Year Plan

Raising Strategy

Non-Peak Colleges – Research into colleges that offer Non-Peak Exchange Opportunities such as IIPM etc. Conducting IS's in these colleges will enable us to raise EPs for Non-Peak cycles and ensure that OGX provides the LC with a constant source of income. Non-Peak cycle exchanges are easier to match to CEE and hence raising EPs will also be easy.

Focus on Non-Engineering Colleges - Shifting focus of raising drives to Arts, Human Sciences & Law colleges where GCDP is more relevant and getting raises are easier.

Global Village – Conducting Global Villages during Events such as Y2B & Empower. There is a bigger impact and also the space is already paid for the event. An impact from a corporate AIESEC Event would increase the brand image of AIESEC on that day and OGX raising would be comparatively easier.

Returning EPs – Getting video case studies from returning EPs, all their pictures etc. Returning EPs who had a good experience are the best brand ambassadors for OGX. This is evident from a few of the raises we got from Q3 2012.

Social Media – Using Social Media to extensively publicize OGX. I believe that in this generation of virtual media, social media tools play an extremely important role in the promotion of OGX. With limited effort it is possible to get huge results. Social Media used in effective ways can get great results.

- **Investment into Promotion of Posts on Facebook** : Investment of Rs.2,500 on trial basis during raise cycle of Summer Peak. Posts such as "World Facts", "Internship Details" with links for people to leave their contact details will be used as publicity material. Posts on Facebook can be promoting to a specific type of audience such as age, type of study, area of origin etc.
- **AIESEC Chennai Youtube Channel** : Will contain all case studies to returned EPs. These will be extensively publicized on Facebook. Videos have more reach than any other form of media.
- **"The Culture Quiz" –** A quiz competition related to cultures on the AIESEC Chennai Facebook page and twitter to promote OGX and the AIESEC Chennai facebook page. Answers are sent to the page as messages and the results are tracked. The person who answers first and correct consistently for an entire month is given an AIESEC T-Shirt. This will bring a huge publicity factor to AIESEC Chennai Page. This strategy is tried for the first 3 months of the year and then evaluated for its continuity.

Showcasing Impact – Showcasing impact is one of the most important AIESEC Promotional materials. To ensure that EPs find It easier to showcase impact I have developed a case study

generator where EPs just need to go to a website and upload their image and details and a case study is generated and shared on facebook. (http://aiesec.co.za)

College wise promotions – Promotions in colleges will be highly customized.

- Plan A : Use the **Top-Down** approach where we try to get permission to address the college in terms of an IS
- Plan B : **Bottom-Top** Approach, where we recruit associate members from the college to be brand ambassadors and make them approach the college authorities for partnerships and IS's after showcasing impact of EPs that we send from that college.

Partnering with Youth Hangout Spots – Attempting to partner with Youth Hangout spots to enable us to put up posters and other publicity material in their vicinity.

Raising with proper expectation settings : The raising team is giving expectation settings in detail to convey to the EP and only then are they raised. Raising without proper expectation settings will not be accepted. This is done to prevent bad branding and ensure a high delivery rate.

International Relations Strategy

Partnerships – International Relations team spends the first month focusing on trying to get LC LC Partnerships since the New LCP and EB is in place, they will be eager to start the year by signing partnerships.

Usage of AFT and DAAL Files – AFT and DAAL files released should be used to find ideal TN Pools and apt partners for our LC.

Showcasing Current Partnerships – The fact that we already have a partnership for OGX should be showcased so other LC will know that we are dependable and will be willing to partner with us.

Culture Kits : Sending AIESEC Chennai Culture Kits which will contain AIESEC T-Shirt and other promotional material of our LC. EPs will promote our City there, this will help in ICX and also improve relations between that LC and ours.

Continuing Current Alliances : IR teams will focus on maintaining relations with LCs that currently match with us and further improve our relations with them.

IM Tools: Usage of IM Tools such as trackers (eg. SMT) to track the progress of each EP in detail as he/she goes through the match phase to ensure successful and comfortable realization of the EP.

Members on NSTs : Promoting IR Team members to join NSTs to further our IR.

Delivery Strategy

EPICs : EPICs will be conducted on a regular basis once the EP is raised. This is a forum where he/she will be given a chance to interact with the IR Team. The IR team will promote easy-to-match projects here to more EPs can be driven to join them. The EPICs will prepare the EP as to what to expect in their TN Country and how they should behave. For the first EPIC, parents will also be invited so that they will gain faith in the organization and its programmes.

EP AN/ EP Contract Generator : To smoothen the process of matching, generators will be used so that EPs can easily send EP ANs according to a specified template.

Visa Partners : Promoting of UDAAN, AIESEC India's Visa partners for the smooth processing of EP Passports. The process in entirely automated and online. This increases the brand value of AIESEC Internship. They have an office in Chennai.

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Quarterly Plan

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Quarter 1
- Transition   - Evaluation & Planning Day   - Focus on getting IR Partnerships since the new LCP and EB are appointed .   - Focus on Non-Peak Exchange Colleges   - Re-integrating EPs that went in Winter Cycle   - Development of communication tools of OGX (Contract, Posters etc.)   - Getting feedback and case studies from returned EPs from Winter Cycle   - Initiation of Partnerships and Top-Bottom Approach with Colleges   - Start of Social Media Drive and Initiatives and their evaluations   - Induction of New Members into the department in February   - Partnership with VIT Cultural Fest Rivera & SRM Cultural Fest Milan to host a global village   - EPIC for EPs raised using OGX Recruitments to provide proper expectation settings and integrating them into AIESEC   - Organizing IS in VIT & Sastra Expansions   - Realizing EPs raising for off-peak Q1 Exchange

Quarter 2
- Focus on getting on-system matches of those in Q1   - EPIC for EPs going for Summer Peak to provide them with proper expectation settings.   - Matching EPs and attending matching manias using National Partnerships   - Assisting EPs in Visa Procedure and promotion of UDAAN to ease the process   - Realizing EPs raised for Summer Cycle

Quarter 3

- Evaluation and Planning Day
- Re-integration of EPs of Summer Cycle
- Renewal of Partnerships made in Winter 2012
- Start of off-peak raising drive
- Getting feedback and case studies from returned EPs from Summe Cycle
- Induction of New Members into the department in August
- EPIC for EPs raised during OGX Recruitments to provide proper expectation settings and integrating them into AIESEC
- Matching EPs raised for off-peak Q3 Exhange
- Partnership with VIT Tech Fest Gravatas & SRM Tech Fest Aaruush to conduct an IS
- Realizing EPs raising for off-peak Q3 Exchange

Quarter 4

- Focus on getting on-system matches of those in Q3
- Renewal of Partnerships made in Summer 2013
- Matching EPs and attending matching manias using National Partnerships
- Matching of EPs raised for Winter Cycle
- Realizing EPs raised for Winter Cycle
- Team Days
- Transition

Q1 – Off Peak	SRM	City	Expansions
Raise	25	45	20
Match	0	5	0
Realization	0	4	0
Q2 - Summer Cycle	SRM	City	Expansions
Raise	20	15	15
Match	40	40	30
Realization	37	42	28
Q3 – Off Peak	SRM	City	Expansions
Raise	10	10	10
Match	5	6	5
Realization	0	5	0
Q4 – Winter Cycle	SRM	City	Expansions
Raise	10	5	10
Match	12	6	12
Realization	20	5	18
Total Exchanges	57	56	46