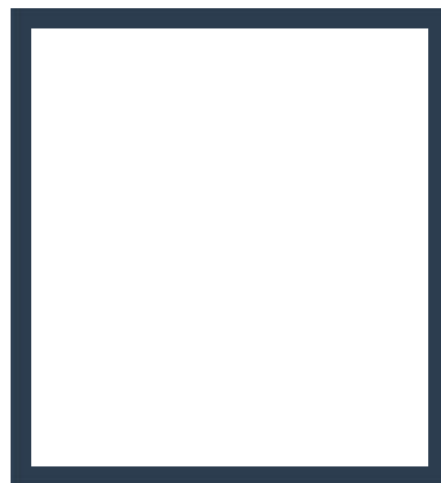
kaneel.dias

LinkedIn

<https://www.linkedin.com/in/kaneel-dias-528972110/>

Facebook

<https://www.facebook.com/kaneel.dias>



Section 2

PERSONAL INFORMATION

Please provide details of your highest academic level qualifications achieved, studies completed and other relevant academic/professional backgrounds.

Date	Academic Qualificaion	University/College/ Institute	Notable Achievements
2012 December	G.C.E Ordinary Level	Royal College, Colombo 7	9 A's
2015 August	G.C.E. Advanced Level	Royal College, Colombo 7	2 A's 1 C
2016 - Present	B.Sc. in Computer Science	University of Colombo School of Computing	

Please give details of all relevant work experience in chronological order (starting with the most recent) - (Do not include AIESEC here).

Date	Employer/Institute/ Organization	Description of your role	Notable Achievements
2016 September - 2016 August	Dialog Axiata PLC.	Intern, Group Sustainability	Developed website for Ratmalana Audiology Centre, proof of concept for DEWN alerts system
2016 September - 2016 December	Dialog Axiata PLC	Consultant, mAgri Project	Developed analytics platform for mAgri

Section 2

PERSONAL INFORMATION

Mention any personal or academic commitments you have within the next term, with the relevant time periods.

Date	Commitment
2019 August - 2019 December	Industrial training programme for undergraduate degree
2019 January - 2019 December	Team member of the Rowing Crew of University of Colombo

List down the conferences (National and international) that you have attended.

Date	Your role	Conference Name	Key Learning
May 2017	Delegate	CC Leadership Development Seminar 5.0	How AIESEC works and what it is that we do
May 2018	Delegate	CC Leadership Development Seminar 6.0	The role that team leader and managers play in AIESEC
July 2018	Delegate	National Leadership Development Seminar 2018	The performances of other LCs in Sri Lanka and ways to improve CC

Section 2

PERSONAL INFORMATION

Rank the 3 main areas where you have had the most experience. Highlight briefly your experiences in each.

Area of expertise	Past experiences	Achievements/Learning of that area
Web Development	Developed websites and web applications while working for Dialog	mAgri analytics platform Ratmalana Audiology Centre Website
Graphic/Video Design	Online Marketing Specialist, Marketing Team, Term 2018, OCVP Marketing, Paw Prints 4.0	Marketing of Intern Fest 2018 and other projects/events within CC
Team Management	OCP of Intern Fest 2018	Delegation of responsibilities within a team

Section 2

PERSONAL INFORMATION

What have been your five main achievements in AIESEC in the past? (In different areas such as Fund raising, Public relations, increasing quality and quantity of exchange etc.). Please mention measurable results to showcase your achievements.

Date	Your role	Measurable Results	Special mentions
Summer 2018	OCP, Intern Fest 2018	Raised 35k ER and in-kind sponsorships	Global Village featured members and EPs from all Local Committees in Sri Lanka
Term 2018	Online Marketing Specialist	Designed posts for CC events and online campaigns	oGV Leaflet and posts, ACTIONEERING teasers and posts, YEC 1.0 and Insight 2019 proposals, team announcement posts
Summer 2018	OCVP Marketing Project Paw Prints	Designed proposal/project booklet	Selected as TL of Project Paw Prints for
Winter 2017	OCVP ER Archi Tech	Raised TN for project	
January 2018	OCVP Marketing, Mini OC, January LCM	Teaser posts for LCM	

GENERAL QUESTIONS

What is driving you to continue AIESEC? What do you want to gain out of this experience?

