

# **Global Initiatives Symposium Brandbook**

Presented by GIS Taiwan

---

# Catalogue

---

## 0. National Taiwan University

### 1. We are GIS Taiwan: Brand Overview

1.1 Brand Manifesto

1.2 What Do We Do?

1.3 What has GIS achieved?

### 2. Our brand image

2.1 Brand Background

2.2 Brand Characteristics

2.3 Brand Appearance

### 3. Our Conference

3.1 Academic Topic Discussions

3.2 Cross Disciplinary Activities

3.3 Social Events

## 4. Our Organization

4.1 President Office

4.2 Department of Academic and Curation

4.3 Department of Global Partnership and Delegate Affairs

4.4 Department of Public Relation

4.5 Department of Marketing and Design

4.6 Secretariat Office

4.7 Backup

## 5. Our Results

5.1 Our Accomplishments

5.2 Our Influence

5.3 Past Guest Speakers

5.4 Past Collaborations

## 6. Our Future

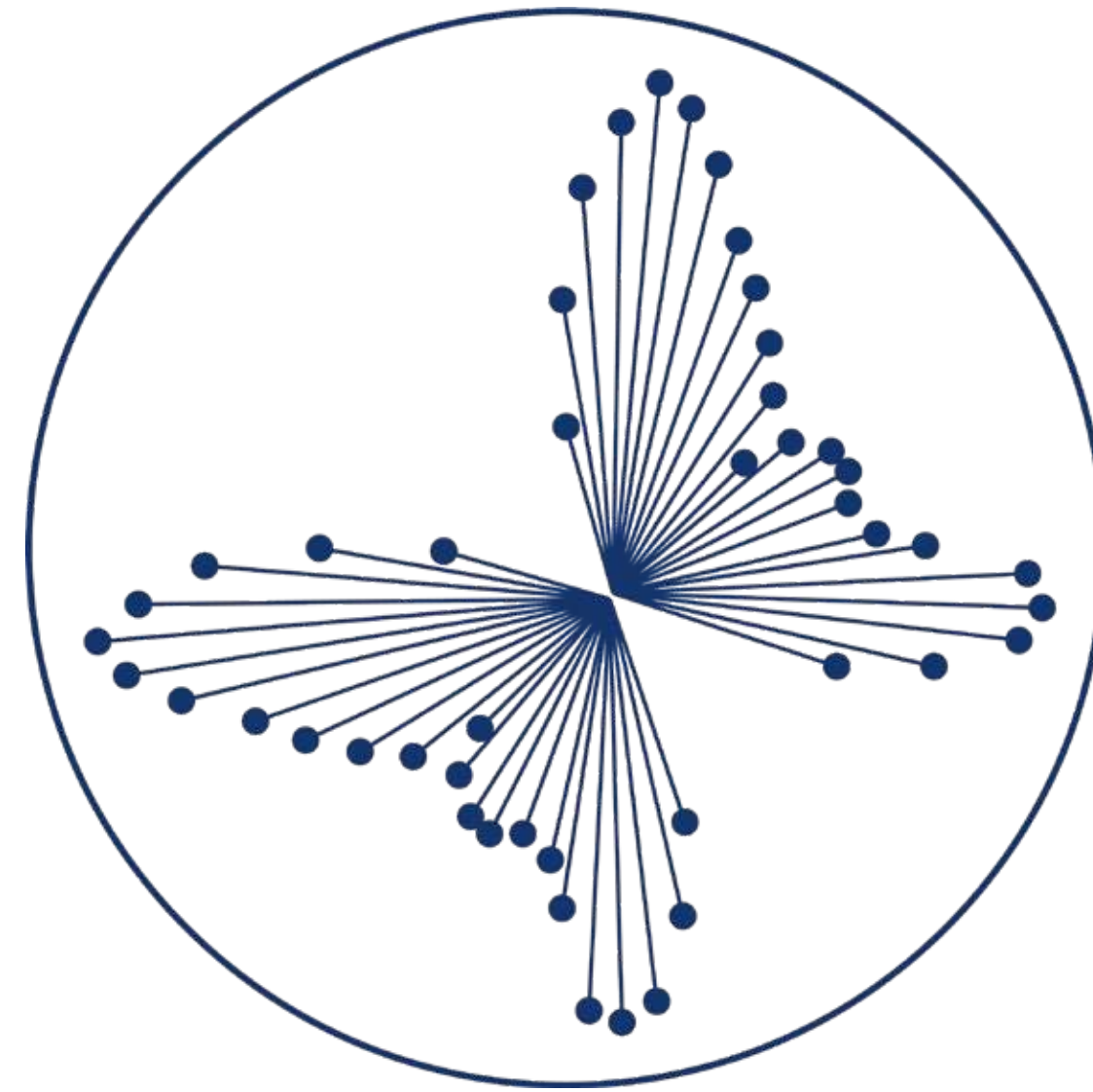
6.1 Goal

6.2 Future Plans

# 0. National Taiwan University



Global Initiatives Symposium Taiwan is directed by National Taiwan University, and executed by our student organizing committee. For fourteen consecutive years, we have received the support and guidance from NTU Student Activity Division and Office of International Affairs.



# We are GIS Taiwan: Brand Overview

**1** / 8



## 1.1 Brand Manifesto

**A Space for Brainstorming.**





## 1.2 What Do We Do? (Why, How, What, Outcome)

### WHY

Taiwan lacked a platform for students to exchange thoughts and ideas about international affairs. We hope to cultivate students' critical thinking ability, and lead the participants of GIS to look into international affairs.

### WHAT

Establish a platform for academic and cultural exchange.

### HOW

Create an opportunity for youths from around the world to converse with each other about global topics.

