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# ANNUAL REPORT

2022 / 2023

ASIAN  
BORREL  
CLUB



Amsterdam  
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Creating memorable  
experiences since 2020





ANNUAL REPORT

# CONTENT

02

ABOUT ABC

18

H2 PROFESSIONALISM & APPEARANCE

32

H5 MENTAL HEALTH

04

STRATEGY

26

H3 RULES & INTERNAL STRUCTURE

36

PARTNERS

06

H1 STRUCTURE

29

H4 MORE BENEFITS FOR COMMITTEE MEMBERS

38

PORTFOLIO ALLOCATION

## THANK YOU FOR YOUR SUPPORT!

We proudly share with you our annual report, which covers the period between 21/09/2022 - 31/08/2023. Asian Borrel Club wants to be transparently accountable by annually reporting on its progress and past periods. It is also required for recognition among the UvA, VU and HvA. We will check and measure to what extent the agreed goals in the policy plan have been

achieved. There are a set questions we ask ourselves: How were the activities carried out? What are the results of the objectives? Have the goals been achieved? Should objectives go up/down? Should we add, remove and or adjust goals & objectives? Is the organizational structure and the way in which it operates effective for the things it wants to achieve? Based on the conclusions of this report and the financial report which illustrates the financial health and approach, the outgoing board may make recommendations after which the new board may implement these accordingly in an adjusted policy plan.





## 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 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.



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, international trips, sports tournaments and many more fun events!

### 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.

### 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 they perform their duties and remain involved with the general members.



# OUR STRATEGY

ABC is an Asian-oriented student association based in Amsterdam. The target group that ABC wants to reach are students and young professionals. It has a policy that is synchronised with the realisation of its mission: "To set up an open and cosy association where students and young professionals - from or around Amsterdam and who show an interest or affinity with an association that organises events, borrels and parties, where students and young professionals with various cultural backgrounds can enjoy the Dutch Asian "gezelligheid" - have the opportunity to meet each other.

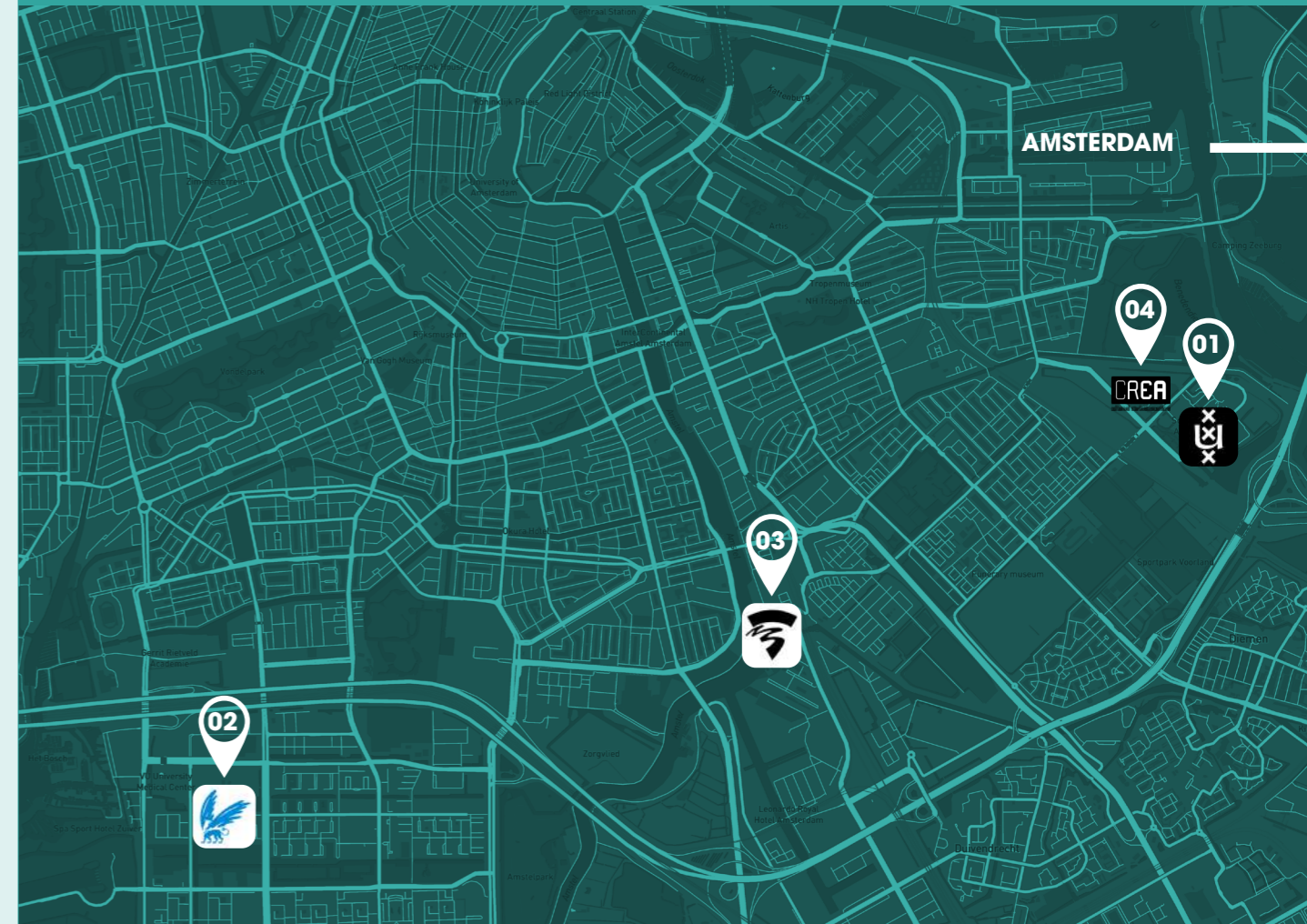
One of the most important issues is that the involvement and thus interaction among the members must be ensured. A lack of interaction among the members equals a failing policy because the

mission is then not fulfilled; hardly any interaction or involvement in an association is not an open or warm association. To sustain interaction between members, ABC organises internal bonding days where active members can see each other and do recreational activities together. It is therefore also important to adopt a holistic approach, where the association is not a simple sum of its available facets, but rather a combination of facets that radiate synergy for the benefit of the mission. To obtain the desired result and the synergy that supports it, a critical look will have to be taken, as it were, at how existing or new facets are used.

The starting point must be that ABC is sincerely an open and cosy association for students and young professionals from various cultural backgrounds, who can enjoy the

Dutch Asian "gezelligheid". If certain facets excel, while this does not contribute or is even at the expense of the greater goal that is being pursued, then there is nevertheless a policy that has failed.

In short, it is extremely important that the board unanimously supports the mission, keeps the bigger picture in mind at all times, is therefore on the same page, acts to fulfil the mission and hence does not blindly act on the performance of certain parts.



## REPORTING METHOD

Unlike usual, we have decided to approach this year's annual report differently: namely, having a member of the Supervisory Board and the Audit Committee compile the report.

The report has been assembled based on the 22/23 policy plan and will build upon the 22/23 secretarial annual report. We have implemented a Google Forms with more than 100 open questions for the Executive Board 22/23 to document the extent to which the agreed-upon goals and objectives had been achieved. The Google Forms includes specific questions for each committee Head and general questions about the goals and objectives for this past year. The answers on the general questions are summarized.

We would like to thank the Executive Board members for their time filling in this questionnaire, thank you for your time and hope that this provides a transparent picture of the developments within ABC in 2022-2023.

Kind Regards,

Matthijs Fok | Supervisory Board  
Kevin Liu | Audit Committee

# H1 STRUCTURE 23/24 & RESULTS



## H1 STRUCTURE 23/24 & RESULTS

### 1.1 INTRO COMMITTEE

#### POLICY 22/23

*"The Introduction Committee is responsible for welcoming new members and ensuring they feel comfortable within the association. Together, we develop strategies to promote the association and attract new members. In addition, we organize various fun bonding events throughout the year, such as the introduction of intro groups, introduction events and social gatherings (borrels), to encourage members to connect with one another."*

#### Q1.1.1

How effective were the strategies developed by the introduction Committee in promoting the association and attracting new members?

#### A1.1.1

*"The promotion of the association by Intro Committee is limited to the intro markets only. Intro market 2022/2023 was very successful, ABC could be seen at all intro markets of VU, UvA and HvA and we recruited many new members."*

#### Q1.1.2

To what extent were the bonding events, intro groups, and introduction events successful in helping new members feel comfortable and connected within the association?

#### A1.1.2

*"There was a new borrel every month, these were always sold out early and we had many bar owners that helped us with the themes and decoration, so that every drink had a different look. Also experimented with Afterparties and introducing a table for new members only. Intro groups were okay, with an amazing kick off in the Intro Groups Borrel and and many registrations as parent and kid. Unfortunately a number of groups dropped out for various reasons."*

#### Q1.1.3

Should any of the above goals and specific objectives be adjusted and why? (removal/addition)

#### A1.1.3

*"Up to new Intro"*

#### Q1.1.4

How and to what extent did the Introduction committee materialize the vision- and mission statement?

#### A1.1.4

*"Organizing the borrels"*

#### Q1.1.5

Any further policy recommendations for the introduction Committee?

#### A1.1.5

*"Fixed agreements with borrel locations"*

#### Q1.1.6

How did you experience your interim function as Head of Intro all things considered?

#### A1.1.6

*"Terrible, because of various reasons."*

### 1.2 SPORTS COMMITTEE

#### POLICY 22/23

*"The Sports Committee at ABC organizes diverse sports events and creates exciting tournaments. From traditional sports to niche ones like bouldering and dodgeball. Overall, the Sports Committee plays a vital role in promoting physical health and well-being while fostering community and team spirit within our association."*

#### Q1.2.1

How and to what extent did these events effectively facilitate physical health and well-being while fostering community and team spirit within the association?

#### A1.2.1

*"The Sports Committee has successfully organized a wide variety of sports events that has attracted people with a wide variety of sports interests in joining our events this year. The diversity of the sports events has*

*helped facilitating the physical health of a wide range of our members, which can be noticed by the different and new people that have joined for each sports event (unlike borrels and parties where the members joining tend to remain the same). Many (new) members have expressed to have experienced a warm and welcoming atmosphere during sports events, which has led to many (new) members returning for other (sports) events and thus fostering community and team spirit within the association. Overall, sports events are often experienced by (new) members as a great way to enter ABC as a newbie and to make new friends."*

#### Q1.2.2

Should any of the above goals and specific objectives be adjusted and why? (removal/addition)

#### A1.2.2

*"No adjustments, however, I did feel like the Sports Committee is often one of the most overlooked committees in terms of work load and importance, while sports events are often experienced as the most 'gezellig' in terms of our vision and mission."*

#### Q1.2.3

How and to what extent did the efforts of the Sports committee materialize the vision- and mission statement?

#### A1.2.3

*"The Sports Committee has greatly succeeded to materialize the mission and vision statement by creating a warm and welcoming atmosphere during each sports events. We have experienced people coming alone to our sports events and there is always a Sports Committee member or helper that will take to these people and to make them feel welcome. Additionally, we have noticed that participating members also approach each other, which greatly contributes to the 'laagdrempeligheid' and group/community feeling of our events. Lastly, we have seen that after a sports event, people always approach each other to have dinner or to do something fun together afterwards (even people that didn't know each other prior to the event), which greatly portrays the warm and welcoming atmosphere of our events."*

#### Q1.2.4

Any further policy recommendations for the Sports Committee?