I believe that AIESEC is mostly responsible for the development of my social skills, and as a person in general over the last two years. AIESEC is the one of the few opportunities you get in university life to meet and interact with people from different faculties, with different opinions, interests, and personalities from my own. If I were to be selected as LCVP marketing, I hope to develop my public speaking skills further as well as enhance my marketing skills. Also, I look forward to working with a very diverse and talented EB.

Briefly explain your top 3 strengths and top 3 weaknesses. How will they help you in your work as the LCVP?

Strengths

Work Balancing/Time Management

As a member of the Rowing Crew of University of Colombo, I was forced to get used to rigorous practice schedules, with practices on 6 days a week, and multiple sessions on some days. With this, I have learned to balance my academics as well as AIESEC activities with sports without laying any by the wayside. As an LCVP there will be times close to events and major campaigns where there will be a lot of work to handle at once. I believe I will be able to do this.

Team Work

I have always been a team player, working towards achieving the goals set by the team even if I do not personally agree with it. I get inputs from each and every member when making a decision and make sure that every member of the team is on the same page on issues and will work together towards a common goal.

Communication Skills

I have usually been able to get my thoughts and points across to other people in a clear and concise manner. A major part of any LCVP's job would be to delegate work to those under him/her, and making sure that they understand what needs to be done

Section 3

GENERAL QUESTIONS

Briefly explain your top 3 strengths and top 3 weaknesses. How will they help you in your work as the LGVP? (contd.)

Weaknesses

Social Skills

Compared to most people, I am a little slow when it comes to meeting new people, getting to know them and becoming friends. This is a quality that has somewhat improved since joining AIESEC.

Procrastination

I have a habit of waiting until the last possible moment to complete work on some work. Sometimes this can become an issue when several different projects are due very close to each other and I run out of time to do all to the best of my ability.

Do not like asking for help

I usually do not ask people for help or assistance even if I truly need it. Instead, will try to complete the task on my own even if it could have been done better if someone else were able to help out.

How do you see the relationship between the current VP & Members in this term? How would your term be different from the current term (if different) & what would you do to create more synergy between you and your team if you become the VP?

During Intern Fest, I got to work closely with most of the members of the Executive Board. The EB is understanding and listens to the members' concerns and truly does try to solve their problems. However, there is an enthusiasm gap between the EB and members about AIESEC. In order to fix this, I would try to teach the members more about AIESEC and what it is that we do, and encourage them to pursue more roles in OCs and projects.

GENERAL QUESTIONS

What kind leadership do you demonstrate and how do you think it will help you when working with the membership?

The mark of a good leader is their ability to identify, retain and nurture talent. The undergraduates of UoC have a lot of talent, but usually do not have a way of bringing it out. By leadership style would be to identify such people and making sure that they get to where they want to be. I would make sure to listen to and implement their ideas & suggestions when working together and give them a space to experiment and be creative.

Briefly explain AIESEC 2020. What do you see as the most powerful effect that AIESEC 2020 has brought into the organization? Explain the reasoning behind your thoughts and explain briefly how we can try to achieve the AIESEC 2020 statements during the term 2019-2020.

AIESEC 2020 is basically a roadmap for where AIESEC as an organization wants to be by 2020. This includes 3 statements

- Shape what we do around what the world needs
- Growing disruptively
- Being accessible to everyone everywhere

AIESEC 2020 has ensured that there is some level of continuity between the different terms of local committees and member committees, and that they all share a common goal with differing views on how to get there. Even if the board changes, the general direction of that committee will stay constant. This has made AIESEC a very stable organization, which in turn has led to it becoming a more attractive platform for new and old members. If selected to the AIESEC Colombo Central Executive Board of 19/20, it would be our responsibility to build on the work done by our predecessors and achieve the AIESEC 2020 goals.

As an LCVP Marketing, statement #2 is most relevant to me. Knowledge of AIESEC within Sri Lanka is still at a low level. Through online and offline marketing, we can do much more to get the AIESEC and CC name out there to the youth of Sri Lanka.