### OUTCOMES

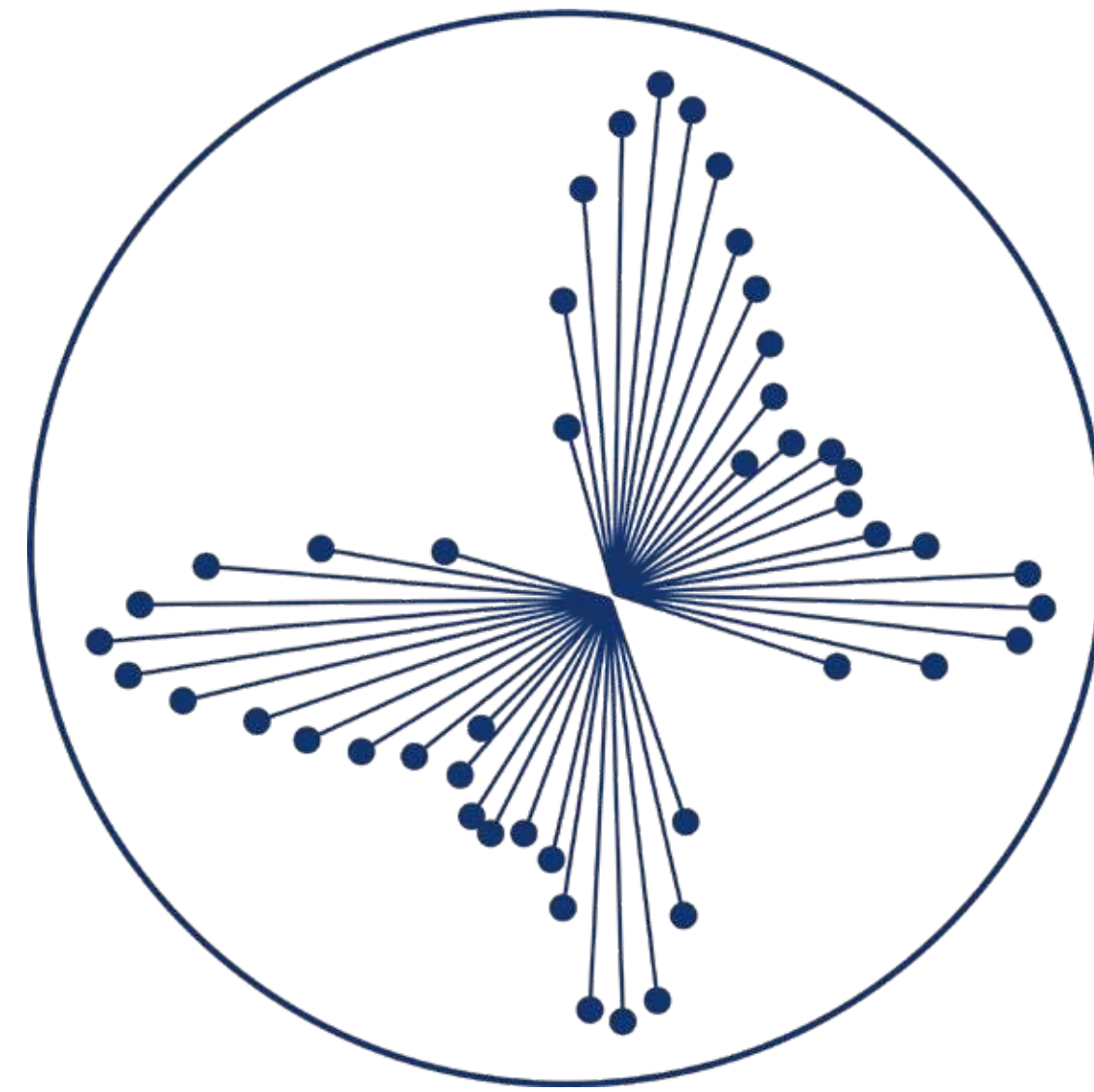
In the past 13 years, GIS Taiwan has gathered pupils from 52 countries spanning across 5 continents to participate in our conference.



## 1.3 What has GIS achieved?

Looking back at our annual conferences, we have been persevering to provide student delegates with a place to cultivate their critical thinking and debate skills. Starting from our first annual conference, “Challenges and Opportunities” which took place in 2009, to the 12th annual conference “Reset the Mindset” in 2021, we have been expecting delegates from all over the world to view our rapidly changing world from different perspectives and get ahold of the international trends. Each GIS conference is a microscopic view of the world, while each year we hope our student delegates can have a better understanding of the world through GIS.



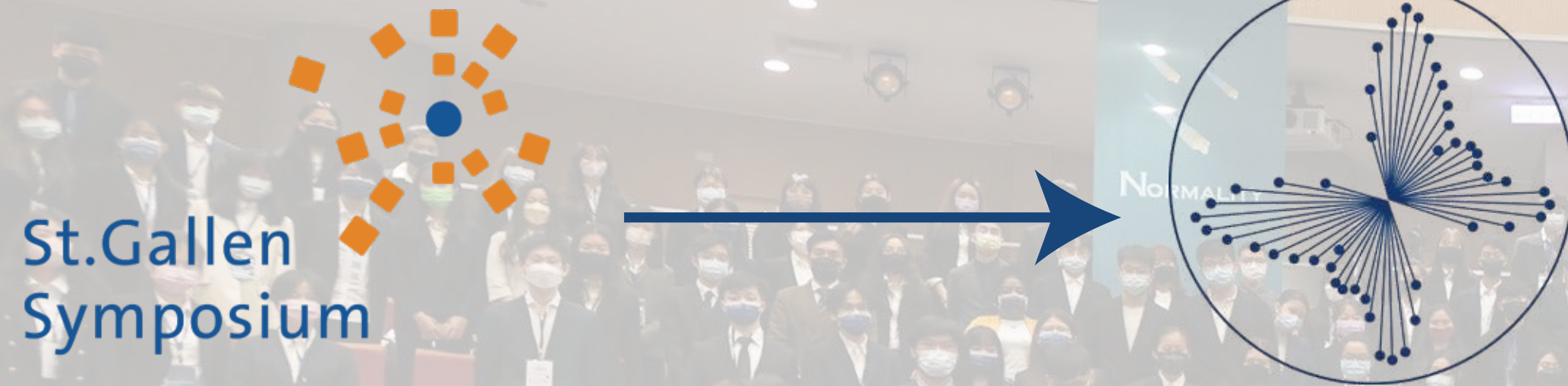


**Our brand image**

**2/8**



## 2.1 Brand Background



GIS (Global Initiatives Symposium in Taiwan) was established in 2008 by Jyun-Jhe, Du (杜君哲). Mr. Du was inspired by the St. Gallen Symposium in Switzerland, and believed that Taiwan requires a similar activity where university students with different backgrounds can gather and conduct academic and cultural exchanges. From then on, GIS became the first formal international student conference in Taiwan. Now, GIS, directed by National Taiwan University and organized by our student organizing committee, is welcoming its 14th annual conference by the year of 2023.



