



www.asianborrelclub.nl



START YOUR JOURNEY

2022 / 2023



Amsterdam
E-mail: info@asianborrelclub.nl

Become active at ABC
and join a committee!

ABOUT

ASIAN BORREL CLUB

HISTORY

Asian Borrel Club (ABC) started as an idea of Daniel Li, founder and first President of the student association ABC. On his vacation in summer 2020 in Albufeira, he was questioning why there weren't any parties in Amsterdam for students. He stated there was no real student association in Amsterdam for them, which made the student life for him somewhat underwhelming. So, with that feeling lingering around for some time he decided that it was time for change – a change that would ultimately benefit all the students in and around Amsterdam.

After gathering some great minds among his friends, Christine Li, Jacky Cheng, Kenneth Chin, Kevin Liu, Lian Su, Ryan Zhang, Sofia Chong, with later Matthijs Fok and Yenly He joining, who were willing to participate in his ludicrous yet passionate idea of starting a student association out of scratch, they began planning, doing research and started envisioning what ABC could be.

Given that the idea of ABC emerged amidst Covid-19 and the subsequent measurements, hosting physical events was impossible. Despite these measurements, they agreed that there were solutions and that there were possibilities to foster interaction among students. The only way to organise events in a hard lockdown was through hosting and organising them online. As such, ABC persistently started organising online events to promote brand awareness in preparation for the transition to becoming a fully-fledged student association.

The full commitment to organise sixteen online events in 32 weeks paid dividends at last; a returning audience was established – an audience that would become vital for the first few physical events. As soon as the green light was given by the government to organise physical



ABC is a student association that organizes events which radiate an airy, cozy and warm atmosphere. The people we want to reach are students and young professionals from various cultural backgrounds, who enjoy the Dutch Asian “gezelligheid”.

More than 30 unique activities are organised every academic year. These activities include borrels, parties, workshops, online gaming, trips, sports tournaments and many more fun events!

activities, every opportunity – within the limits of the measurements – was seized and hosting physical parties, borrels and fun events finally became the main focus. The envisioned association started taking shape – an association that organises events, borrels and parties for students and

young professionals from various cultural backgrounds, who can enjoy the Dutch Asian “gezelligheid” and meet and befriend new people and make countless memorable memories.

Now, we can all agree that if it wasn't for Daniel having the guts to come up with such an insane idea, we wouldn't have had all these priceless experiences and memories.

ABOUT

VISION



Embodiment of Dutch Asian Gezelligheid

ABC as a student association, envisions to become the embodiment of Dutch Asian “gezelligheid” by creating memorable experiences for everyone. We radiate a certain coziness (gezelligheid) when we are together at our activities – activities where it is important that our participants feel welcomed and comfortable and with that, can make their memorable experiences and friendships. We feel that that we need to spread this energetic, unique and contagious vibe among all students in Amsterdam.

VALUES



Friendly and welcoming atmosphere

Here at ABC, an open and friendly and welcoming atmosphere is the norm at all times. We also expect everyone to be respectful towards each other regardless of their background, this will make communication with one another more approachable and fun. At last, it is very important to realize that we are a student association. Everyone that participates in the events is there to have a good time and to make memorable memories. We want everyone to have a chance to experience this, so we do not tolerate and/or encourage bullying.

MISSION



Set up an open and cozy association

ABC strives to set up an open and cozy association where students and young professionals - from or around Amsterdam - have the opportunity to meet each other and can enjoy the Dutch Asian “gezelligheid”. This student association has to remain friendly, light hearted and welcoming, while it reaches new heights. To that end, the organizational structure and -approaches are set professionally and all the active members have to find a balance where performs its duties and remain involved with the general members.



LET'S BORREL!

Asian Borrel Club (ABC) is one of the biggest student associations in Amsterdam with more than 800 general members in less than two years! We support students in their social development by enriching their student life with more than 30 events throughout the academic year.