Section 3

GENERAL QUESTIONS

Briefly explain the elements of LDM

AIESEC's Leadership Development Model (LDM) includes 3 parts,

The Leadership Qualities

These are the four qualities that AIESEC wants to develop in their members and customers (EPs). This includes empowering others, being solution oriented, being self-aware and becoming a global citizen.

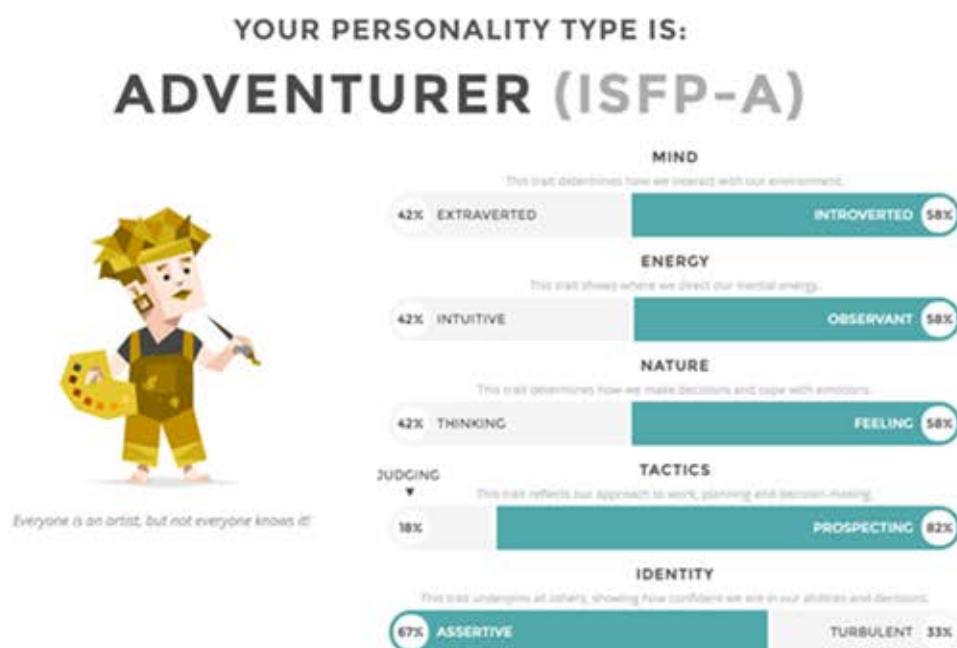
Inner and Outer Journey

The inner journey is the personal experience of and EP working with AIESEC. The outer journey is the responsibility of AIESECers to provide to the EP. Without a successful outer journey, it is impossible for the inner journey to be realized by the EP.

Standards and Satisfaction

These are a set of 16 standards that must be fulfilled by the side of AIESEC for the EP in order to ensure that the EP can go through the inner and outer journey successfully.

Personality Test



SPECIFIC QUESTIONS - Marketing

What motivated you to apply for the position Marketing?

Working in the marketing team over the past year has been a new, exciting and fun experience, where I got to work with different people and teams on various projects. Also, while working on Global Village, I got to learn the important that marketing plays in the success/failure of any event/project. Personally, I believe that LCVP of Marketing will be where I can make the most impact and gain the most for my professional career.

What is marketing in your perspective and how is it relevant to AIESEC's vision?

The main purpose of marketing in organizations such as AIESEC at the local committee level is to let people, but inside and outside the LC know what they are doing, and the impact that they are making. In order to achieve AIESEC's vision, it is fundamental that we engage as much as the youth of the world as possible, and marketing plays one of the most important roles in this aspect.

How would you see the importance of Public Relations in the current context of the LC and what proposed changes would you wish to bring into the function?

Key to AIESEC's success, especially with iGV and iGE/IGT projects in Sri Lanka is being able to find companies and organization to partner up with and when looking for sponsorships when conducting events. PR plays a huge role in this. The more a person has heard of AIESEC and especially if they have a positive opinion, the more likely he/she would be willing to partner with us. It is vital to get AIESEC's and CC's name into the corporate sphere, and this can be done by establishing better links with AIESEC alumni currently working in the industry and through services like LinkedIn.