## 2.2 Brand Characteristics

### Diversity

We heavily view diversity in GIS. From our academic topic, the speakers' professional field, to the composition of our organizing committee, we respect and welcome each and every person's distinctiveness.

Diversity sparks thinking and communication, which helps our team to thrive and create.

We believe your distinctiveness composes a better GIS.

### Growth

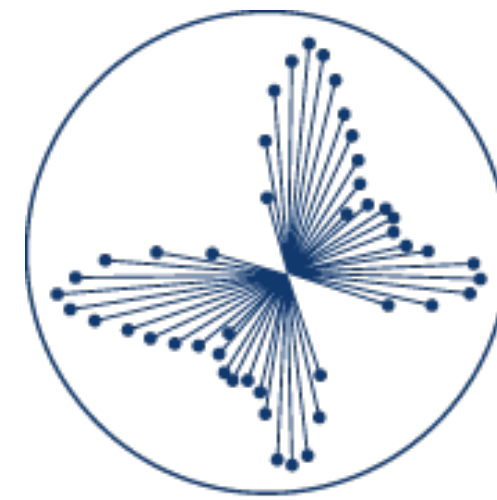
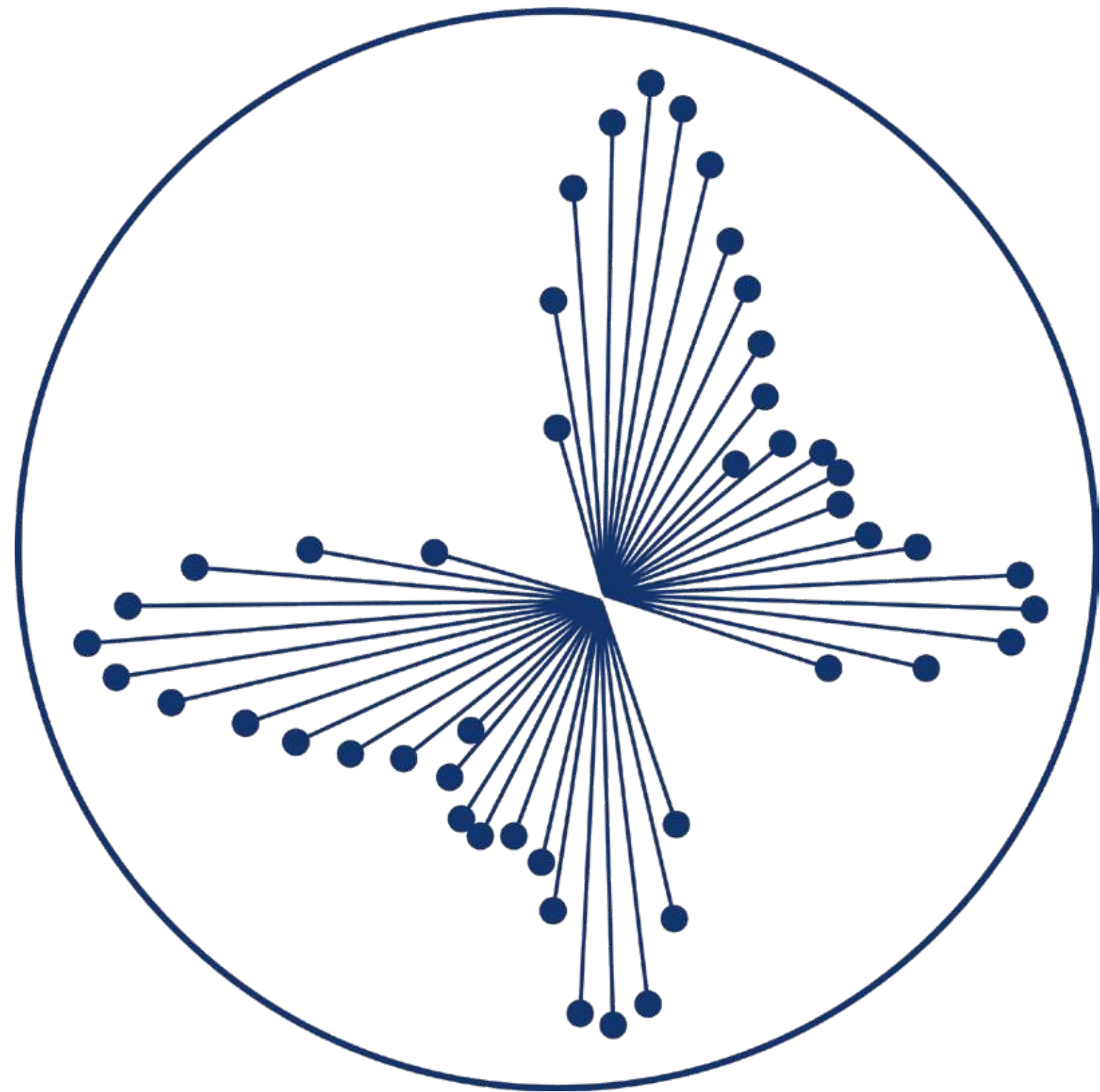
We don't only focus on getting our job done in GIS. We care more about each of our partner's growth and development; we care about an individual's improvement in our team. Whether by the training of hard and soft skills or learning from your fellow partners, GIS will lead you to a better self.

### Global Awareness

GIS puts much emphasis on leading our organizing team, our delegates, and the society to pay more attention to international trends and issues regarding culture, technology, and industries. We dedicate ourselves to promoting international exchange, with the view of broadening our horizons.



## 2.3 Brand Appearance



**GIS TAIWAN**  
Global Initiatives Symposium in Taiwan

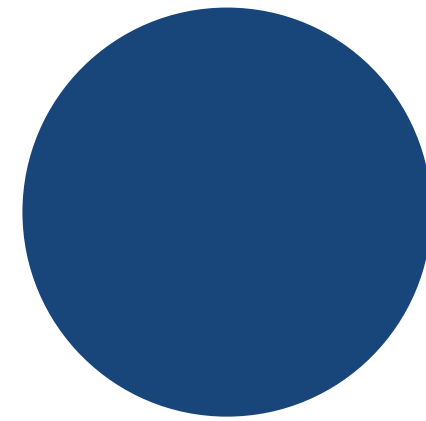
**Based in Taiwan,  
soar through the world.**



## 2.3 Brand Appearance

### Official Color

GIS Blue ##1b4980  
RGB (27, 73, 128)



GIS Blue represents our image of being reliable, responsible, and professional, while also symbolizing our pursuit for intelligence and beliefs.