#### A1.2.4

*"This year we have experienced troubles with the integrity of committee members during the team allocation and schedule creation. Even though it is common sense not to do so, it could be suggested to implement stricter guidelines in our policy. Additionally, guidelines regarding Sports Committee members being able to join the event itself could be created as this can become quite conflicting. Making policy changes would be rather too much, so in this case I would recommend discussing these scenarios at the beginning of the year within committee."*

#### Q1.2.5

How did you experience your interim function as Head of Sports all things considered?

#### A1.2.5

*"Becoming the Head of Sports was the best decision that I have made this year, as my ABC workload, studies and private life were quite heavy and hard to balance, the Sports Committee members have been able to (without even trying) lift up my mood every second we spent together. Their thoughtfulness actually lifted some weight from my shoulders and I felt greatly appreciated as a leader. Therefore, the workload was not much as the guys were extremely independent and hardworking as they managed to successfully organize many sports events with minimum input from my side (even when I was in Korea for the ABC Trip)."*





### 1.3 TRIP COMMITTEE

**POLICY 22/23**

"The Trip Committee at ABC plays an integral role in organizing the annual international trip for its members. This is a highly anticipated event that provides ABC members with an opportunity to explore a new destination and create unforgettable memories with their fellow members. The committee is responsible for a lot of aspects of the trip, from selecting the destination and planning the itinerary to arranging accommodations and transportation."

**Q1.3.1**

How and to what extent did the Trip Committee successfully organize the annual international this year?

**A1.3.1**

"The trip committee has this year successfully been able to organize ABC's first ever trip to Asia! We are incredibly proud of this achievement, especially considering the obstacles we had to overcome. By organizing this year's Seoul trip, we offered our members to explore an extremely popular travel destination for a very reasonable price. We have noticed that within the group that has joined this year, new friendships have fostered, which we're very proud of."

**Q1.3.2**

What feedback was received about the trip and its organization?

**A1.3.2**

"The main feedback was as follows:

1. Application process: there was a friend group that have signed up together as a way to go on vacation together for a cheap price. They (almost) only hung out together, which greatly affected the group feeling for the other participants. It is recommended to implement some kind of application process (motivation letter, interviews) to select participants based on their affinity with ABC and their attitude and goals towards the ABC trip.

2. Weather based schedule: due to the expected

changing weather, the schedule had to change at the last minutes as some outdoor activities could not take place in the rain. It is recommended to flexibly plan outdoor activities and have some indoor and outdoor alternatives in case the weather changes. Clear and quick communication regarding itinerary changes is a must in this case.

3. Language barrier: as there were mainly Dutch speaking people participating, the people that did not spoke Dutch felt left out a lot. This should be prevented in the future by implementing English as the default language and by mixing up non-Dutch and Dutch speaking people better within the group."

**Q1.3.3**

Should any of the above goals and specific objectives be adjusted and why? (removal/addition)

**A1.3.3**

"Addition suggestion: (to explore and learn from other cultures) and (to create unforgettable memories and friendships with their fellow members)

Removal suggestion: (annual) as this implies one international trip per year, while there should be room for more trips if desired."

**Q1.3.4**

How and to what extent did the Trip committee materialize the vision- and mission statement?

**A1.3.4**

"This year's trip has greatly contributed to the vision and mission by fostering new and stronger friendships and by creating unforgettable memories in a new country together. Bonding during such a trip is completely different from normal ABC events and has allowed the participants to get to know each other more deeply. Even though the group was quite diverse, we noticed that everyone learned to appreciate each other over time and to find common grounds to bond over together. This was a beautiful thing and showed that ABC Trip allows to bring our vision and statement to a higher level."

**Q1.3.5**

Any further policy recommendations for the Trip Committee?

**A1.3.5**

"Selecting participants based on a form of a recruitment process (interview, motivation letter etc), setting a max amount of people able to join within committees, boards etc., setting guidelines for the ABC contribution the the annual ABC Trip."

**Q1.3.6**

How did you experience your function as Head of Trip all things considered?

**A1.3.6**

"I am extremely proud of the Trip Committee for being able to successfully organize ABC's first ever trip to Asia. All committee members have worked very hard to achieve this. Even though I sometimes experienced it as very stressful and tiresome due to the obstacles we had to overcome, the trip committee always stayed determined to pull it off which makes me even more proud of our achievement. However, I did experience other board members undermining the importance and effect ABC Trip has. Especially Marketing as they greatly refused to create proper materials (even though they offered to do this themselves initially) after the trip. Even the trip committee members have put their time and energy after an exhausting trip in creating materials themselves, but marketing refused to do anything with it while refusing to produce something proper themselves. I believe that the importance of all different committees should be emphasized across all board members to prevent such inequal treatment in the future. The first round of committee applications have shown that ABC Trip has grown insanely popular this year, and while I'm very proud of this, I feel like this hype could have been immensely greater if there was proper promotion."

### 1.4 INTERNAL COMMITTEE

**POLICY 22/23**

"The Internal Committee plays a vital role in creating a sense of community and fostering a positive atmosphere within ABC. Their main responsibility is to organize a range of activities that help to bring committee members together and build strong relationships. These activities may include bonding days, our Actives Weekends and social events such as game nights, dinners and various social events. Creating a vibrant and welcoming community for ABC Active Members."

**Q1.4.1**

How did the Internal Committee successfully organize bonding days, Active weekends, and social events like game nights and dinners to foster a vibrant and welcoming community for ABC active members?

**A1.4.1**

"We established a vibrant and inclusive community for our active members through planning and strong teamwork. Our approach involved organizing a diverse range of activities, and we made deliberate efforts to ensure that these activities were accessible and welcoming to all members."

**Q1.4.2**

How did the internal activities contribute to strong relationships between committee members?

**A1.4.2**

"By creating an environment where active members could connect with one another through attendance at our internal events, we fostered a sense of community. These internal activities encompassed a variety of components, including team-building exercises, games, and challenges. These activities encouraged members to collaborate and facilitated deeper connections among them."

Furthermore, internal activities extended to include social elements like casual gatherings, dinners, and outings. These events provided active members with a

*relaxed environment to socialize, share personal stories, and to forge lasting friendships."*

**Q1.4.3**

What feedback was received about the Internal events and its organization?

**A1.4.3**

*"In general, the events were well-received. However, there were instances where an upcoming event could have been announced sooner, allowing active members sufficient time to adjust their schedules and attend the internal event."*

**Q1.4.4**

Should any of the above goals and specific objectives be adjusted and why? (removal/addition)

**A1.4.4**

*"Which goals? The Internal Committee's policy? I believe that's the core embodiment of the Internal Committee and should remain the same."*

**Q1.4.5**

How and to what extent did the Internal committee materialize the vision- and mission statement?

**A1.4.5**

*"I think that the Internal committee did a good job in materializing the vision- and mission statement by creating memorable experiences, creating a open an cozy envoirement, added to the building and further expansion of the ABC Actives family and by hosting inclusive and accesable events for everyone that is part of the ABC Actives family."*

**Q1.4.6**

Any further policy recommendations for the Internal Committee?

**A1.4.6**

*"wMy personal policy recommendation would be to maintain even closer contact with active members and listen to their wants and needs in order to provide the best possible internal events."*

**Q1.4.7**

How did you experience your function as Head of Internal all things considered?

**A1.4.7**

*"I had an enjoyable time as Head of Internal, all things considered. Seeing our active members having an enjoyable time felt very rewarding, as did witnessing the end results that came from the hard work put in by every one of us on the Internal Committee. Additionally, it was a very educational experience, and I am glad that I took the chance to grow personally while providing amazing experiences to others alongside my team."*

**1.5 SOCIAL EVENTS COMMITTEE**

**POLICY 22/23**

*"The Social Events Committee at ABC is responsible for organizing a wide range of social events throughout the year. They host diverse events ranging from workshops and food crawls to friending and dating events, and many more. Overall, the Social Events Committee plays a crucial role in promoting social interaction and building connections among ABC members. Their events provide a platform for members to explore their interests, make new friends, and have fun while participating in activities that align with their personal preferences."*

**Q1.5.1**

To what extent did the social committee succeed in fostering social interaction and building connections among participants?

**A1.5.1**

*"I've seen a lot of new people show up at our social events. According to many of our visitors and members, they like our social events since it is a more intimate setting with a very low threshold for meeting new people and establishing new connections. We've even seen new relationships bloom due to our flagship speeddating & -friending event."*

**Q1.5.2**

What feedback was received about the Social events and its organization?



**1.6 PARTY EVENTS COMMITTEE**

**POLICY 22/23**

*"The Party Committee at ABC is responsible for creating and organizing some of the most unforgettable and lively parties in the association's calendar. They take care of everything from the venue and decorations to DJ's and entertainment, ensuring that every detail is carefully considered to create an unforgettable experience for all attendees. Their events are highly anticipated, creating a vibrant and lively social scene all the while continuously striving to create unique and unforgettable experiences for everyone involved"*

**Q1.6.1**

To what extent were the parties successful in creating unforgettable experiences and a vibrant social scene?

**A1.6.1**

*"I've heard many of our members say they found our gala one of the best events of their lives. In addition, at all of our parties of the year 23/24, I've seen at least a third of the people stay and party until the end of the night. We have always offered the option to get pictures taken as well to reserve the memories and experiences of the parties."*

**Q1.6.2**

What feedback was received about the Party events and its organization?

**A1.6.2**

*"The party committee has always received a lot of praise from our members. They worked very hard and diligently. They were very present in the ABC community and were also very vocal and proud about their status as Party Committee members. Due to this, many people knew who were in the committee and could easily identify them and approach them for questions/remarks."*

**Q1.6.3**

Should any of the above goals and specific objectives be adjusted and why? (removal/addition)

**A1.5.2**

*"Some external parties can not be relied on, which causes a disruption of the originals plans and flow of the event."*

**Q1.5.3**

Should any of the above goals and specific objectives be adjusted and why? (removal/addition)

**A1.5.3**

*"No, I believe the above goals are perfect for the social events committee. I haven't discovered any new aspects that should be added in my year of being it's Head."*

**Q1.5.4**

How and to what extent did the Social committee materialize the vision- and mission statement?

**A1.5.4**

*"The Social Events committee is made up of very social and extravert individuals who understand it is their responsibility and task to make new members feel welcome and to help them form new connections. Different types of social events were hosted and organized throughout the year, where individuals could enjoy the Dutch Asian "gezelligheid" in original fun settings."*

**Q1.5.5**

Any further policy recommendations for the Social Committee?

**A1.5.5**

*"No further recommendations."*

**Q1.5.5**

How did you experience your function as Head of Social all things considered?

**A1.5.5**

*"Having to rely on external parties for some events ended up having a negative effect on our events. However, most were very successful and were positively experienced."*





**A1.6.3**

*"No, i believe the above goals were perfectly worded for the party events committee."*

**Q1.6.4**

How and to what extent did the Party committee materialize the vision- and mission statement?

**A1.6.4**

*"The Party committee created a very big frequent networking and socializing opportunity for a great amount of people: the capacity and demand of the parties were always quite high, which resulted in a lot of visitors and thus more Dutch Asian "gezelligheid" -> the more the merrier! We kept ticket prices low and affordable as well, to increase the accessibility of our parties."*

**Q1.6.5**

Any further policy recommendations for the Party Committee?

**A1.6.5**

*"No further recommendations."*

**Q1.6.6**

How did you experience your function as Head of Party all things considered?

**A1.5.5**

*"No further recommendations."*

**Q1.6.5**

How did you experience your function as Head of Party all things considered?