Each year, over 60 active members organize more than 30 events for hundreds of students. We provide the active members the opportunity to partake in the organization of these events to develop themselves on a personal and professional level. Ready for your ABC rollercoaster and journey?



ASIAN
BORREL
CLUB

WHAT HAPPENS WHEN YOU BECOME ACTIVE AT

ABC

As active member you will meet many new people, work closely and professionally together and have lots of fun with your other committee members. You will see how much impact you can have in other students' lives and as such, play a fundamental role in creating numerous friendships, bonds and core memories for hundreds of students. But the most important thing is that, it is your time to shine, your opportunity to meet like-minded people, make new friends, boost your CV and make the best out of your student life!

After the committees have been formed, you will start working on our events or other assets of the association. On average you can expect to work 10-hours on ABC per week. It is of course possible to dedicate more hours. Every month we organize a borrel in Amsterdam, where hundreds of people can socialize with each other. Besides the borrels and other activities, we do encourage active members to hang out with each other! We have numerous programs in place, for active members from different committees, to spend time with each other and bond. This way, you will not only get to know your own committee, but the complete organization! One of the programs is for instance the Actives Weekend. You are of course always welcome to join all other ABC activities!

At last, you will remain in close contact with the board to share your thoughts and improvements you would like to see in ABC. We always want to improve, professionalize and innovate in the way we operate, so that we can ensure a smile when a participant goes home after an activity.



This brochure provides information about the recruitment period and ABC's committees for 2022-2023. For questions, contact us at info@asianborrelclub.nl



MESSAGE FROM OUR MARKETING HEAD 2021-2022

YENLY HE

My name is Yenly He and I was honored to be this year's Head of Marketing. I am currently in my second year of the bachelor Information Science at the University of Amsterdam. Yes, that means I was also one of many students who started her student life during the covid pandemic. Starting a new chapter of my life was therefore even more exciting. Everything was unsure and I was unable to make new friends in the city. Up until I came across ABC. From that point on, everything has changed.

Started as a marketing committee member I helped with promoting online events. Soon we knew it was time to expand! We recruited more people and together with all the actives of 21/22 we have achieved something no one of us ever dared to dream. In less than a year we have reached a big audience and promoted both online and physical events for hundreds of people.

Looking back, I couldn't wish for a better year! A year in which I experienced how it is to work as a team to achieve a common goal, how to lead a team and most important of all, all the great and inspiring people I was able to meet and work with. Those people I now call my close friends with who I made the most beautiful memories.

In a blink of an eye this year has passed, I am thankful for everyone of ABC 21/22 for making this year unforgettable! I can't wait to see ABC grow even bigger and bringing even more people together.

LIST OF COMMITTEES

1. EXTERNAL AFFAIRS COMMITTEE

Approach and conclude partnerships with restaurants/businesses, whilst being business oriented and a strong negotiator.

2. INTERNAL AFFAIRS COMMITTEE

Organize various activities within ABC such as bonding days between committees, Actives Weekend and many more!

3. IT COMMITTEE

Oversee the virtual environment of ABC, by moderating, maintaining and improving ABC websites and integrations.

4. MERCH COMMITTEE

Maintain online product pipelines between ABC Merchandise and the buyers, by ensuring an effective customer decision journey and creating merchandise campaigns.

5. EVENTS COMMITTEE

Organize amazing activities ABC is known for. From workshops, speed dating events and full-on parties.

6. GAMING COMMITTEE

Focus on organizing online gaming tournaments on popular competitive games such as Valorant and League of Legends.

7. INTRO COMMITTEE

Introduce new people to the association and make them feel comfortable. Promote ABC at the introduction weeks, set-up Intro Groups and organize all the Borrels!

8. SPORTS COMMITTEE

Organize a variety of sport events for all ABC members and new people. Create exciting tournaments or other sport events.