**Logo Font Eras Demi**

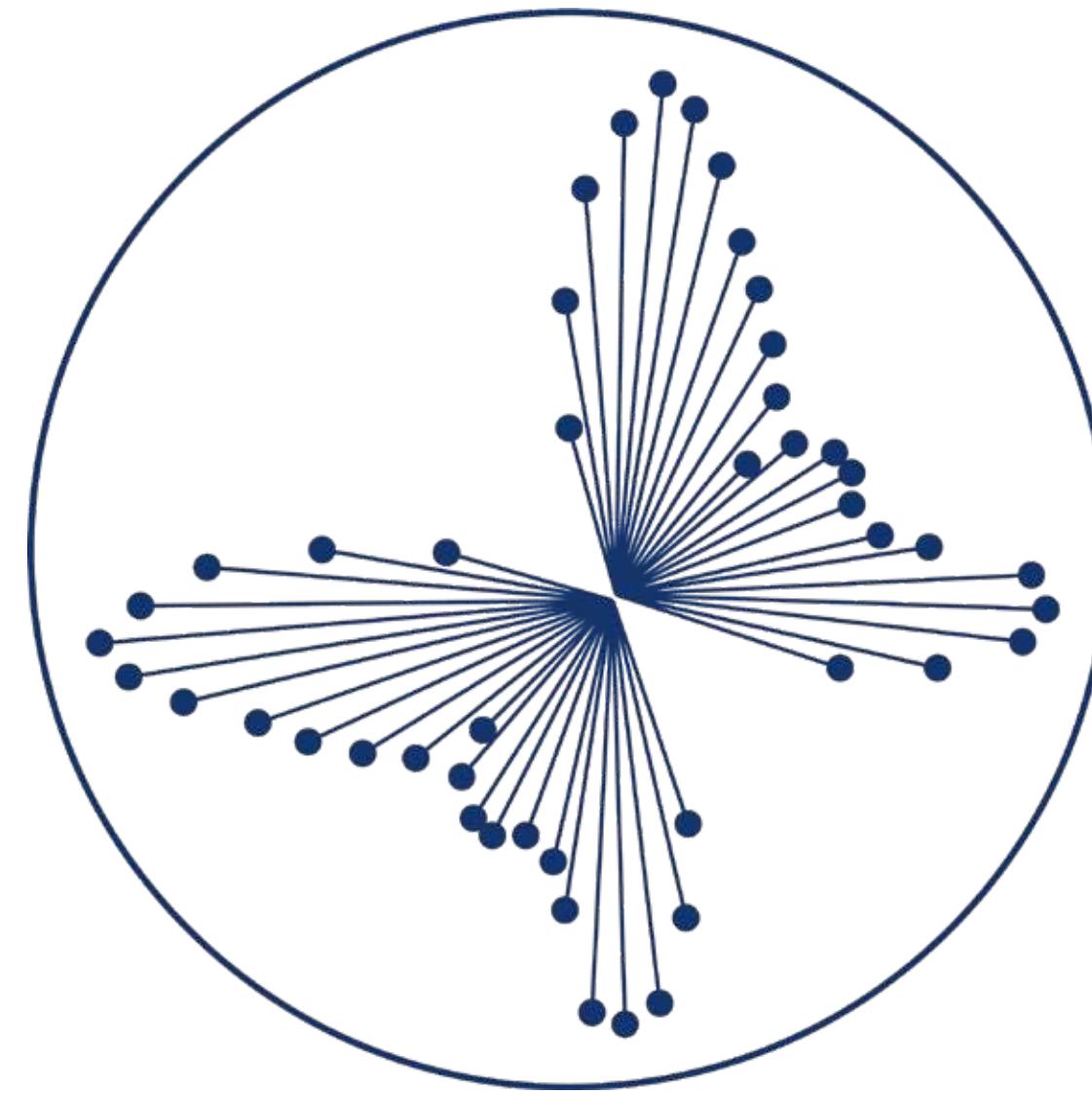
**Official Font**

**Noto Sans CJK TC**

**Official Present Font**

**Roboto**





# Our Conference

3/8



## 3.1 Academic Topic Discussions

We invite top notch guest speakers and mentors from different fields to provide our delegates with thought-provoking ideas and first hand experience sharing on the respective academic topics.

We also hope that through the guidance and inspiration of the guest speakers, our delegates are able to share their final product of their discussions and inventions with a wider audience.





## 3.2 Cross Disciplinary Activities

In view of cultivating delegates' diverse and inclusive perspectives, we introduce the viewpoints of different professional fields, the government, and cultures into our conference, hoping to spark a more comprehensive and diverse experience.