**A1.6.5**

*"Being the head of party has been very fun. I got to meet a lot of new people and learn how to delegate and host events. I established a lot of new connections as well and have expanded my network. The Party committee itself was one big friendgroup and were very enjoyable to work with."*

## 1.7 MARKETING COMMITTEE

**POLICY 22/23**

*"The Marketing Committee at ABC is a key component of the association, composed of a team of creative individuals who work together to come up with innovative and effective marketing strategies, they are responsible for the promotion and advertisement of all the activities and events hosted by ABC. With over 30+ activities throughout the year, the committee plays a crucial role in ensuring that each event is marketed effectively to attract maximum participation."*

**Q1.7.1**

How did the Marketing Committee ensure effective promotion and advertisement of the 30+ activities and events hosted by ABC throughout the year?

**A1.7.1**

*No reponse was documented.*

**Q1.7.2**

What metrics were used to measure the success of the marketing strategies?

**A1.7.2**

*No reponse was documented.*

**Q1.7.3**

Should any of the above goals and specific objectives be adjusted and why? (removal/addition)

**A1.7.3**

*No reponse was documented.*

**Q1.7.4**

What metrics were used to measure the success of the marketing strategies?

**A1.7.4**

*No reponse was documented.*

**Q1.7.5**

How and to what extent did the Marketing committee materialize the vision- and mission statement?

**A1.7.6**

*No reponse was documented.*

**Q1.7.7**

Any further policy recommendations for the Marketing Committee?

**A1.7.7**

*No reponse was documented.*

**Q1.7.8**

How did you experience your function as Head of Marketing all things considered?

**A1.7.8**

*No reponse was documented.*

## 1.8 EXTERNAL COMMITTEE

**POLICY 22/23**

*"The External Affairs Committee is responsible for engaging with external parties. Their primary objective is to broaden the network of the Asian Borrel Club by establishing partnerships with businesses that share an affinity for Asian culture and managing these relationships. This committee also serves as the primary point of contact between businesses and ABC, and handles for example, all communication related to partner participation in events."*

**Q1.8.1**

How did the External Affairs committee establish and maintain partnerships with businesses that share an affinity for Asian Culture to broaden the network of association?

**A1.8.1**

*"The partners were divided among the external committee members. They maintained the relationships of the ABC partners during the academic year. For example, they have app contact (on whatsapp) as well as physical 'meetings'. For example, they visit every other time for dinner or for a chat. But also ABC has contact with them at the ABC events. For example, they are invited to the ABC parties and borrels, which several partners actually attend."*

**Q1.8.2**

How many partners were established, and what benefits did they bring to the association?

**A1.8.2**

*"ABC's high point (academic year 22-23) was that there were 20 partners. In fact, the benefits they brought were mostly for our members. For example, members got various discounts on food, drinks, bubble tea, karaoke and online shopping."*

**Q1.8.3**

Should any of the above goals and specific objectives be adjusted and why? (removal/addition)

**A1.8.3**

*"Which goals? The Internal Committee's policy? I believe that's the core embodiment of the Internal Committee and should remain the same."*

**Q1.8.4**

How many existing partners were lost and why?

**A1.8.4**

*"This year we lost five partners. The main reason was that too few people were taking advantage of the discount, which made it unprofitable for them."*

**Q1.8.5**

What feedback was received on the External committee from partners?

**A1.8.5**

*"We received a variety of feedback this year, including both good and areas for improvement. For example, we were told by partners that the exposure was too little for them, which they would like to see more of next year. Indeed, they felt that ABC was growing very fast, but that partners were not actually included."*

*Furthermore, a few partners liked the level of contact, eg. only when the important updates needed to be done. A few partners wanted more frequent contact, but that has been passed on to the new Head of External Affairs."*





**Q1.8.6**  
Should any of the above goals and specific objectives be adjusted and why? (removal/addition)

**A1.8.6**

*"I think the above goals and specific objectives are good for now. This also provides more freedom for the future, when new boards want to implement other elements such as career events et cetera."*

**Q1.8.7**  
How and to what extent did the External committee materialize the vision- and mission statement?

**A1.8.7**

*"I think the partners provide an additional opportunity for ABC members to be able to create "gezelligheid". After all, going out to dinner together, having a drink or doing other activities is an easy and effective way to unite (new) people."*

**Q1.8.8**  
Any further policy recommendations for the External Committee?

**A1.8.8**  
"N/A."

**Q1.8.9**  
How did you experience your function as Head of External all things considered?

**A1.8.9**

*"It was a stressful position, especially since you are also busy a lot with meetings (and especially for me: frequent travel between Rotterdam and Amsterdam). In addition, the contact between partners was not always smooth, for example, partners responded very slowly or not. In such cases you have to send reminders and hope for a response."*

## 1.9 GAMING COMMITTEE

### POLICY 22/23

*"The Gaming Committee at ABC is dedicated to providing an exciting and engaging experience for members who are passionate about online gaming. With the popularity of competitive games like Valorant and League of Legends, the committee's main focus is organizing online gaming tournaments that bring members together and allow them to showcase their skills. Providing a platform for members to indulge in their passion for gaming, connect with like-minded individuals and create a fun and competitive environment."*

**Q1.9.1**  
How did the Gaming Committee successfully organise online gaming tournaments for ABC members?

**A1.9.1**

*"Christiaan Mai was in charge of the organisation and also hosted the gaming tournaments. Because the spots were limited, and ABC has built a large community as far as gaming is concerned, every gaming event was bound to be a success."*

**Q1.9.2**  
How many members participated, and how did the tournaments effectively create a fun and competitive environment for gaming enthusiasts?

**A1.9.2**

*"The tournaments usually had a cap around 60, because the gaming tournaments had to be divided among two nights, and we only had 1 host."*

*The gaming events took the form of a ladder tournament, with the winning teams advancing to the next round. The winning team eventually received a "prize" which varied per gaming tournament."*

**Q1.9.3**  
What feedback was received on the Gaming committee for its events and its organization?

**A1.9.3**

*"We got a lot of request to organize an event/tournament for other games as well. Only the enthusiasm for this was not there, to full an event completely. We also had to take into account free and paid games."*

**Q1.9.4**  
Should any of the above goals and specific objectives be adjusted and why? (removal/addition)

**A1.9.4**

*"No, also for this I think there should be space given for the next boards and how they want to fill this in."*

**Q1.9.5**  
How and to what extent did the Gaming committee materialize the vision- and mission statement?

**A1.9.5**

*"One of the easiest ways to create "gezelligheid" is actually through gaming together. You share the same interest and enjoyment for the same game, which can quickly create friendships out of it."*

**Q1.9.6**  
Any further policy recommendations for the Gaming Committee?

**A1.9.6**  
"N/A."

**Q1.9.7**  
How did you experience your function as Head of Gaming all things considered?

**A1.9.7**

*"I only took over gaming midway through the academic year. But I mostly had a coordinating role and the rest Christiaan had mostly done."*

## 1.10 IT COMMITTEE

### POLICY 22/23

*"The IT Committee maintains and moderates ABC's virtual presence, mainly ABC's website and integrations. They identify opportunities for growth, develop new features and integrations to improve user experience, and research emerging technologies to benefit ABC and its members. In short, the IT Committee is an integral part of ABC's success story, working tirelessly behind the scenes to keep the association's virtual presence at its best."*

**Q1.10.1**  
How did the IT Committee contribute to maintaining and improving ABC's virtual presence, including the website and integrations?

**A1.10.1**

*No reponse was documented.*

**Q1.10.2**  
What new features and integrations implemented to enhance the user experience for ABC members?

**A1.10.2**

*"No reponse was documented."*

**Q1.10.3**  
What feedback was received on the implementations from IT committee from users?

**A1.10.3**

*"No reponse was documented."*

**Q1.10.4**  
Should any of the above goals and specific objectives be adjusted and why? (removal/addition)

**A1.10.4**

*"No reponse was documented."*

**Q1.10.5**  
How and to what extent did the IT committee materialize the vision- and mission statement?



**A1.10.5**

*"No reponse was documented."*

**Q1.10.6**

How and to what extent did the IT committee materialize the vision- and mission statement?

**A1.10.6**

*"No reponse was documented."*

**Q1.10.7**

Any further policy recommendations for the IT Committee?

**A1.10.7**

*"No reponse was documented."*

**Q1.10.8**

How did you experience your function as Head of IT all things considered?

**A1.10.8**

*"No reponse was documented."*

## 1.11 MERCH COMMITTEE

**POLICY 22/23**

*"The Merchandise Committee serves as the creative force behind ABC's branded items, crafting designs that are both unique and eye-catching, which can be used for various purposes such as giveaways, marketing, and promoting the association. They work closely with external vendors to ensure that the quality and design of the merchandise align with the values and goals of ABC. In short, The Merchandise Committee helps to elevate the association's profile to the next level."*

**Q1.11.1**

What unique and eye-catching designs were crafted by the Merchandise Committee for ABC's branded items?

**A1.11.1**

*No reponse was documented."*

**Q1.11.2**

How did the designs align with the values and goals of ABC?

**A1.11.2**

*No reponse was documented."*

**Q1.11.3**

How were these products used for giveaways, marketing, and association promotion?

**A1.11.3**

*No reponse was documented."*

**Q1.11.4**

How was the proces of selling a product through a student association?

**A1.11.4**

*No reponse was documented."*

**Q1.11.5**

What feedback was received on the products created by the Merchandise Committee

**A1.11.5**

*No reponse was documented."*

**Q1.11.6**

What feedback was received on the complete customer journey created by the Merchandise & IT Committee

**A1.11.6**

*No reponse was documented."*

**Q1.11.7**

Should any of the above goals and specific objectives be adjusted and why? (removal/addition)

**A1.11.7**

*No reponse was documented."*

**Q1.11.7**

How and to what extent did the Merchandise committee materialize the vision- and mission statement?

**A1.11.7**

*No reponse was documented."*

**Q1.11.8**

Any further policy recommendations for the Merchandise Committee?

**A1.11.8**

*No reponse was documented."*

**Q1.11.9**

How did you experience your function as Head of Merchandise all things considered?

**A1.11.9**

*No reponse was documented."*





# H2 PROFESSIONALISM & APPEARANCE



## H2 PROFESSIONALISM & APPEARANCE

### 2.1 PROFESSIONAL APPEARANCE AND FIRST IMPRESSIONS

#### POLICY 22/23

"Our board year is prioritized on professionalizing the association, recognizing the importance of a professional appearance as our organization grows. First impressions are crucial, and interactions through various channels, such as the website, social media, or in-person events, create a lasting impression of our association. Therefore, we prioritize creating a positive and lasting first impression. Secondly, we believe that automating as many business processes as possible is essential, freeing up valuable time for active members to focus on critical aspects of the association while reducing the likelihood of errors or oversights that may occur when doing things manually. Additionally, investing in top-quality tools and technology is crucial for us to work efficiently, effectively, deliver high-quality products, and organize seamless events."

#### SEMI ANNUAL REPORT 22/23

"During the first half of this academic year, ABC has already improved the quality of our email communication and therefore enhanced engagement with our members. Provided "Actives Shirts" to Active Members making them more recognizable, established guidelines for its corporate identity, designed a ABC tie and found appropriate board suits and corresponding accessories for both men and women in order to professionalize the association as a whole."

#### POLICY 22/23

"As ABC expands its reach and increasingly interacts with external parties, it is crucial that the board represents the association in a proper manner. To achieve this, starting this year, the board will be dressed in board suits. We believe that a professional appearance of the representatives will contribute to the overall professionalism of the association. However, we also recognize the importance of maintaining the informal atmosphere within ABC while ensuring external parties take us seriously. Therefore, the board will only wear board suits at business meetings, General Meetings, and other formal occasions. At ABC events, we will emphasize that we are all equal, and everyone should feel free to express themselves as they are."

#### SEMI ANNUAL REPORT 22/23

"During the first half of the year, we have achieved the important goal of finding appropriate board suits and corresponding accessories for both men and women, as well as designing a tie that can last for generations. Additionally, ABC bamboo logo pins have been purchased in a bulk for this year's board and the next five generations of board members."