9. TRIP COMMITTEE

In for a challenge? Trip with ABC abroad. Organize the annual ABC trip and be responsible for the destination, whole schedule, activities and create the best travel experience with beautiful memories!

10. MARKETING COMMITTEE

Take care of the promotion of all the 30+ activities and all ABC partners. Create effective campaigns which acquire as many participants as possible.



The Basics

Provided the strong growth of the organization and to maintain the quality of our activities and assets, there are basics an Active member should have when working on ABC and its future.

These are:

- Preferably is a student.
- Fluent in Dutch and English.
- Has at least 10 hours a week to take on ABC tasks.
- Is motivated to do their tasks and help ABC improve
- Is willing to put effort into ABC.
- Is willing to travel to Amsterdam for ABC events/ ABC-related tasks.

In addition to the general requirements, every committee has its own expertise, and therefore an active member of a specific committee should have the skills needed to fulfil the tasks inside of their committee. As you read earlier: for the year 2022/2023 we have a total of 10 committees. Some of these committees have teams, which in short narrows down the tasks the actives do inside of their committee. The following pages contain more information about the committees and teams within ABC.

The requirements of the committees are skills which you already have or are very much willing to learn! So don't worry if you don't meet all requirements yet – if you are eager to learn and are passionate about our vision, don't hesitate and apply!

If you have any questions, please contact us either on Instagram: @asianborrelclub or mail us: info@asianborrelclub.nl

LET'S WALK THROUGH THE 10 COMMITTEES

COMMITTEES

EXTERNAL

The External Affairs committee member has a business-oriented mind, is strong in negotiating and is clear in communication. The committee will approach and conclude new partnerships with restaurants/businesses.

The committee External has acquired, in ABC's first operational academic year 2021-2022, more than half of the exploitation result – marking its undeniable significance. Without their efforts in the first half year, the other committees were not able to take on too much risk when organizing activities.

From initial contact, to negotiation of our partnership agreement to the communication between ABC and the partner, the External Affairs committee will be responsible. Furthermore, you will be responsible for the communication with all third parties.

What are we looking for?

- » Good at creating and maintaining (business) relationships
- » Communication skills to approach sponsors
- » insights into drafting contracts
- » insights into businesses
- » Proactive attitude with approaching new potential partners

Does this look like a fit?

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INTERNAL

The Internal Affairs committee is concerned with planning events within the ABC group (committee members, board members and alumni).

The significance of the committee can be translated to its contribution to bonding and the overall cohesion of the whole organization. An organization which vibes, operates more effectively and is much more capable in realizing its collective vision, mission, goals and objectives.

This committee organises various activities such as bonding days between committees, Actives Weekend, the making of a yearbook/ almanack and alumni borrels.

What are we looking for?

- » Strong drive to organize and structure activity timelines
- » Willingness to help out others, empathic
- » Friendliness and openness in communication
- » Willingness to involve every active in activities

Does this look like a fit?

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LET'S WALK THROUGH THE 10 COMMITTEES

COMMITTEES

IT

The IT committee oversees the virtual environment of ABC. This committee uses their expertise to design and display online information. Since ABC started online, we have a big online community which we greatly appreciate. The IT committee therefore also moderates the ABC Discord Server.

They also use their programming skills to maintain and improve the ABC website. Using existing and new web technology to convey information in an efficient way on the digital platform.

What are we looking for?

- » Standard Web development languages: HTML/CSS/JS(pre: React.js, Node.js, .NET.)
- » Worked on web projects before
- » Is currently in an IT-related study
- » Has understanding in Cloud Computing (Microsoft Azure, Netlify)
- » Has understanding in Object-Oriented Programming (OOP)

Does this look like a fit?

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MERCH

your application!

The Merch committee maintains the online product pipelines between ABC Merchandise and the buyers. The Merch Team will function as an organisational branch, as well as the realisation of designs within ABC e-commerce space.

