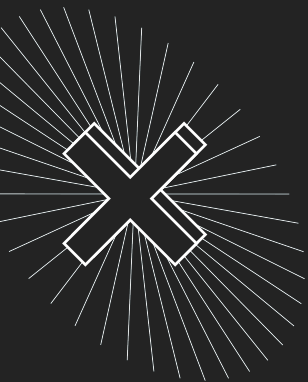


# BD corner applications

## YouLead'25

Here you shark's journey begins



# BD MC manager word

Hi man! I'm truly excited to see you here, as it is your chance to become a part of AiR sharks for YouLead'25.

BD corner positions are for people who would like to be a face of our organization in front on solid businesses and demonstrate that your Russian youth is capable of.

In your hands will be experience of our stakeholders and related youth. If you're brave enough to **level up and boost leadership** in yourself and others despite any obstacles, I'm welcome to have you on BD corner.

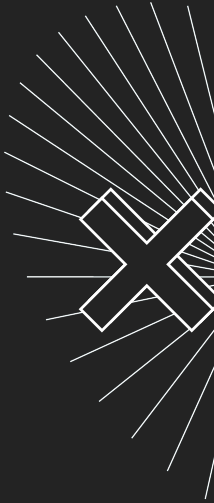
Be a special one. Don't settle for less.

**Let's make the BD fire stronger together.**



# BD corver structure

BD MC man



# Election Timeline

11.03

DDL: 23:59 (GMT +3)

12-15.03

16.03

Application  
deadline

Interview

Elections



# Requirements for applying

## Experience

You have to have closed AIESEC experience on any position in CC/B2B team or EB experience

## Presence

You have to be physical present on YouLead'25, 6th April, Moscow

## Time

You have to be able to spend 7-12 hours weekly on work in BD corner



# Application package



## Your application should consist of:

1. Questionnaire and tasks in it;
2. Endorsement letters from someone who led you OR your teammates

## If you want your application to be accepted, please follow these rules:

1. You may choose any design you want;
2. You must answer all general and functional questions (choose them depending on the position);
3. The application should be filled in English;
4. Upload all documents (in pdf) to your folder on Google Drive (<https://drive.google.com/drive/folders/12V2WOfIr6OSX81O9QoBjYvtNI6BeMYjG?usp=sharing>). Name the folder "Name\_Surname\_Position";
5. Send the link to your folder to [mdpoz@aiesec.net](mailto:mdpoz@aiesec.net) before 11.03.2025, DDL: 23:59 (GMT +3);
6. **Applications sent after the DDL won't be accepted**





# Job description

## General:

1. Management of your companies during the forum;
2. Creation of timeline of work with companies;
3. Realization of position's JD following timelines;
4. Tracking of the realizations of your companies options by other members;
5. Post-servicing for your companies

## Promo:

1. Creation of posts and content for companies;
2. Promotion of content for companies;
3. Collection and analysis of statistics of companies' content





# Job description

## PR:

1. Creating of TS for photographers and videographers for the forum;
2. Realization of PR options, work with site of YL and AIESEC;
3. Servicing of final video and photo of companies

## DXP:

1. Tracking of publications about career formats;
2. Selection and tracking of delegates for the career formats;
3. Management of realization of career formats

## ExEx:

1. Creation and alignment of agenda and outlines for companies options with OCVP ExEx;
2. Conduction of dry runs and briefs with companies;
3. Management of feedback for companies' sessions

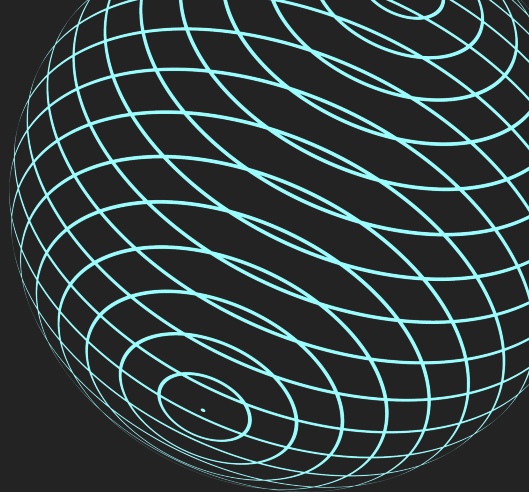






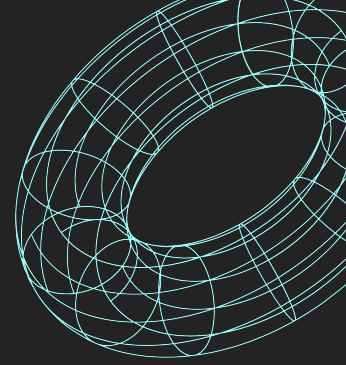
01

# General questions



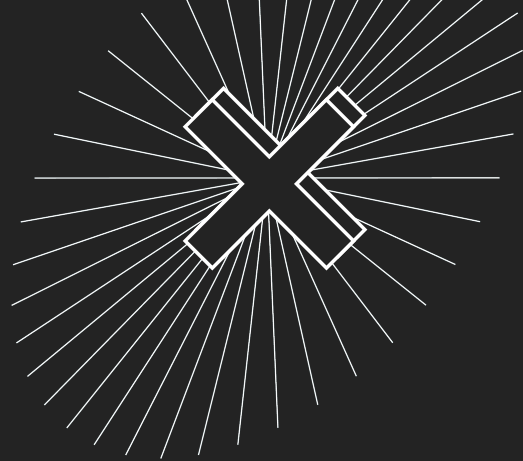


# General questions



1. Who are you? What does describe you as a person?
  2. Why did you decide to apply for this position? Why should you be chosen for this position?
  3. List your 3 main values. Why do they matter to you and how do you live them through?
  4. List your 3 main strengths and 3 weaknesses. How does each of them influence your work and life?
  5. What experience did you have working with companies or your stakeholders? Describe this experience
- + *Name all your position priorities (from 1st to 4th)*