#### Q2.1.1

How did the board prioritize creating a positive and lasting first impression for the association?

#### A2.1.2

We successfully enhanced our association's image through a combination of factors. Firstly, we prioritized professionalism in our approach, which included the use of board suits to convey a professional image. Moreover, our General Members' Assemblies (GMAs) were revamped with structured presentations and a consistent template to promote familiarity and unity.

In addition to a professional appearance, we placed great emphasis on positive interactions. Board members recognized their role as representatives of the association, striving to make new members feel welcome and ensuring a positive experience. This was accomplished by creating a welcoming atmosphere at events and maintaining a friendly and approachable demeanor.

Furthermore, our marketing strategies were instrumental in shaping our image. We focused on good design and effective strategies to reach our target audience. These efforts, combined with our commitment to professionalism and positive interactions, greatly contributed to our association's improved image and success.

#### Q2.1.1

How was the balance between maintaining an informal atmosphere at ABC events and projecting professionalism at external engagements achieved?

#### A2.1.2

Balancing the informal and professional aspects of our approach was a key success factor. During events that aimed for an informal atmosphere, we communicated in an approachable manner. To maintain this informality, we typically wore our ABC Actives shirts.

In contrast, for external engagements, we projected professionalism by donning board suits and pins whenever possible. This attire served to convey a more professional image to partners and during General Members' Assemblies (GMAs) and meetings.

The delicate balance between these two approaches was achieved through a clear separation. We engaged in discussions to discern the nature of each event and made attire decisions during board deliberations, ensuring that we maintained the desired balance of professionalism and informality, ultimately contributing to our overall success.

#### Q2.1.3

How did the appropriated board suits selected for both men and women and were they worn at business meetings and formal occasions contribute to professionalism?

#### A2.1.3

The board's approach to board suits was highly focused on professionalism and unity. These suits were primarily reserved for formal events like General Members' Assemblies (GMAs) and professional outings.

For men, these suits were carefully coordinated at a suit store called Gents, ensuring a matching style, color, and accessories. For women, similar attention was paid, although women's suits at Gents were not available.

The meticulous planning extended to the smallest details, including buttoning the right number of buttons, choosing sock colors, and setting sleeve lengths. This thoroughness in coordinating board suits had several significant impacts.

Firstly, it created a uniform appearance within the board

and the organization as a whole, reinforcing a sense of unity and professionalism among members and external parties. The consistency in attire visually communicated the organization's commitment to professionalism.

Furthermore, these well-fitted and appropriate board suits played a crucial role in projecting a professional image when representing the organization at formal meetings, conferences, and external events. It conveyed a deep respect for the significance and seriousness of such occasions.

Lastly, ensuring suitable board suits for both men and women demonstrated the organization's dedication to equality and inclusivity. It underscored that all board members, regardless of gender, had access to appropriate attire for formal events, promoting fairness within the organization.

### 2.2 IMPLEMENTING CORPORATE IDENTITY

#### POLICY 22/23

"As part of our efforts to protect and maintain the ABC brand, we aim to introduce a comprehensive set of guidelines for our corporate identity, which will outline the association's colors, logos, fonts, and document layouts. All of these components are integral parts of our identity and brand. By establishing a clear and consistent corporate identity, we can enhance recognition and professionalism for the association."

#### SEMI ANNUAL REPORT 22/23

"As of now, ABC has established guidelines for its corporate identity, including specifications for colors, logos, fonts, and document layouts. However, the organization is continuously striving to enhance its corporate identity further."

#### Q2.2.1

In what way did the association successfully introduce a comprehensive set of guidelines for its corporate identity, including colours, logos, fonts, and document layouts?



**A2.2.1**

Marketing took significant steps this year to establish a cohesive brand identity for our organization. To ensure consistency in our designs and posts, they created a brand book that outlines the recommended colors and style.

Additionally, various templates were developed for different types of documents, streamlining our branding efforts. During the handover with the New Board, it was discussed that finalizing the Huisstijl (house style) on paper would be essential for maintaining consistency.

Specifically, a new PowerPoint template was designed for General Members' Assemblies (GMAs), incorporating our current colors, logos, and fonts. These elements have been consistently applied to new documents, such as the ABC Trip Guide.

To further facilitate correct branding usage, guidelines were provided with visual examples and templates. These guidelines comprehensively covered logo usage, color palettes, typography, and document layout standards, making it easier for individuals to adhere to our branding standards and maintain a unified visual identity for the organization.

**Q2.2.2**

How has establishing a clear and consistent corporate identity enhanced recognition and professionalism for the association?

**A2.2.1**

The consistent use of a particular style has had a profound impact on our association's professionalism and recognition. By adhering to a well-defined corporate identity that includes logos, colors, and fonts, ABC has become easily recognizable to our target audience.

This consistency in branding elements has not only fostered familiarity and memory but has also cultivated a sense of unity among various components of our organization. This unity bolsters our corporate identity as a trustworthy and professional organization.

Furthermore, our clear corporate identity has yielded numerous benefits. It has not only made members, partners, and the public quickly identify us as an association but has also instilled a sense of belonging and pride among our members. This, in turn, has boosted member engagement and participation. Members are more likely to identify with and trust an organization that maintains a professional image, signaling that we are well-organized, attentive to detail, and committed to high standards.

Additionally, projecting a professional image to external stakeholders, such as partners, sponsors, and potential members, has led to more fruitful partnerships and collaborations. The professionalism we exude has been instrumental in garnering respect and recognition from external parties, solidifying our reputation as a reputable and respected organization.

**2.3 ENHANCING EMAIL COMMUNICATION**

**POLICY 22/23**

*"We recognize the importance of email communication both within and outside of ABC, and therefore we aim to enhance the visual appeal of our emails. We plan to implement personalized email signatures for individual emails and automate bulk emails to our members. In addition, we intend to send out a monthly email that will inform our members about upcoming events, provide photo highlights, and links to feedback forms. By doing so, we aim to improve the quality of our email communication and enhance engagement with our members."*

**SEMI ANNUAL REPORT 22/23**

*"ABC is pleased to report that all the objectives included in this initiative have been successfully achieved."*

**Q2.3.1**

In what way were personalized email signatures implemented for individual emails, and how were bulk emails automated to members?

**A2.3.1**

ABC's approach to email communication was twofold, catering to both external parties and its member base. When engaging with external parties like partners, sponsors, and potential collaborators, the organization recognized the importance of making a professional and memorable impression. To achieve this, personalized email signatures were meticulously crafted, providing essential information about ABC's representatives, including their names, contact details, and affiliations within the organization. This approach facilitated easy identification for external contacts and added a touch of professionalism and credibility to each reply. Additionally, these signatures incorporated other branding elements, such as ABC's logo and website link, reinforcing the organization's identity with each email sent.

On the other hand, for bulk email communications with members, ABC implemented an efficient strategy using the Mailchimp platform. Member contact information was systematically organized in a dedicated database, allowing for precise segmentation based on criteria like membership status. This segmentation enabled the association to tailor its email communications effectively.

To maintain a consistent and professional appearance, ABC designed email templates adhering to branding guidelines. These templates prominently featured the organization's logo, signature colors, and uniform formatting style. Prior to sending bulk emails, meticulous testing ensured correct rendering across various email clients and devices. This rigorous quality assurance process helped detect and address any potential issues.

Furthermore, content for bulk email campaigns, ranging from event announcements to informative newsletters, was carefully prepared in advance. Scheduling and automation rules were thoughtfully configured, triggering emails based on specific events or member interactions, such as membership registrations. This comprehensive approach to email communication allowed ABC to effectively engage both external parties and its member base while maintaining a professional and consistent image..

**Q2.3.2**

How was the monthly email effectively utilized to inform members about upcoming events, provide photo highlights, and gather feedback?

**A2.3.2**

The monthly emails played a crucial role in keeping our members informed about upcoming events and other pertinent information. These emails not only provided a comprehensive overview of the events for the upcoming month but also featured captivating photo albums from previous gatherings, adding an engaging visual element.

To ensure effective communication, newsletters were sent well in advance to promote our events and convey essential details. The Mailchimp dashboard was a valuable resource for assessing the effectiveness of our email campaigns, providing insights that contributed to our overall strategy.

The content of these monthly emails was meticulously crafted by a member of the Marketing Committee, known for his excellent grammar, wording, and content creation skills (possibly Jimmy). However, there were instances where the content was not consistently delivered in a timely and adequate manner.

One potential enhancement that was underutilized this year was the addition of feedback forms to these emails. This valuable tool could have facilitated member input and contributed to the continuous improvement of our events and communications.

Furthermore, the emails included a dedicated section highlighting upcoming events, offering essential details such as dates, times, locations, and brief descriptions. This allowed members to plan their participation in advance. The incorporation of photo highlights from previous events added an engaging visual dimension, offering members a glimpse of the association's activities and generating excitement and interest.



## 2.4 ACTIVES SHIRTS AND BRAND VISIBILITY

### POLICY 22/23

*"To increase our visibility and brand recognition during events, we are planning to introduce "Actives Shirts" that will be worn by all of our active members and board members. These shirts will help our organization to stand out and be easily identifiable by both visitors and the venue staff."*

### SEMI ANNUAL REPORT 22/23

*"ABC is pleased to report that it has successfully achieved its objective of providing "Actives Shirts" to both our active members and board members."*

#### Q2.4.1

How were "actives shirts" successfully introduced and worn by all active members and board members during events?

#### A2.4.1

The introduction of "actives shirts" played a significant role in enhancing event experiences and promoting sponsor visibility within our association. These shirts were selectively worn by the crew responsible for specific events, making it easy for participants to identify who to approach with their questions. Additionally, they served as a valuable platform to showcase our partners who sponsored the shirts.

During various events, including non-themed ones and those involving committee/board members, these shirts were consistently worn to increase recognizability and foster a sense of cohesion among the team.

The process began with careful design and selection of the "actives shirts," ensuring alignment with ABC's branding, visual appeal, and comfort. Clear and advance communication was extended to all active members and board members, outlining the shirts' purpose and when they were expected to be worn.

Furthermore, ABC went the extra mile by soliciting members' size preferences when selecting the shirts, a

thoughtful gesture to ensure that everyone felt included and comfortable in their attire, eliminating any concerns related to fit or style.

#### Q2.4.2

How did these shirts increase visibility and brand recognition for the association?

#### A2.4.1

The introduction of the "actives shirts" made a significant impact on improving visibility and knowability at events. These shirts prominently showcased the ABC logo and colors, making it clear to members and event attendees who belonged to the ABC crew and who they could approach for questions or assistance.

The logos on the shirts were displayed prominently and worn consistently, enhancing recognition. This visible branding not only reinforced ABC's identity but also helped attendees identify which members were actively involved in the event.

These "actives shirts" were a part of various occasions, including ABC's events, external parties' events, and promotional activities like Intreeweek at Amsterdam's universities. The shirts served as a visual representation of ABC's presence and commitment, making it easier for both members and external parties to recognize and engage with our organization during these events.



## 2.5 WEBSITE DEVELOPMENT

### POLICY 22/23

*"A major project that ABC has been working on since the beginning is the creation of a well-functioning website. As a fundamental tool for any association, the website serves as the primary source of information. Although creating a website is a massive undertaking, we are motivated to make it a reality."*

### SEMI ANNUAL REPORT 22/23

*"While maintaining the current ABC website, the IT committee has been diligently working on an improved version behind the scenes. Though it is not yet ready, the team is making great progress and is expected to release the new website soon. This development will provide an even better user experience for our members and visitors, showcasing ABC's commitment to enhancing our services and staying up-to-date."*

#### Q2.5.1

Was the well-functioning website successfully created as a fundamental tool for the association?