While it is likely that members and people who know ABC are more likely to purchase, the idea is that the product should speak for itself — that is, the product and marketing campaign should be attractive enough that even people who do not necessarily know ABC, would consider the product. This attitude to merchandise contrasts with how most associations approach merchandise; often merchandise is something next to it and in some cases only for the members themselves.

The goal is to ensure a smooth and effective customer decision journey for people that buy ABC merchandise on our webshop. They further create and manage the merchandise campaigns. From quality checks to maintaining the best customer experience and providing the best customer support.

What are we looking for?

- » Affinity with e-commerce (pre: Shopify)
- » Structured and organizational in projects
- » Understanding in Digital Marketing and Sales (Meta Business Suite and Tiktok Advertising)
- » Experience with Product Management
- » Knowledge on how to work with Adobe Creative Cloud Suite (or similar)
- » Ability to create financial forecasts, based on sales targets
- » Understanding in crossplatform integrations (Shopify, Meta Business Suite, Instagram Shopping, Mailchimp and Zapier)

Does this look like a fit?

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LET'S WALK THROUGH THE 10 COMMITTEES

COMMITTEES

EVENTS

The Events committee organises the amazing activities ABC is known for. From workshops, to speed dating events, Gala and full-on parties.

These activities not only provide a way of connecting for existing ABC members, but also for outsiders to introduce them to the ABC family. This committee consists of both creative and rational individuals that are motivated into bringing events from thought to reality.

Every event is lead by one person, which rotates every event. We encourage you to take initiative and come up creative ideas to foster core memory creation among students.

What are we looking for?

- » You live in Amsterdam, or are willing to regularly travel to Amsterdam
- » Flexibility in last-minute changes
- » Stress resistance, decisive when needed
- » Can work in a team environment
- » Ability to lead and delegate, with a proactive attitude
- » Organizational skills (pre: affinity in Events Management)

Does this look like a fit?

Apply now by clicking [on this link](#) and submit your application!



SPORTS

The Sports committee organises a variety of sport events. This can be tournaments or other sport events.

We strive to keep all our members fit and healthy. From badminton to paintbal, there will be enough room for your ideas!

What are we looking for?

- » You live in Amsterdam, or are willing to regularly travel to Amsterdam
- » Flexible in last-minute changes
- » Stress resistance, decisive when needed
- » Can work in a team environment
- » Ability to lead and delegate, with a proactive attitude
- » Organizational skills (pre: affinity in Events Management)
- » Affinity with unique sports and a teamplayer
- » Ability to plan and organise sport events

Does this look like a fit?

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LET'S WALK THROUGH THE 10 COMMITTEES

COMMITTEES

GAMING

The Gaming committee is responsible for the ABC Gaming branch within Asian Borrel Club.

Their tasks focus on organising online gaming tournaments on popular competitive games such as Valorant and League of Legends.

What are we looking for?

- » Affinity with streaming (Twitch.tv, YouTube Gaming)
- » Experience with OBS (Open-source Broadcasting Software)
- » Organisational skills
- » Experience with Discord Moderation
- » Affinity with competitive gaming

Does this look like a fit?

Apply now by clicking [on this link](#) and submit your application!



What are we looking for?

- » Outgoing, not afraid to approach strangers
- » Likes to go to borrels and organise it
- » Proactive approach with the Intro Groups
- » Can work in a team environment
- » You live in Amsterdam, or are willing to regularly travel to Amsterdam

Does this look like a fit?

Apply now by clicking [on this link](#) and submit your application!

INTRO

The Intro committee has the responsibility to introduce new people to the association and make them feel comfortable. Together they find ways to promote ABC to potential new members. They will also be promoting ABC at the introduction weeks. Furthermore, the committee is actively organizing social events for new general members, with the goal to make new connections between the new members throughout the year. Not only do they organise fun bonding events such as introductory events (like the Intro Groups), but also all the social drinks (borrels).