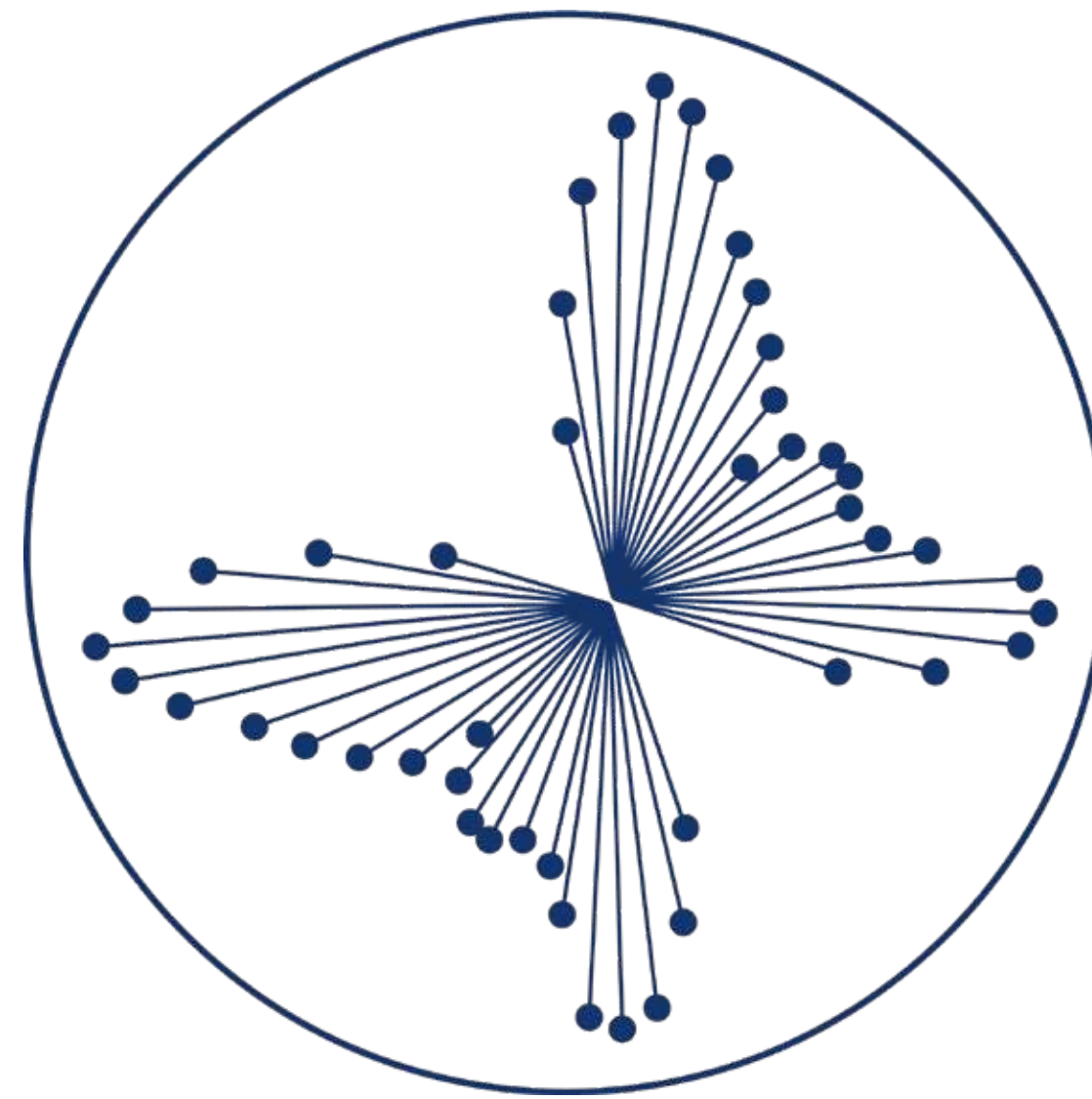


### 3.3 Social Events

In the five-day conference, we offer all sorts of social events where delegates can easily meet and get to know each other. By doing so, delegates could spark interesting and deep conversation and expand their social network.







# Our Organization

4/8



## 4.1 President Office

### Our Position

The President Office is in charge of the planning of GIS' annual strategy and the annual schedule as well as leading the whole organizing committee throughout the year. In the meantime, the President Office is also responsible for coordinating all the departments and representing GIS to communicate with our director National Taiwan University as well as other major organizations in order to ensure the preparation of the annual conference runs smoothly.

During our annual conference, the President Office acts as the person in charge for each activity, and organizes the opening/closing ceremony.

### Our Responsibility

- Planning the annual agenda
- Coordinating all departments
- Contacting major organizations
- Communicating with NTU
- Inviting guests and speakers for the opening/closing ceremony



## 4.2 Department of Academic and Curation

### Our Position

#### Academic&Curation

The Department of Academic and Curation plans the four academic topics, and sets them as the core of all academic activities. Through the academic activities, we hope to inspire deep thinking and discussion by our delegates on international issues. During the annual conference, we are responsible for the planning and execution of all academic activities where we hope all participants including student delegates and guest speakers will be able to conduct academic exchange and complete the Impact Project where delegates can share and express their results of their research.



### Our Responsibility

- Plan the four academic topics by discussing with experts and academics
- Plan and execute academic activities including Keynote Speech, Critical Sprout, Mentor Discussion, IP Exhibition
- Prepare academic documents including Reading material, Impact project, Initial concept sample
- Invite guest speakers, mentors, and judges
- Be in charge of delegates' application documents
- Be in charge of GIS' LinkedIn account



## 4.3 Department of Global Partnership and Delegate Affairs

### Our Position

#### Global Partnership and Delegate Affairs

The Department of Global Partnership and Delegate Affairs aims to make GIS a more international and diverse place by inviting delegates from all over the world with different cultural backgrounds and diverse perspectives of the world. Each year, we work hard to get in touch with embassies or foreign representatives and international student organizations to establish partnerships and hold overseas information sessions. During the conference, we are in charge of the Cultural Festival, Day 0, Carnival and so on, as well as all delegate affairs.

### Our Responsibility

- Establish partnerships with foreign representatives and international organizations
- Plan overseas info sessions, Cultural Festival, Day 0 etc.
- Be in charge of delegate interview
- Be in charge of emceeing and hosting during conference





## 4.4 Department of Public Relation

### Our Position

#### Public Relation

The Department of Public Relation aims to bridge private/public sector and GIS together and strengthen the ties between students and the fields of business, academia, and politics. We are also responsible for holding all kinds of social events including the banquet and after party during the annual conference. In addition, our department works hard to raise funds that are crucial for maintaining a smooth operation of our organization, in view of making GIS a more symbolic international student conference.

### Our Responsibility

- Fundraising: We build partnership with foundations, enterprises, and government sectors in order to acquire financial funds
- Sponsorship: We establish sponsorship with major businesses to promote our organization
- Leaders Dialogue: In this session, leading characters of all fields are invited to converse
- Banquet: We prepare a formal dining, where foreign representatives, government officials, and business leaders are invited to enjoy dinner with us.
- After Party: At the end of the 5-day conference, our department invites all student delegates to enjoy their last moments of the activities, and dance the night away at our After Party.



## 4.5 Department of Marketing and Design

### Our Position

#### Marketing and Design

The Department of Marketing and Design aims to form the image of GIS, and promote our organization as far out as possible. Our department covers two major fields: marketing and design. In our marketing branch, we coordinate all promotion and advertising of GIS. In our design branch, we are in charge of all visual designing and the management of the GIS brand image. We try our best to bring out the professionalism and the elaboration of the GIS and show it to the world.