#### A2.5.1

This year, we transitioned to a new website hosted on WIX. This move was primarily driven by the need for an effective platform where members and non/new members could easily access information. The decision to prioritize having a well-designed and functional website was indeed a wise one.

The new website not only boasts aesthetically pleasing design but also offers seamless functionality. It has been a great addition to our organization, meeting our information dissemination needs efficiently. In response to whether it's a valuable asset, the resounding answer is "Yes."

#### Q2.5.1

How did the website improve information dissemination and communication with members?

#### A2.5.1

The new website has brought about significant

improvements to our communication and information accessibility. It now includes a user-friendly contact form, allowing (non)members to easily submit their questions for prompt response and resolution.

Additionally, the website's revamped structure has made information and documents readily accessible. Members can effortlessly locate all necessary information about ABC, including event tickets and merchandise purchases, on the website.

Furthermore, the website showcases a more consistent and visually appealing design, extending to elements like General Members' Assembly (GMA) PowerPoints and promotional materials. This enhanced design, coupled with a more structured presentation of information, has elevated the overall user experience, making it easier for everyone to engage with and access vital information about our organization.

## 2.6 INVESTING IN RELIABLE SOFTWARE

### POLICY 22/23

*"We have realized the importance of investing in reliable software for our IT processes. Instead of relying on trial versions or free apps, we plan to allocate a budget for purchasing high-quality apps that we need to maintain our website, edit photos, create posters, and more. While this may require some investment, we are confident that it will improve the final product and make our work more efficient."*

### SEMI ANNUAL REPORT 22/23

*"At present, ABC is exploring investment opportunities to enhance both its IT infrastructure and improve on its photo editing capability."*

#### Q2.6.1

What investments were made for purchasing high-quality software to maintain the website, edit photos, create posters, etc.?

#### A2.6.1

Investments were made in year in a new ABC camera,

software or photo editing and in the website, for example.

**Q2.6.2**

How did investing in reliable software improve the final product and efficiency of the association's work?

**A2.6.2**

Our commitment to elevating the quality, appearance, and overall impression of our product led to several significant improvements.

To begin, we prioritized capturing higher-quality photographs, a step that greatly enhanced the visual appeal of our offerings.

Moreover, we recognized the importance of securing adequate equipment to eliminate any reliance on committee members' resources, a practice I consider unprofessional. This approach not only guaranteed consistent camera and editing quality but also contributed to the organization's professional outlook.

Furthermore, we embraced reliable software solutions that introduced automation and streamlined various operational processes. This strategic move significantly reduced manual administrative tasks, resulting in considerable time and resource savings.

Our financial software, including e-bookhouden, played a pivotal role in enhancing ABC's financial management. It achieved this by automating critical tasks such as membership fee processing and event payment collection. Additionally, it provided superior financial reporting and transparency, bolstering our financial practices.

In parallel, we implemented software designed for event management, simplifying the planning and execution of events. This software introduced features like online registration, ticketing, and attendee tracking, effectively streamlining event logistics and reducing administrative burdens. These collective efforts contributed to a more professional and efficient organization overall.

**2.7 HARDWARE INVESTMENT**

**POLICY 22/23**

*"To ensure a high-quality output in our technical processes, investing in good software alone may not be enough. Appropriate hardware is also crucial in achieving excellent results. Thus, we plan to allocate a budget for potential hardware purchases. For instance, we will seek to acquire a DSLR camera for our marketing team to use for the coming years."*

*Furthermore, ABC requires the proper equipment to host successful events. While we have previously relied on renting equipment from other companies, we believe that it is more sustainable for ABC to purchase some necessary products such as sports gear or party supplies. By doing so, we can ensure that we have the necessary equipment readily available for future events."*

**SEMI ANNUAL REPORT 22/23**

*"Currently, ABC is in the process of acquiring a suitable DSLR camera to enhance its content creation capabilities. Additionally, the association is already investing in party and sports equipment to enhance the quality of its events and activities."*

**Q2.7.1**

What additional investments were made besides the DSLR camera for the marketing team?

**A2.7.1**

Photo editing software and batteries.

**Q2.7.1**

Were necessary products like sports gear and party supplies purchased instead of relying on other companies?

**A2.7.1**

Yes, such as a new megaphone and coloured vests for sports teams.



**2.8 STORAGE INVENTORY**

**POLICY 22/23**

*"In the past, ABC used to store its owned items in the homes of board members, but this has proven to be impractical due to the lack of overview of the items and the limited space available. As ABC, we need to find a centralized location where we can store all our belongings and keep an accurate inventory of them."*

**SEMI ANNUAL REPORT 22/23**

*"ABC has recently acquired a storage locker at CREA. However, the organization is still on the lookout for a larger storage space to fully accommodate its growing inventory."*

**Q2.8.1**

Did the association successfully find a centralized location to store all owned items and maintain an accurate inventory for them?

**A2.8.1**

ABC currently uses CREA as a central storage location for our association's items, with inventory placed inside a locker. While this arrangement provides some storage capacity, it's worth noting that personal storage spaces belonging to board members are still in use due to space limitations. In light of this, efforts have been made to explore alternative storage options to address our storage needs more effectively.

Research has been conducted to identify potential centralized storage locations, with discussions about this taking place during the handover to the New Board. However, as of now, no additional storage spaces have been acquired.

We are currently in the process of seeking confirmation regarding the availability of an association room within CREA, which could potentially provide a larger and more secure storage solution to meet our needs more comprehensively.

**Q2.8.2**

How has having a centralized storage location improved efficiency and organization for ABC?

**A2.8.1**  
While there haven't been substantial improvements in this area, the suggested system offers several advantages. It eliminates the need to search for items and provides a comprehensive overview of all our assets, making it convenient for everyone involved. This approach not only reduces the chances of losing items but also saves time by eliminating the need to inquire about item locations.

The suggested inventory is stored in one easily accessible location, enabling board members, active members, and other authorized individuals to swiftly locate and retrieve what they need, at their own discretion and convenience. Furthermore, this system ensures a clear and organized overview of ABC's inventory, contributing to efficient asset management. more secure storage solution to meet our needs more comprehensively.





# H3 RULES & INTERNAL STRUCTURE



## H3 RULES & INTERNAL STRUCTURE

### 3.1 ALIGNING HR WITH STATUES

#### POLICY 22/23

"We as ABC are growing and we want ABC to provide a nice, safe environment for all our members. Therefore, to keep a good atmosphere within ABC, we need rules and guidelines, which we include in our HR and statutes. The statutes contain our core values and in our statutes we elaborate these in detail."

#### SEMI ANNUAL REPORT 22/23

"Currently ABC is still in the works with aligning its HR with its statutes."

#### Q3.1.1

In what way has ABC successfully ensured that the HR (House Rules) policies and guidelines align with the association's statutes and core values?

#### A3.1.2

When individuals violated any of the HR rules, the response was consistent and included appropriate consequences. Importantly, these new HR rules were carefully crafted to ensure alignment with the organization's statutes.

To achieve this alignment, we proactively sought to identify and address gaps in the statutes by making corresponding adjustments to the HR when discrepancies were encountered. This effort was part of a broader initiative where ABC conducted a thorough examination of its statutes and core values. The objective was to establish a clear and coherent framework that harmonized the HR with the statutes, resulting in updated policies and the introduction of new ones as needed. Additionally, this review process addressed any grammatical and spelling errors to ensure precision and clarity in our governing documents.

#### Q3.1.2

Were relevant rules established when necessary to address any issues that arose within the association?

#### A3.1.2

In response to the need for better management of inappropriate behavior within ABC, especially during

events, several rules have been implemented. These rules encompass various aspects, including addressing misconduct and maintaining a respectful environment.

At times, when individuals have violated these rules, appropriate consequences, such as temporary bans, have been deemed necessary to enforce compliance.

These new HR rules explicitly outline the guidelines for handling such situations and provide a framework for addressing issues like harassment. Additionally, they clarify the roles and responsibilities of entities within ABC, such as the SB and AB, further enhancing transparency and accountability in maintaining a respectful and inclusive environment.

### 3.2 DECLARATION POLICY FOR ACTIVE MEMBERS

#### POLICY 22/23

"We place a high value on our active members. As they help ABC with organizing our events. Sometimes, expenses are incurred by our active members in order to carry out these events. As a responsible organization, ABC aims to reimburse these costs. Therefore, we wish to set out specific guidelines and rules in our declaration policy to ensure that reimbursements are given under appropriate conditions."

#### SEMI ANNUAL REPORT 22/23

"ABC is pleased to report that it has achieved the objective of establishing relevant rules and guidelines by introducing specific guidelines and rules into our declaration form."

#### Q3.2.1

How has ABC implemented a clear declaration policy to reimburse expenses incurred by active members when organizing events?

#### A3.2.1

The Treasurer took the initiative to create a Google Forms system for making declarations within our organization. This system includes a declaration form that is designed to be straightforward and efficient to fill out. While the form does provide some rough guidelines, it's important to note that a comprehensive declaration policy has not

been fully developed or formalized at this time. impacts.

#### Q3.2.2

What specific guidelines and rules were set in place to ensure proper and appropriate reimbursements?

#### A3.2.2

Filling in specific required information was necessary, and the associated costs were duly incurred and submitted in a timely manner.

### 3.3 NETWORKING WITH ASSOCIATIONS AND UNIVERSITIES

#### POLICY 22/23

"Networking with other associations and universities is of great importance to ABC. Establishing connections with other associations can lead to potential collaborations and knowledge sharing opportunities. To achieve this, starting this year, we will establish contacts with other associations, by organizing a CoBo, among other things. Furthermore, maintaining ties with universities is critical for us as a student association. Universities provide a pool of potential new members and opportunities to collaborate on events and projects. We will continue to actively engage with universities and build strong relationships."

#### SEMI ANNUAL REPORT 22/23

At present, the CoBo has yet to be realized. However, we are pleased to report that we have received and maintained acknowledgement from The Amsterdam University of Applied Sciences (AUSA), The University of Amsterdam (UvA), and The Vrije Universiteit Amsterdam (VU)."

#### Q3.3.1

To what extent was ABC able to successfully establish connections with other associations through initiatives like organizing a CoBo?

#### A3.2.1

Maintaining and enhancing relationships between ABC and other associations, including strengthening ties with

Maintaining and enhancing relationships between ABC and other associations, including strengthening ties with the AkvV, was a significant focus for our organization.

ABC took the initiative to organize its first CoBo event, and our board actively participated in two CoBo events hosted by other associations. These gatherings provided valuable opportunities to establish and nurture connections.

While these events strengthened connections and prompted discussions about potential collaborations, both our and external parties' busy and conflicting schedules limited the progress of significant initiatives. Despite these challenges, the relationships forged during CoBo events laid a foundation for future cooperation.

Building on these connections, ABC actively pursued collaborative projects with other associations, leveraging the mutual understanding and relationships developed during CoBo gatherings. These initiatives were guided by a shared commitment to addressing common challenges and exploring innovative solutions.

The diverse attendance at CoBo events allowed ABC to establish connections across a wide spectrum of associations, enriching our network and expanding the potential for partnerships. This active engagement also elevated our visibility within the association community, opening doors to increased opportunities for collaboration and engagement.

Furthermore, ABC explored opportunities for resource sharing with partner associations, aiming to optimize resource utilization and enhance collective capabilities. These collaborative efforts sought to leverage shared marketing channels and tap into the expertise of partner organizations, reinforcing our commitment to building meaningful connections and fostering productive collaborations within the association community.

#### Q3.3.2

Have these connections led to potential collaborations and knowledge-sharing opportunities for ABC?