SPECIFIC QUESTIONS - Marketing

Using online promotional material and sending promotional emails to EPs are a few key methods used for modern day matching in iGV, iGE/IGT, oGV and oGE/oGT. What other strategies do you think are applicable, and how would you utilize the current tools to create a significant boost in Matching in iGV, iGE/IGT, oGV and oGE/oGT

For iGV and iGE/IGT, it would be very difficult to approach potential EPs directly before they are matched. It also would not be cost effective to use sponsored social media posts. So it would be very important to make sure that our projects are visible and easily accessible on EXPA. However, when it comes to oGV and oGE/oGT, since we would be targeting Sri Lankan youth, it is not as difficult. Currently, the marketing strategy for this target market is very online focused, which is also very saturated. While continuing this, it would be beneficial to go into offline marketing as well, by conducting sessions such as the one done recently with Visakha College.

The external environment has been going through rapid changes and as an organization we need to adapt to the new situations to ensure sustainable growth.

Analyze the existing AIESEC products and provide suggestions on how we could use it to package (marketing) the products better.

The existing AIESEC products are its projects and events, and for each of these the target markets would be different. The key would be to identify those who would be most interested in these projects/events and creating content, and telling stories which would be relatable to them.

Research and Development is essential to face the changes that happens in the external environment, what are the strategies that you would implement to ensure constant R&D is taking place throughout the term.

Marketing is a very fast paced field. Being able to take advantage of current events, and create content related to it is very important. Also, I would build my team with members from different backgrounds, faculties, talents etc. so that we would be able to have many different points of view and give them the freedom to experiment and try out new ideas.

SPECIFIC QUESTIONS - Marketing

Conduct a SWOT analysis on the current situation of marketing function in CCLC. Name 3 challenges CCLC is facing right now and what are your plans through marketing to overcome them in the term 2019-20?

Strengths

Fixed, stable and predictable calendar of projects and events.

Weaknesses

Technical skill and marketing knowledge gap in CC membership

Opportunities

Willingness to learn and improve themselves in the CC membership. Members interested in graphic design/video editing and marketing should be given their own small projects to work on with the guidance of a knowledgeable person. And should be given the space to self-learn.

Threats

Lack of interest in CC members for events organized by CC. Attendance for many events organized by CC is very poor among the members, where usually only the OC and a few others show much interest. The solution for this should be to educate the members about each event and get them engaged in the event in some form, through a competition or some kind of interactive activity.

How do you see the synergy between the marketing department and the other functions in CCLC (both exchange functions and support function)?

Currently, the Marketing team is only approached by the front office functions when it comes to designing a post, video or proposal. However, it would be much more beneficial if both teams were to keep contact throughout from the beginning until the end so that the marketing team can get involved in the conceptual phase and most importantly, get feedback so that they can better themselves.

SPECIFIC QUESTIONS - Marketing

Do you prefer any particular marketing methodology or beliefs as the LCVF Marketing? What is your vision for Marketing in CCLC? Explain briefly. How would you foresee the Marketing function in CCLC, three years ahead?

My vision for marketing in CCLC would be to spread the knowledge of AIESEC and what we do throughout each and every student in University of Colombo. Currently, even though most students know of AIESEC, they do not know what AIESEC does or about our projects. This is also similar for the CC membership itself, where members only know about their own project or function. Three years on, I hope that CCLC will have a larger, dedicated marketing team which will be able to directly contribute to the other functions and events as well.

What are the steps that you would take in order to create awareness about AIESEC brand and sub products and proper usage of it among the key stakeholders of the Local Committee?

The recently organized "Train the Marketers" was a great example of how to create awareness about the AIESEC Brand within CC. My strategy would also be similar to this, conducting educational session to the marketing team and OCVPs of marketing. .

Explain briefly, AIESEC to,

A Teenager

AIESEC is a youth-run organization focused on developing leadership through volunteer work and cross-cultural exchanges.

A Social worker

AIESEC is a not-for-profit organization that works towards improving the lives of the disadvantaged through engaging the youth of the world.

A Corporate, assuming they are not aware of the organization

AIESEC is an international organization that works towards creating young leaders in the world and tackling world issues.