### Our Responsibility

- Management of all marketing channels
- Planning of marketing strategies
- Visual Designing
- Recruitment of student delegates
- Plan and hold Carnival, Night Tour, and Image Promotion Week activities





## 4.6 Secretariat Office

(Executive Secretary、Secretary of Finance、Secretary of Information System、Bilingual Consultant)

### 4.6.1 Executive Secretary

---

#### Our Position

---

We are responsible for all the administrative affairs and assist in the communication and cooperation between different departments during the preparation of our annual conference.

The coordination of the backup force is also a part of our duty.

---

#### Our Responsibility

---

- Process administrative affairs
- Apply for and find all venues needed
- Assist in cooperation between departments
- Plan the time table for all activities
- Recruit and train the backup force
- Lead and guide the backup force
- Plan meal service

### 4.6.2 Secretary of Finance

---

#### Our Position

---

We are in charge of the accounting and all financial matters of GIS.

---

#### Our Responsibility

---

- Accounting
- Handling the payment for speakers and mentors
- Assist each departments in budget planning
- Budget audit
- Financial statement



4.6 Secretariat Office

(Executive Secretary、Secretary of Finance、Secretary of Information System、Bilingual Consultant)

4.6.3 Secretary of Information System

Our Position

We are in charge of all IT related matters in GIS.

- Our Responsibility
- Upgrade and optimize GIS official website
  - Develop IT applications needed by GIS
  - Manage server security
  - Manage all mail accounts of all GIS organizing committee members

4.6.4 Bilingual Consultant

Our Position

We take care of all translation needed during the preparation and the actual conference.

- Our Responsibility
- Translating all GIS related documents and advertisements
  - Correcting all English documents
  - Translating GIS social media posts
  - Assist in interpretation with foreign guests and delegates



## 4.7 Backup

---

### Our Position

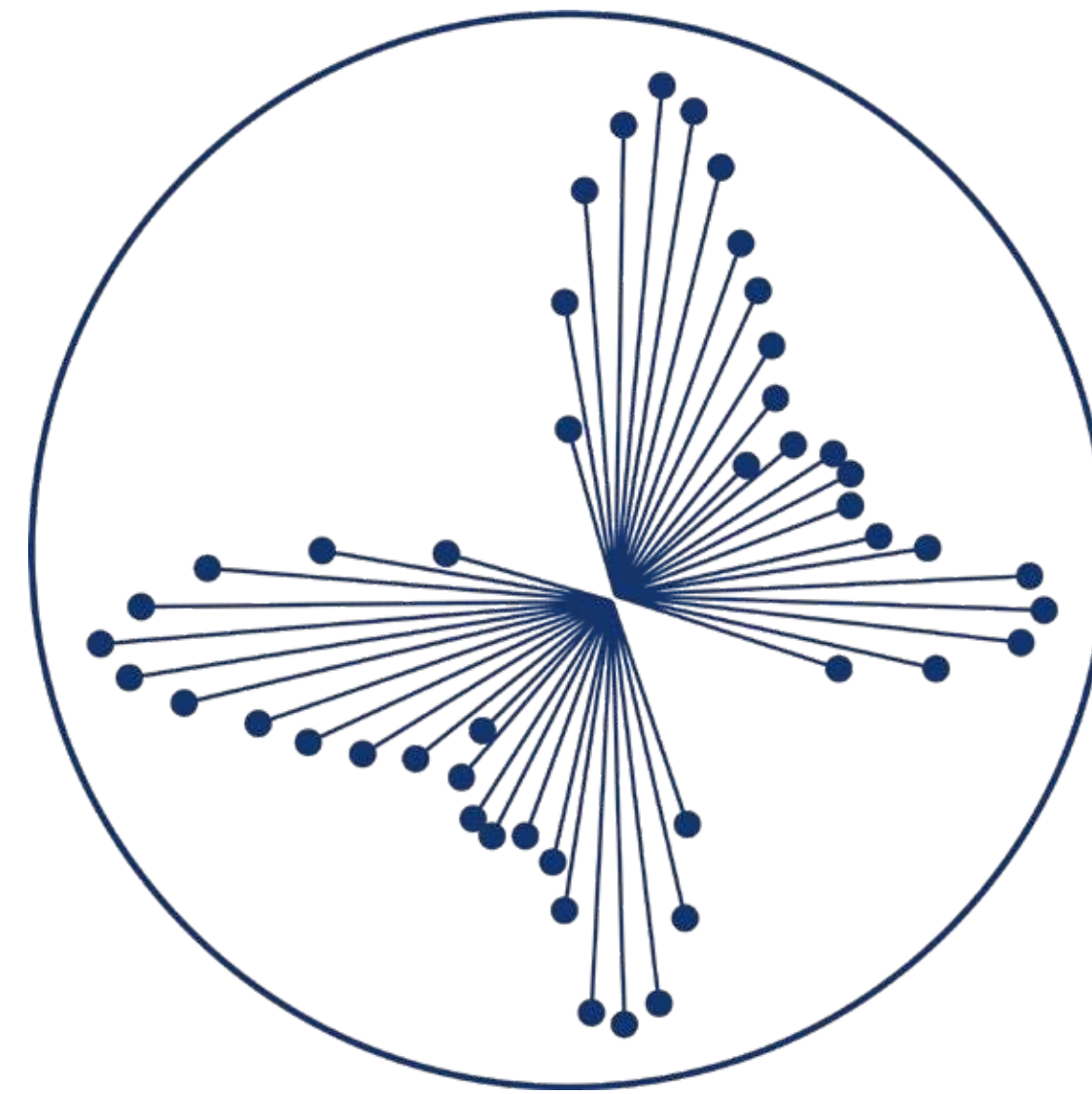
GIS has a sufficient backup force in order to support and sustain the execution of our annual of a large scale, where there are around 300 participants. The backup force acts as our handy assistant, assisting us in all sorts of circumstances and emergencies

---

### Our Responsibility

- Preparation and restoration of the venues
- Transporting supplies and materials
- Taking care of meal service
- Guiding delegates to different venues
- Recording of speeches
- Assisting other departments
- Handling emergencies



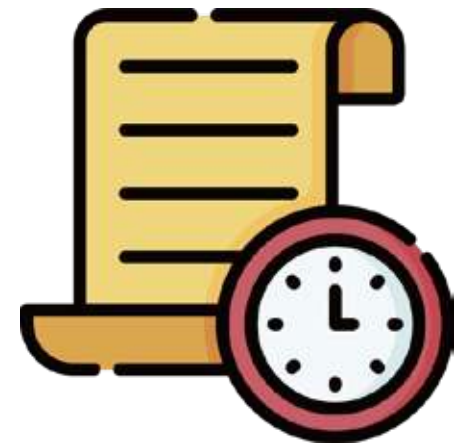


# Our Results

5/8



## 5.1 Our Accomplishments



Since 2009, GIS has held **13** high quality academic forums of a large scale.