### H3 RULES & INTERNAL STRUCTURE

#### A3.3.2

There haven't been any collaborations of this nature yet. However, there is potential for collaboration between ABC and ESN in promoting each other's events and sharing profits, which could be a beneficial partnership.

CoBo events have consistently proven to be valuable platforms for the exchange of information and ideas among representatives from various associations. These gatherings fostered a rich exchange of insights and experiences, contributing to a broader understanding of common challenges and innovative solutions.

Furthermore, ABC actively explored opportunities for resource sharing with other associations, focusing on leveraging shared marketing channels and tapping into the expertise of partner organizations. These collaborative efforts aimed to optimize resource utilization and enhance the collective capabilities of the participating associations.

#### Q3.3.3

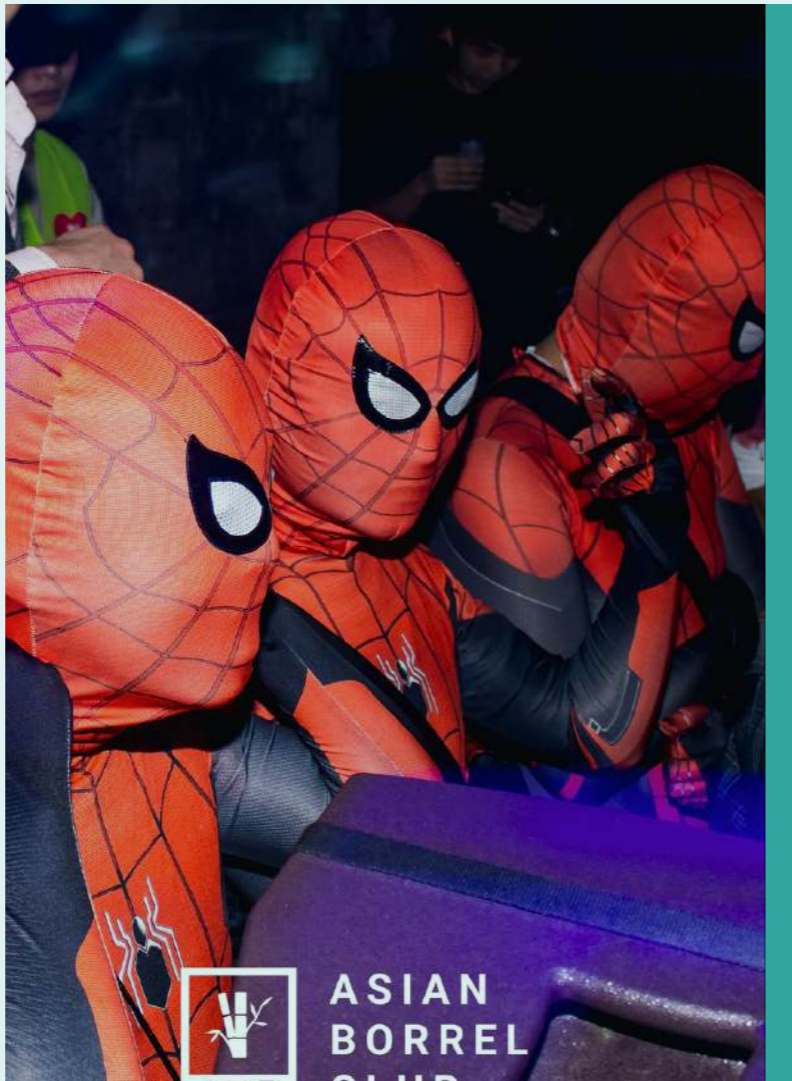
How has ABC maintained ties with universities to attract potential new members and explore opportunities for collaboration on events and projects?

#### A3.3.2

ABC's engagement with university students primarily centers around introductory markets at the UvA and HvA, where we aim to showcase the association to potential members. While there have been attempts to expand our reach through collaborations with external organizations, these efforts were unfortunately hampered by the incompetence of these organizations.

However, in some instances, we were approached by other organizations affiliated with the universities, expressing interest in collaborations or extending invitations.

To maintain a strong presence and engage with university students effectively, ABC actively participates in events like Intreeweek and student club expos. These opportunities provide a valuable platform to introduce the association to prospective members, and ABC remains in close contact with the universities to ensure its participation in such events.



## H4 MORE BENEFITS FOR COMMITTEE MEMBERS

### 4.1 FREE SHIRTS FOR COMMITTEE MEMBERS

#### POLICY 22/23

*"As previously mentioned, we plan to provide committee members with "actives shirts" to increase our visibility and brand recognition during events. Our goal is to offer them for free, and we are currently working on a design that will serve as a meaningful souvenir of their student time at ABC!"*

#### SEMI ANNUAL REPORT 22/23

*"ABC is pleased to report that this objective has been successfully realized."*

#### Q4.1.1

How were committee members provided with shirts to increase visibility and brand recognition during events?

#### A4.1.1

The ABC Actives t-shirts were distributed to active members through a collaborative effort. Funds were collected from our partners, and a collaboration with DressMe facilitated the procurement of the shirts. These shirts were handed out to active members during the Actives Weekend, with the requirement that they should bring them to events they were assisting with.

To ensure a smooth introduction, ABC communicated the launch of the "actives shirts" to all active members and board members well in advance. This communication included comprehensive information about the purpose of these shirts and guidelines specifying when they were expected to be worn, ensuring clarity and adherence to the new policy.

#### Q4.1.2

Were the shirts offered for free to committee members, and how did the design serve as a meaningful souvenir of their time at ABC?

#### A4.1.2

During the Actives Weekend, ABC distributed these shirts to committee members. The design, skillfully crafted by the Head of IT, incorporated the tiger, symbolizing the

the Head of IT, incorporated the tiger, symbolizing the year 2022. On the front of the shirts, the year and each committee member's role were clearly displayed.

These shirts were provided to committee members free of charge, allowing them to retain the shirts as souvenirs of their time with ABC. The front design notably featured the phrase "ABC Crew," which was selected by committee members themselves through a poll on the ABC Marketing Instagram account. This choice not only emphasized the sense of teamwork and unity within the committee but also represented their collective commitment to ABC's mission and values.

The inclusion of the ABC logo and colors in the design further reinforced the organization's identity. When committee members wore these shirts at events and gatherings, it served to visually signify their shared dedication to ABC's goals and values.

Additionally, these shirts had practical utility, making them more than just souvenirs. They could continue to be worn and used by committee members in their daily lives, serving as a lasting reminder of the experiences, projects, and connections formed during their active involvement with ABC.

### 4.2 FREE MEMBERSHIP FOR COMMITTEE MEMBERS

#### POLICY 22/23

*"The committee members are the backbone of our association, and we deeply appreciate their contributions. As a token of our gratitude, we believe it is only fair that they are not charged for their membership. Therefore, ABC will cover the costs associated with their membership fees."*

#### SEMI ANNUAL REPORT 22/23

*"ABC is pleased to report that this objective has been successfully realized."*

#### Q4.2.1

How was this gesture received by the committee members, and did it positively impact their engagement with ABC?



## H4 MORE BENEFITS FOR COMMITTEE MEMBERS

### A4.2.1

The actives expressed satisfaction with this gesture, and it held particular significance for them as a memento of their time at ABC. This initiative was positively received by committee members, who appreciated the recognition.

While the exact impact of this gesture on their engagement with ABC may not be quantifiable, it was evident that committee members reacted with happiness upon receiving the announcement. The act of ABC covering their membership fees was seen as a meaningful token of appreciation, reinforcing their pivotal role as the "backbone" of the organization.

Overall, this gesture left committee members feeling genuinely recognized and valued for their substantial contributions to ABC. It affirmed their sense of belonging and pride in their roles within the association.

## 4.3 FREE EVENTS ADMISSION FOR COMMITTEE MEMBERS

### POLICY 22/23

*"In order to support our committee members who assist in organizing events, it is our policy that ABC will cover the associated admission costs for them."*

### SEMI ANNUAL REPORT 22/23

*"ABC is delighted to announce that it has granted its active members free or discounted admission to events in which they assist."*

### Q4.3.1

Were the associated admission costs for events always covered by ABC for committee members who helped in organizing events?

### A4.3.1

To clarify, the practice of providing free or discounted entrance to events for committee members who assisted in their organization has been consistent. This policy aligns with Policy 22/23 and is corroborated by information presented in the Semi-Annual Report 22/23. ABC has regularly covered the associated admission costs for

committee members who actively contributed to event organization during the specified period.

### Q4.3.2

How did this policy support and incentivize committee members' involvement in event organization?

### A4.3.2

The policy of providing free access to events for committee members who assisted in their organization was widely regarded as fair and meaningful. It was rooted in the understanding that committee members should not be expected to pay for something they were obligated to contribute to.

This policy had a positive impact on the group dynamic among committee members, fostering a strong sense of camaraderie and shared purpose. Members were enthusiastic about volunteering their assistance, and the knowledge that they would receive free event access further fueled their eagerness to help.

By consistently granting free access to those who contributed to event planning, ABC effectively incentivized and recognized their dedication. This encouragement motivated committee members to take on various roles and responsibilities, leading to the successful execution of ABC's events.

Moreover, committee members who benefited from this policy demonstrated a heightened level of engagement and commitment to the events they helped organize. This elevated commitment translated into more effective event planning and execution, ultimately enhancing the overall quality of ABC's events.



## H4 MORE BENEFITS FOR COMMITTEE MEMBERS

## 4.4 ACCESS TO EXCLUSIVE ACTIVE ACTIVITIES

### POLICY 22/23

*"Next year, we aim to place a greater emphasis on internal and bonding activities within the committee. Our plan is to organize committee bonding events and internal bonding events every 1-2 months."*

### SEMI ANNUAL REPORT 22/23

*"ABC is pleased to report that this objective has been successfully achieved with the assistance of the ABC Internal Committee, which organizes monthly activities for our active members."*

### Q4.4.1

How were internal bonding activities, such as committee bonding events and internal bonding events, successfully organized every 1-2 months?

### A4.4.1

The past year saw limited success in organizing internal activities, and their frequency and engagement levels left room for improvement. However, the hope is that the next internal committee can address these shortcomings and increase both engagement and the frequency of internal events.

Internal activities were scarce, and when they did occur, the participation rate was notably low.

Although internal events were not as prominent, committee bondings were hosted on a regular basis. The policy in place aimed to prioritize internal bonding activities within the committee, with the objective of organizing such events every 1-2 months. This policy served as a strategic directive, underlining the commitment to nurturing a strong sense of community among members.

The ABC Internal Committee played a vital role in implementing this objective, actively brainstorming ideas, planning logistics, coordinating various aspects, and executing bonding activities. Collaborating with other relevant committee members, the Internal Committee developed a comprehensive event calendar for the

year, specifying dates and venues for these activities. As these scheduled events unfolded, they contributed to enhancing the committee's cohesion.

### Q4.4.2

How did these exclusive activities strengthen the bond among committee members and contribute to a positive atmosphere within ABC?

### A4.4.2

The individuals who attended these internal events had a memorable and enjoyable time. For participating committee members, these gatherings provided a valuable opportunity to strengthen their connections and form deeper friendships.

The party committee, in particular, evolved into a tight-knit friend group as a result of these events. This transformation enhanced the overall experience for active members working with ABC, as they were now part of a closely bonded community within the organization.

By creating an environment where active members could connect with one another through attendance at our internal events, ABC effectively fostered a sense of community. These internal activities encompassed various components, including team-building exercises, games, and challenges, all of which encouraged collaboration and facilitated deeper connections among members.

Moreover, the scope of internal activities expanded to encompass social elements such as casual gatherings, dinners, and outings. These events provided active members with a relaxed setting in which to socialize, share personal stories, and cultivate lasting friendships, ultimately enhancing the sense of unity within ABC.