What are Intro Groups? Starting a new school year can be a nerve-racking experience, and one that adds an extra dimension of potential stress is to make new friends. It can be exciting and maybe a little bit scary at the same time. Aside from the need to freshen up your social life, you're probably wondering about the best ways to meet new friends. We can help you with this through our intro groups initiative.

Within ABC intro groups, students will be placed in a group with other new members who match their interests. These groups will then be guided by ABC actives to do fun things in Amsterdam!

LET'S WALK THROUGH THE 10 COMMITTEES

COMMITTEES

TRIP

The Trip committee is responsible for organising the annual ABC trip abroad.

From choosing the destination to organising the whole trip schedule and activities to booking the flights and accommodations, the Trip committee will be responsible for it. Their goal is to make beautiful memories and the best travel experience for interested ABC members.

ABC trip is all about having fun, meeting new friends and making memories to remember! We will party, discover some culture, and share new experiences together.

What are we looking for?

- » Organizational skills in events management
- » Book activities, accommodations, and flight tickets
- » Knowledge on budgeting the costs for the trip as a whole
- » Ability to lead the attendees
- » Be available/will participate at the trip itself

Does this look like a fit?

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What are we looking for?

- » **Photo/video team:** Capture, shoot and edit the most beautiful memories made at events and borrels. Experience with cameras and editing software is highly preferred. If you have an affinity for cameras and photo/videography this is perfect for you.
- » **Graphics team:** Designs the graphics for the social media posts and merchandise items. Experience with Adobe Suite (Illustrator, Adobe Indesign, Premiere Pro, After Effects) Figma, and Canva is therefore a plus. If you have that creative mind, show it by joining the graphics team.

MARKETING

Take care of the promotion of all the 30+ activities and all ABC partners through different channels so that the association can reach a bigger audience. Create effective campaigns which acquire as many participants as possible. ABC's Marketing committee is one of the bigger committees within Asian Borrel Club. Their goal is to market and maintain the online presence through various methods.

Because marketing requires a broad amount of diverse skills, the marketing committee members will be part of a team where their main focus will be, however a marketing committee member is free to give input to the other teams. ABC of course encourages good collaboration for the best results.'

There are 3-subteams

- » **Social Media team:** Manages all social media platforms (Meta, TikTok) by posting and replying to incoming messages or comments. You will also be responsible for the promotion/strategy plan for an event on all social media platforms. Understanding crossplatform integrations is a plus for ticketsales and CRM system (Shopify, Meta Business Suite, Instagram Shopping, Mailchimp, Eventbrite/Eventix and Zapier)

Does this look like a fit?

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APPLICATION PROCESS

Do you have any question about the committees? Or are you interested in a specific committee? Please contact us through Instagram: @AsianBorrelClub, or E-mail: info@asianborrelclub.nl



01. Select committee and apply



Find out which committee suits you best and apply!

The application for a position in one of the committees will be open until **August 4th 23:59**. After the deadline, we will review your application documents. The selected candidate will be invited for an interview.

03. Interview



The interview will be scheduled in the period between **August 4th and August 19th**.

Please keep this in mind and keep your schedule free for an interview during this period. If you are selected for an interview additional information will be send in a separate mail.

If you have been selected we will contact you between **August 4th and August 6th** to schedule an interview.

The board members that will be interviewing you depends on the committee you have applied for. The secretary will be present at each interview to take minutes.



2. Selection and contact



On **August 20th** we will call you to let you know if you have been selected as a committee member.



4. Announcement





FAQ

Why Apply?

When you become an active member, you will go on an exciting rollercoaster where you meet tons of new people and develop your self professionally. You will create core memories for yourself, others and make lifelong friends!

What position?

It is encouraged to apply for a position which challenges you. We do not only want you to create value for others, but also value for yourself! Accelerate your personal and professional development at ABC, start your journey and let's Borrel!

DUTCH ASIAN GEZELLIGHEID

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