02

# Functional questions



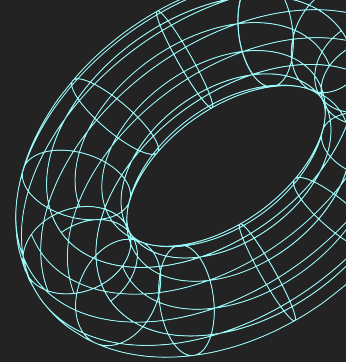


# Promo

1. Name 3 BSP and 3 GSP of partners posts of last realization. Why are they so?
2. Write down standards of work with company. What does your activity as one of the BD corner manager consists of?
3. Create 2 designs and scripts of selling post for companies in YouLead style (you can take inspiration about companies from posts of the last realization)
4. Create 2 weeks attraction plan to increase reach and applications on the companies' offers. Minimum 5 tactics
5. Write down risk management (min 5 risks) to achieve required number of reach and applications on the posts for companies

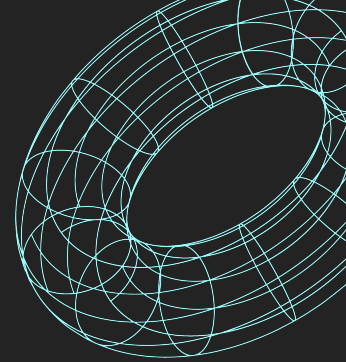


# PR



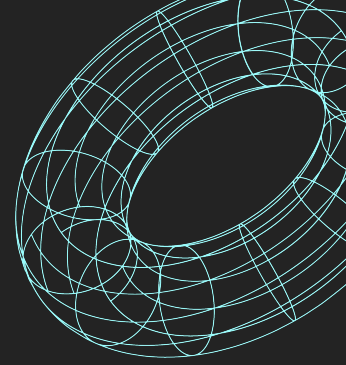
1. Name 3 BSP and 3 GSP of the realization of PR formats (photo, video content, etc) on the last YouLead. Why are they so?
2. Write down standards of work with company. What does your activity as one of the BD corner manager consists of?
3. What PR formats for companies do we have in terms of our forum? How do we conduct each format?
4. Write down risk management for all the risks (min 5) that may happen before and during realization (eg., bad video and photo quality)
5. Create timeline of your work and activity for the period of 2 weeks ahead the forum and 1 week past the forum





1. Name 3 BSP and 3 GSP of the realization of career formats with selection on the last YouLead. Why are they so?
2. Write down standards of work with company. What does your activity as one of the BD corner manager consists of?
3. What career formats with selection for companies do we have on our forum? How do we conduct selection for each format?
4. Write down risk management for all the risks (min 5) that may happen before and during realization (eg., selected people didn't come)
5. Create timeline of your work and activity for the period of 2 weeks ahead the forum and 1 week past the forum





1. Name 3 BSP and 3 GSP of companies' content and agenda on the last forum. Why are they so?
2. Name 4 bottlenecks of work with speakers from companies on last realizations. How would you solve them?
3. What are the rules for creating an outline for any companies' session? What your outline should be based on?
4. Write down risk management for all the risk (min 5) that may happen during realization (eg., technical problems)
5. Create timeline of your work and activity for the period of 2 weeks ahead the forum and 1 week past the forum





# Useful contacts

## Last YL OC team responsables:

1. Diana Zhukovskaya @litt\_di
2. Anna Zubova @zubovaan

## BD corner:

1. Alyona Yuryeva @alyoniiy
2. Valya Plotnikova @Valki\_ria
3. Maria Eroshina @mary\_err
4. Sonya Parshina @s\_sp\_sp\_s
5. Margarita Pozolotina @mdpoz

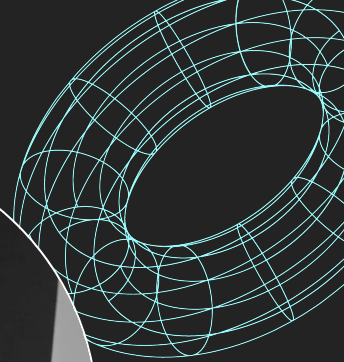


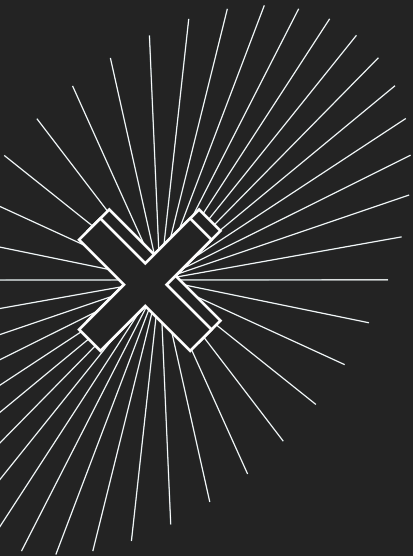




# Questions? Comments? Concerns?

In terms of any questions, feel free to  
approach BD MC manager Rita @mdpoz





**Good luck!**  
**Have fun!**