# H5 MENTAL HEALTH

## 5.1 PRIORITIZING MENTAL WELL-BEING OF ACTIVE MEMBERS

### POLICY 22/23

"The active members are the backbone of ABC's operations. They are ABC members who join the association to participate in our committees. These members are crucial to achieving our objectives. We place great importance on ensuring that they can work in a supportive and secure environment, and mental wellbeing plays a key role in this. We must always remember that everyone at ABC is here to enjoy themselves! As a result, we have devised plans that we want to implement in order to prioritize the mental health of our active members and ensure that they remain healthy and happy."

### SEMI ANNUAL REPORT 22/23

"To that end, ABC has been able to reduce the workload by recruiting more committee members compared to previous years. Additionally, our board members have committed to supporting each other as needed and have implemented an agreement allowing them to take a two-week break during the year to alleviate pressure when necessary."

### Q5.1.1

What specific plans has ABC devised to prioritize the mental health and well-being of its active members?

### A5.1.1

In the interest of prioritizing the well-being of committee members in 2022-2023, ABC adopted a more flexible approach regarding attendance. Members were encouraged to communicate their availability in advance, allowing them the freedom to take breaks when needed.

The introduction of the Wellbeing Point, alongside the presence of confidants and the upcoming establishment of the Wellbeing Point for the upcoming year 2023-2024, aims to provide additional support and resources for committee members. These initiatives are designed to address concerns related to stress and workload and to promote a healthier work-life balance.

As a result, committee members experienced a reduction in workload compared to the previous year. This shift towards a more balanced approach to their responsibilities contributed to a more positive and sustainable experience within ABC.

### Q5.1.2

How has ABC ensured that the active member can work in a supportive and secure environment?

### A5.1.2

In fostering a supportive and secure environment, ABC has implemented several measures:

1. **Appointing Trust Persons:** While not it was not explicit, trust persons had been designated to provide a confidential and safe space for members to discuss their concerns, ensuring that their voices are heard and addressed.
2. **Openness to Addressing Issues:** The organization has cultivated a culture where everyone is open to hearing and addressing stories and complaints. This inclusive approach encourages members to share their experiences and seek resolution when needed.
3. **Evaluations and Frequent Conversations:** ABC conducts evaluations and engages in frequent conversations with its active members. These interactions provide opportunities for feedback, constructive dialogue, and support to enhance the member experience.
4. **Increased Recruitment:** ABC has actively recruited more committee members compared to previous years. This strategic step aims to distribute the workload among a larger team, reducing stress and pressure on individual members.
5. **Mutual Support:** Both board and active members are committed to supporting each other as needed. This collaborative approach ensures that members can rely on one another for assistance, guidance, and sharing responsibilities.
6. **Mental Health Priority:** ABC places a strong emphasis on the mental health of its active members. This commitment underscores the importance of providing a supportive and secure environment where members can thrive.



7. **Break Provision:** An agreement has been implemented allowing board members to take a two-week break during the year when necessary. This provision acknowledges the importance of rest and stress relief, contributing to a healthier and happier work environment.

## 5.2 REDUCING WORKLOAD FOR BOARD AND COMMITTEE MEMBERS

### POLICY 22/23

"Our aim is to ease the workload of both board members and committee members. To achieve this, we plan on increasing the number of committee members compared to last academic year, aiming for a minimum of 60 active members. This will allow for a better distribution of tasks and, hopefully, reduce the workload. Additionally, we are creating more committees this year, increasing from five to eleven. This will provide more clarity for the committee members to focus on their tasks and also alleviate the workload for the association as a whole."

### SEMI ANNUAL REPORT 22/23

"As of now, ABC has 57 active members working diligently for the association. Although it falls short of our minimum target of 60 active members, we are grateful to have dedicated and competent members who contribute to ABC's success. Additionally, we were able to establish eleven committees this year, which has greatly enhanced the organization and operation of ABC."

### Q5.2.1

Was the objective of easing the workload for board and committee members achieved by increasing the number of committee members compared to the previous academic year?

### A5.2.1

Indeed, the objective of easing the workload for board and committee members was successfully achieved by increasing the number of committee members compared to the previous academic year. This strategic decision to expand the committee had the intended

effect of distributing responsibilities more evenly among members, reducing the individual workload, and alleviating stress and pressure on board and committee members. The increased committee size allowed for greater collaboration, sharing of tasks, and a more balanced workload, ultimately contributing to a healthier and more sustainable work environment within ABC.

While this approach worked effectively for most committees, it's worth noting that in practice, certain factors, such as personal issues or commitments, may still impact participation. However, the overall impact of increasing committee size was positive and aligned with the organization's goal of creating a supportive and manageable environment for its members.

### Q5.2.2

How did the increase in committees (from five to eleven) provide more clarity and reduce the workload for the committee members and the association as a whole?

### A5.2.2

The introduction of more committees brought several benefits to ABC:

1. **Specialization and Expertise:** With more committees, each could focus on a specific area or aspect of ABC's operations. This specialization allowed committee members to develop expertise in their respective domains, leading to more efficient and effective decision-making.
2. **Clarity in Roles and Responsibilities:** The expanded committee structure clarified roles and responsibilities, making it easier for committee members to understand their duties and objectives. This clarity reduced confusion and ensured that tasks were delegated appropriately.
3. **Workload Distribution:** With more committees, the workload was distributed across a larger number of members. This reduced the burden on individual committee members, making their responsibilities more manageable and sustainable.
4. **Enhanced Communication:** A larger number of committees facilitated improved communication within each committee and between committees.



5. Accountability and Ownership: Clearer committee structures enhanced accountability, as committee members were responsible for specific aspects of ABC's operations. This accountability encouraged members to take ownership of their roles.
6. Overall Efficiency: The increase in committees contributed to the overall efficiency of the association by ensuring that tasks were managed by dedicated teams with expertise in their respective areas. This optimized resource utilization and improved the quality of ABC's operations. Responsibilities more manageable and sustainable.

3. Preparation for Breaks: When a board member needed a break, they would prepare for it in advance. This involved either continuing their work while taking a break from board responsibilities or delegating/handling over committee-specific tasks to other board members or committee members.

The primary purpose of this flexible approach was to alleviate pressure on board members and recognize that personal life circumstances can vary. By allowing board members to take short breaks, ABC aimed to ensure that its board members could maintain a healthy work-life balance and manage their commitments effectively.

### 5.3 BOARD MEMBER BREAKS

#### POLICY & SEMI ANNUAL REPORT 22/23

*"We understand that being a board member means committing to the association for a whole year, and that there may be periods where your personal life becomes busier. In recognition of this, we have decided to adopt a more flexible approach and have made a commitment to support each other as necessary. In cases where a board member needs to take a break, we have agreed that a two-week break can be taken during the year to help alleviate pressure when needed."*

#### Q5.3.1

How were board members provided with the flexibility to take breaks during the year when needed due to personal life commitments or increased pressure?

#### Q5.3.2

How was the two-week break policy for board members implemented, and how did it contribute to supporting each other's well-being?

#### A5.3.2

The implementation of the two-week break policy for board members allowed for a more structured approach to managing workloads and promoting well-being:

While the president sometimes took over tasks without prior communication, this approach may have been effective in ensuring the smooth continuation of board responsibilities during a board member's break.

Though not personally utilized, the availability of this option provided flexibility for all board members to decide when and if they needed to take a break.

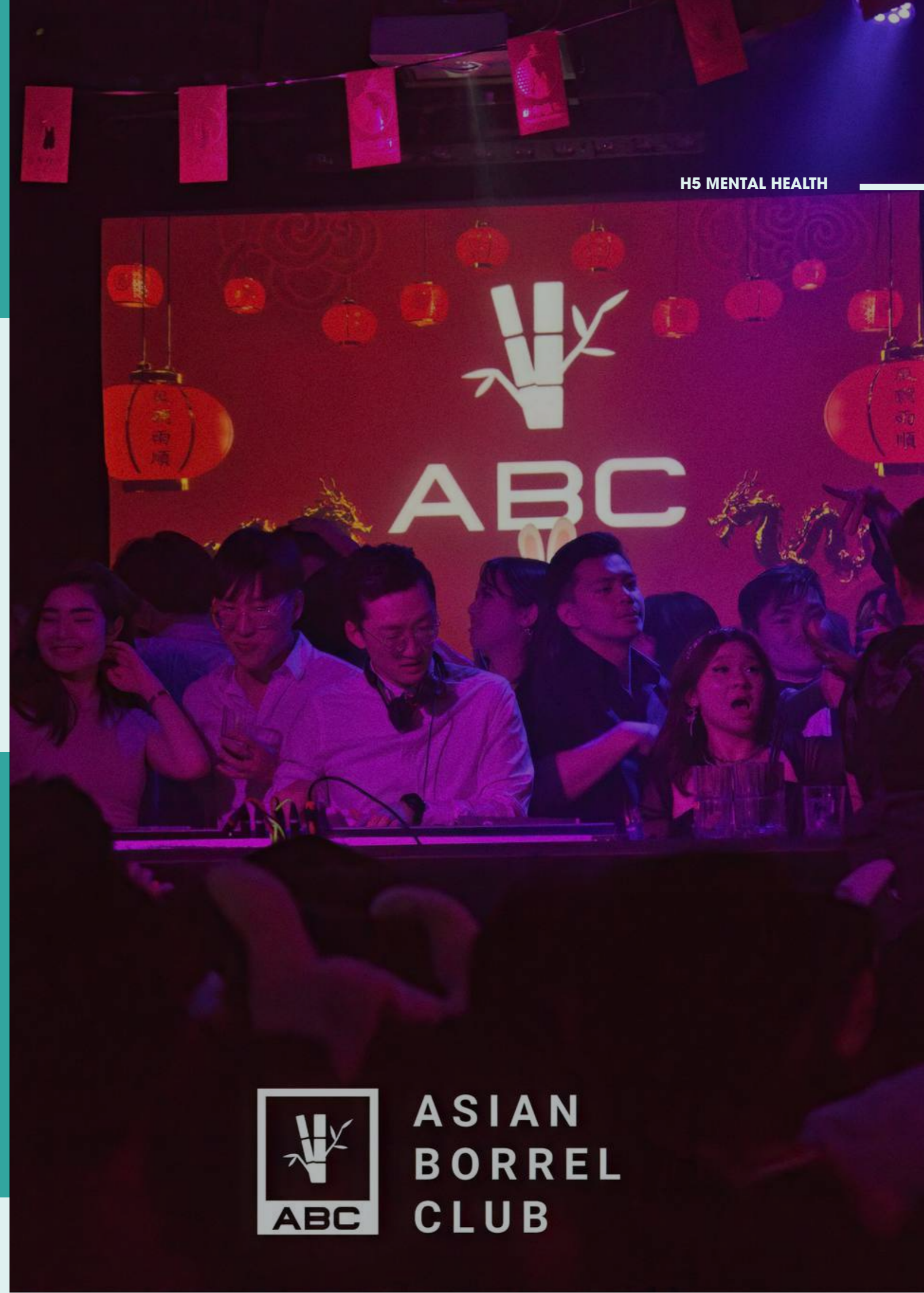
#### A2.7.1

The board of ABC maintained a flexible approach to accommodate board members' needs for breaks or temporary relief from their responsibilities:

1. Delegation of Tasks: Board members had the option to ask the president or another board member to take over their tasks temporarily, allowing them to take a break when needed.
2. Availability of the Option: This option was always present and board members could utilize it whenever necessary. The president would step in to handle relevant tasks for the duration of the break.

The two-week break policy served as a valuable stress-relief mechanism, offering board members the opportunity to recharge and maintain a healthier work-life balance.