Each year, we have 210 student delegates on average with the highest number being 285 in 2013.



The number of prestigious scholars, government officials, and entrepreneurs amounts up to 52 in total.

## 5.2 Our Influence

GIS' s influence reflects our brand image and reputation that we have been working on since the very beginning.

We have accumulated over **27,000 followers** on Facebook with over **17,000 hits a day** at best.

On Instagram, we have over **1,700 followers** with over **12,000 hits a day**.

Besides, our organizing committee and our student delegates have very diverse cultural backgrounds which are from **52 different countries**.

In the span of **14 years**, the total number of participants have reached over **3000 individuals**.

Our perseverance for the past years is what makes GIS the way it is today, and we will not stop working hard to realize our belief and ideology.



## 5.3 Past Guest Speakers

In order for our student delegates to interact with government departments, industries, and the academia, we have invited distinguished speakers from all fields in view of expanding our delegates' views. The following list consists of some of the past guest speakers.

(Listed in alphabetical order or the strokes of its Chinese name)

- Vice president of European Chamber of Commerce Taiwan, Giuseppe Izzo
- Professor of The University of Queensland, Dr. Justin O' Connor
- Former Director of American Institution in Taiwan, William Stanton
- General Manager of FarEasTone, Chi Jing
- Winner of Nobel Prize in Chemistry, Yuan-Tseh Lee
- Foreign Minister of Taiwan, Jaushieh Joseph Wu
- Vice General Manager of E.SUN Bank, Yi-Yen Kuo
- Former Vice President of Taiwan, Chien-Jen Chen
- YouTuber, How How
- General Manager of Gogoro Network, Jin-Lun Pan

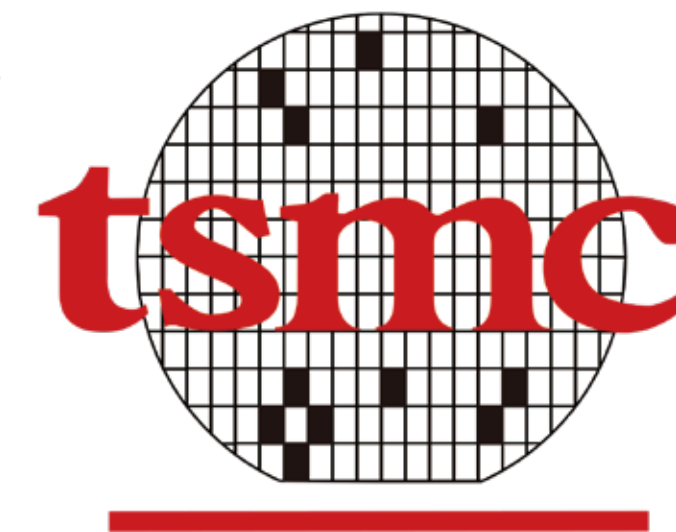


## 5.4 Past Collaborations

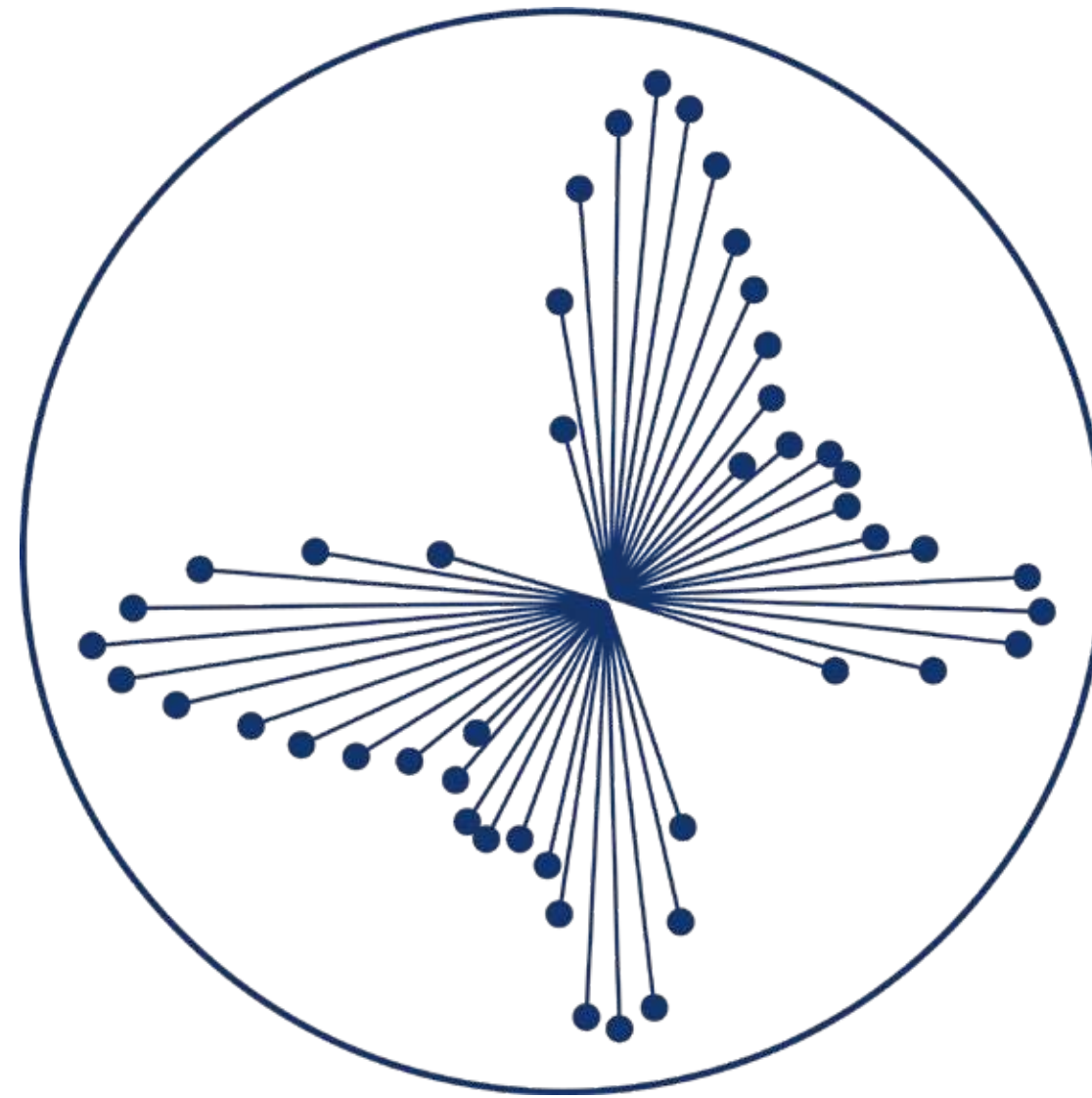
GIS collaborates with major corporations to provide our delegates with sufficient resources and raise the scale and quality of our symposium. We are honored to have worked with multiple corporations and enterprises that contribute to the success of each annual conference. The following list consists of some of our partner corporations.

