

## International IAESTE-Day

### *Global Party, one Spirit !*

*The idea of International IAESTE Day (I-Day) was created at the GC in Colombia.*

*The 1<sup>st</sup> I-Day took place on 14<sup>th</sup> July 2005 (see IAESTE Day Report 2005). The main goal of this event is to gain more publicity for IAESTE.*

*The way how to succeed depends on LC/NC resources and ideas. **IAESTE Day it's easy!***

#### **Index:**

- 1) What is the I-Day and why should we participate?
- 2) When is the I-Day ?
- 3) What can we do to make the I-Day successful ?
- 4) What we can do in advance ?
- 5) What should be done afterwards ?
- 6) Where can we get some info/materials?
- 7) Who can we contact for help ?

#### **1) What is the IAESTE Day?**

The concept of the IAESTE-Day is to join the efforts of **as many NCs/LCs worldwide as possible** to create **one global information- and party event**.

All of our NCs/ LCs are able to organize events. Those events usually take place in rooms provided by the local university or college are organized and carried out by the members of IAESTE. **Any event a NC/LC can think of realizing is more than welcome.** The main goal remains to attract as many people in different positions as possible but at the same time considering the different resources of each NC/LC.

Main goals of the IAESTE-Day:

- **To promote the fame of IAESTE worldwide**
- To get new members and outgoers.
- To help people to get to know our long acronym and understand what the association stands for.
- To keep good relations with the companies already part of the IAESTE network, maintaining the good relationship with them and show how much we care and think about the companies we are working with. Provided a possibility for company representatives to meet with other companies and other trainees, press people and LC members.
- To find new companies interested in IAESTE
- To keep good relations with the universities and educational institutions and to get better contacts to university departments.
- To promote Friends of IAESTE Network

## 2) When is the IAESTE Day ?

**The third Thursday of October each year  $\pm$  1 day**

### Why this date?

Because most students are back at university, trainees are still around, companies are back from holidays and the most stressful time during the summer reception is over.

The NCs/LCs can use it as an information event for students/companies.

## 3) What can we do to make the I-Day successful ?

- Use your enthusiasm and imagination ☺
- Try to involve others members and friends to make a big event,
- Make a presentation about IAESTE (what is IAESTE, and all advantages),
- Ask trainees to present something from their traineeship (presentation should concentrate on earned experiences during the traineeship, technical as well as cultural),
- Invite guest speakers – rector of the university, company representatives,
- Prepare a dinner – formal or food made by trainees, invited catering or even barbecue,
- Present foreign and local dance or music – it could be played in the background, like a show of national dance like belly dance, salsa or IAESTE dance ☺
- Organize a concert of a students (or trainees) band,
- Organize some games and sports (It will help building bridges between the people who participate-depending on the audience),
- Show photos of IAESTE trainees from different countries as a running presentation, in the background or an exhibition on the walls,
- Spread “Form O” to fill in by the employers (especially the new ones),
- Organize workshops,
- Cooperate with Student Council or others students organizations,
- Present a IAESTE Awards,
- Gala dinner for members or employers,
- Organize a competition among the LC-s,
- Make a Company Fair,
- Involve other LC or NC,
- **anything you wish to make I-Day success !!!**

The main goal is to show everyone what a great organisation IAESTE is ☺

#### 4) What we can do in advance ?

- Each country should have a national coordinator (chosen by National Secretary), who will stay in contact with international coordinators. National coordinator should also coordinate the I-day on the national level.
- Information which has to be sent to international coordinators is:
  - Name and contact details of national coordinator
  - Program/schedule
  - List of sponsors and patrons
  - Media exposure (in national language, to put on the I-day website)
- Main concept and schedule (decide between formal and informal event/ who will be the main target group, etc.);
- Promotion of the event e.g:
  - media,
  - internet,
  - flyers.
- Invite guests and media.

#### 5) What should be done afterwards ?

- collect pictures, films or any other records
- collect press/media releases
- fill out the evaluation sheet and send it to the international coordinators

#### 6) Where can we get some info/materials ?

- I-day website [www.iaesteday.com](http://www.iaesteday.com)
- the intranet [www.iaeste.net](http://www.iaeste.net) (Files/SID.Marketing/I-day )
- IAESTE Annual Review
- National Coordinator

#### 7) Who can we contact for help ?

- National Coordinator
- IAESTE Day Team
- Others LC-s with more experiences with I-day

**IAESTE Day, it's easy ! ☺**