(Listed in alphabetical order or the strokes of its Chinese name)

- International Business Machines Corporation (IBM)
- Taiwan Semiconductor Manufacturing (TSMC)
- Deloitte Touche Tohmatsu Limited (DTTL)
- Google
- First Commercial Bank
- ChinaTrust Commercial Bank (CTBC)
- Chunghwa Telecom Corporation
- Foxconn
- Esun Foundation







# Our Future

6/8



## 6.1 Goal

Exactly like GIS' original goal, we will continue to build a larger and more diverse academic conference, where student delegates can grow and develop by attending each of our conferences.

## 6.2 Future Plans

### Share and expand GIS ideology

Through various marketing strategies, we hope to share our goals to more and more people and enable our student delegates to create a bigger impact on the world.

### Expand our partnership

We hope to establish partnership with more organizations from around the world with similar ideas in order to create a stronger influence by resource sharing and co-hosting activities.



We are GIS Taiwan:  
Brand Overview

Our brand image

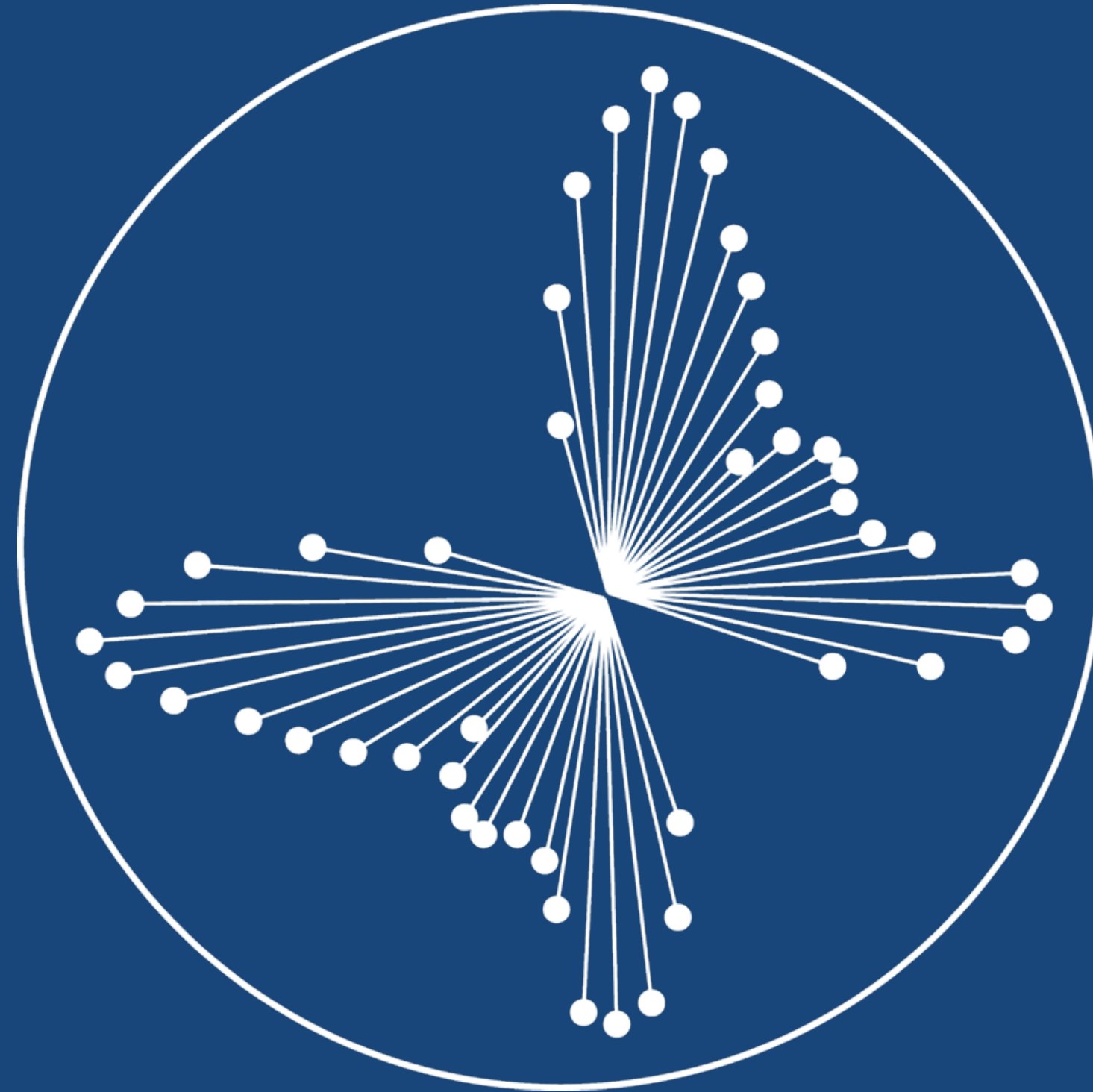
Our Conference

Our Organization

Our Results

Our Future

Based in Taiwan,  
soar through the world.



***Based in Taiwan,  
soar through the world.***



**GIS TAIWAN**  
Global Initiatives Symposium in Taiwan