To formalize this policy, an agreement was established, outlining the process for requesting and granting breaks. This formalization ensured transparency and clarity in managing breaks, allowing board members to effectively balance their commitments and well-being. Overall, ABC aimed to support its board members in achieving a healthier work-life balance through this policy.



ASIAN  
BORREL  
CLUB



# OUR PARTNERS

Partners and sponsors play a crucial role in ABC's success. ABC consists of three primary components in its view: ABC as a student association, members, and businesses. Through a collaborative effort, ABC has established partnerships with a variety of businesses in order to support each other, while members receive exclusive perks such as discounts and vouchers that can be redeemed by presenting their membership cards at these businesses. These types of collaborations are mutually beneficial and help to strengthen the community.

By partnering with businesses, ABC receives funding, resources, or services that help support its activities and events. In return, businesses can benefit from exposure to ABC's membership base, as well as potentially increase their customer base through the exclusive benefits offered to members.

For members, having access to exclusive discounts and vouchers can be a great incentive to join and remain part of ABC. This can also help to build a sense of community among members, as they can potentially share their experiences and recommendations with each other.

It's important for ABC to ensure that the businesses it partners with align with its values and mission. This helps to maintain the integrity of the partnership and ensures that it benefits all parties involved. Additionally, clear communication and guidelines are established to ensure that the partnership is well-defined and mutually beneficial.

In an effort to support our cause, we have reached out to several Asian-related businesses to explore potential collaboration opportunities. By December 2023, we successfully established and maintained collaborations with 18 businesses.

We are deeply grateful for the support of our partners and sponsors, as their contributions have been instrumental in enabling ABC to introduce students and young professionals to our association, helping us with hosting a variety of events, borrels, and parties. Through these gatherings, people from diverse cultural backgrounds are able to come together and experience the unique Dutch Asian "gezelligheid."

Our members have played an integral role in supporting our cause and helping us achieve our objectives. We want to thank our members for their belief in our mission, their invaluable contributions and helping us in achieving it. Without our members, we would not have been able to accomplish all that we have, and we are excited about the possibilities that the future holds with their continued participation.





# PORTFOLIO ALLOCATION

## ALLOCATION

Special thanks to the committee members!

### COMMITTEE EVENTS



#### Head: Kaylee Wu

- Celine Shao
- Huong van Grinsven
- Kim Tran
- Sofia Rabbanizadah
- Debora Hogenkamp
- Gabriela Castillo
- Ulpan Aktayeva
- Zoe Weir
- Christiaan Mai
- Jesse Huang
- Amber Wu

Meet our three committees - Social Events, Party, and Gaming, each responsible for their own events! The Social Events Committee creates amazing experiences for ABC members and non-members, while the Party Committee throws the best parties around, and the Gaming Committee dominates the virtual battlefield with online gaming tournaments.

### COMMITTEE MARKETING



#### Head: Lisa Jin

- Anissa Madani
- Chokiu Tang
- Eva Jonkers
- Huong van Grinsven
- Jimmy Zhuo
- Justin Hille
- Penelope Smeltekop
- Pocky Usagi
- Tawny Sleebos
- Vanessa Kuijsten

The Marketing Committee at ABC is a key component of the association, composed of a team of creative individuals who work together to come up with innovative and effective marketing strategies, they are responsible for the promotion and advertisement of all the activities and events hosted by ABC. With over 30+ activities throughout the year, the committee plays a crucial role in ensuring that each event is marketed effectively to attract maximum participation.

### COMMITTEE INTRO



#### Head: Sofia Chong

- Annalisa Chen
- Cecilia Chia
- Lucy Fillip
- Lin Hu Huang
- Matthew Hart
- Richard Hu

The Introduction Committee is responsible for welcoming new members and ensuring they feel comfortable within the association. Together, we develop strategies to promote the association and attract new members. In addition, we organize various fun bonding events throughout the year, such as the introduction of intro groups, introduction events and social gatherings (borrels), to encourage members to connect with one another.

### COMMITTEE INTERNAL



#### Head: Chilok Mao

- Charles Dimanche
- Jialong Lin
- Kin Ho Cheung
- Matthew Beysen
- Samantha Schoolcraft

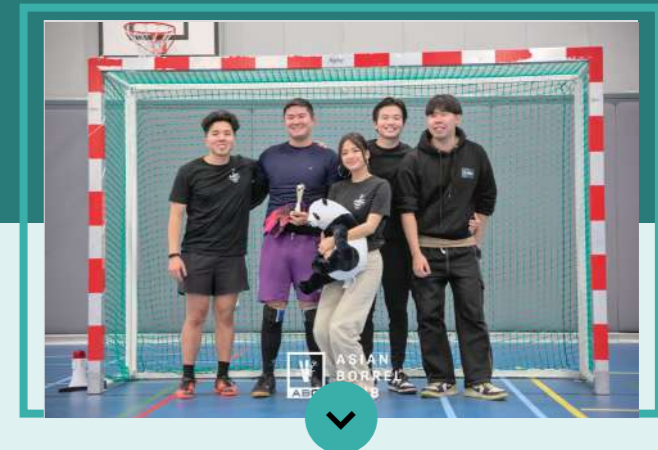
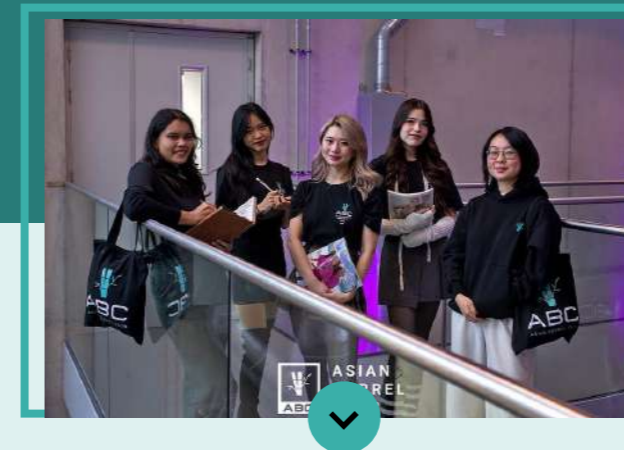
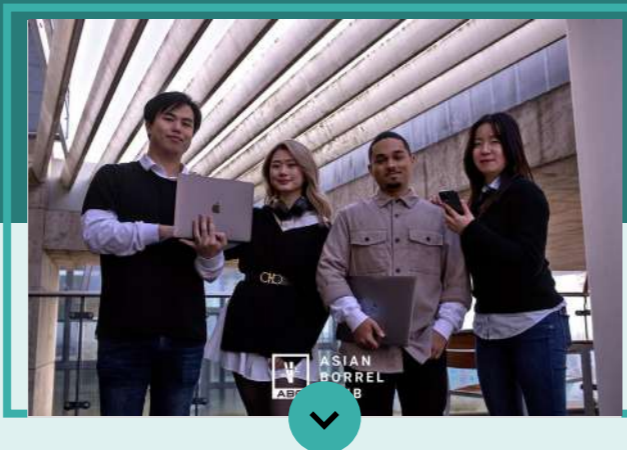
The Internal Committee plays a vital role in creating a sense of community and fostering a positive atmosphere within ABC. Their main responsibility is to organize a range of activities that help to bring committee members together and build strong relationships. These activities may include bonding days, our Actives Weekends and social events such as game nights, dinners and various social events. Creating a vibrant and welcoming community for ABC Active Members.

COMMITTEE EXTERNAL

COMMITTEE IT

COMITTEE MERCHANDISE

COMMITTEE SPORTS



**Head: Dion Xu**

- Kay Djoehari
- Si Ying Cheng
- Tien Hung Nguyen
- Vanessa Chen

The External Affairs Committee is responsible for engaging with external parties. Their primary objective is to broaden the network of the Asian Borrel Club by establishing partnerships with businesses that share an affinity for Asian culture and managing these relationships. This committee also serves as the primary point of contact between businesses and ABC, and handles for example, all communication related to partner participation in events.

**Head: Yaslin Li**

- Ayrton Theunissen
- Chang Qing Jiang
- Jonathan van de Groep
- Vanessa Shek

The IT Committee maintains and moderates ABC's virtual presence, mainly ABC's website and integrations. They identify opportunities for growth, develop new features and integrations to improve user experience, and research emerging technologies to benefit ABC and its members. In short, the IT Committee is an integral part of ABC's success story, working tirelessly behind the scenes to keep the association's virtual presence at its best.

**Head: Yaslin Li**

- Amber Wu
- Cherysa Rostamkhan
- Eva Jonkers
- Wenyuan Zhang

The Merchandise Committee serves as the creative force behind ABC's branded items, crafting designs that are both unique and eye-catching, which can be used for various purposes such as giveaways, marketing, and promoting the association. They work closely with external vendors to ensure that the quality and design of the merchandise align with the values and goals of ABC. In short, The Merchandise Committee helps to elevate the association's profile to the next level.

**Head: Hong Quynh Le**

- Kenny Wu
- Kevin Chen
- Zi Jie Choong Jin
- Zi Yang
- Sam Law

The Sports Committee at ABC organizes diverse sports events and creates exciting tournaments. From traditional sports to niche ones like bouldering and dodgeball. Overall, the Sports Committee plays a vital role in promoting physical health and well-being while fostering community and team spirit within our association.



COMMITTEE TRIP



**Head: Hong Quynh Le**

- Anh Vu
- Jesse Huang
- Jorine Ogay
- Thao Phuong Le

The Trip Committee at ABC plays an integral role in organizing the annual international trip for its members. This is a highly anticipated event that provides ABC members with an opportunity to explore a new destination and create unforgettable memories with their fellow members. The committee is responsible for a lot of aspects of the trip, from selecting the destination and planning the itinerary to arranging accommodations and transportation.

BOARD



**LIN HU HUANG**  
PRESIDENT

**HONG QUYNH LE**  
VP & TREASURER

**CHILOK MAO**  
SECRETARY

**KAYLEE WU**  
EVENTS HEAD

**DION XU**  
EXTERNAL HEAD

**YASLIN LI**  
IT & MERCH HEAD

**LISA JIN**  
MARKETING HEAD

The board takes ABC to greater heights while ensuring a safe, fun and unbiased environment. It shows professional working conduct, while ensuring transparency and integrity. It leads and motivates committee members to fulfill ABC's vision, mission, goals and objectives. The board will have to feel as approachable as possible to the members - the members need to understand that the board exists to make a difference, connect people and does not exist so that students can be board members.

SUPERVISORY BOARD & AUDIT



**DANIEL LI**  
PRESIDENT 20/22

**KEVIN LIU (AUDIT)**  
TREASURER 20/22

**MATTHIJS FOK**  
SECRETARY 20/22

**CHRISTINE LI**  
EVENTS 20/22

**JACKY CHENG**  
EXTERNAL 20/22

**RYAN ZHANG**  
IT 20/22

**SOFIA CHONG**  
INTRODUCTION 20/23

**YENLY HE**  
MARKETING 20/22

The Supervisory Board (SB) is responsible for providing advice and supervising the association. The SB will monitor the policy, check whether the board follows the policy and whether the additional activities are properly carried out. To this end, the board must submit documents to the SB, on which the board itself cannot reach a consensus. The SB can intervene at any time where necessary, but the final judgment of the SB is purely advisory.



**DUTCH ASIAN  
GEZELLIGHEID**

**MATTHIJS FOK**  
**SUPERVISORY BOARD**

**KEVIN LIU**  
**AUDIT COMMITTEE**

**HONG QUYNH LE**  
**VP & TREASURER**  
**TRIP- & SPORTS COMMITTEE**

**LIN HU HUANG**  
**PRESIDENT**  
**INTRO COMMITTEE**

**DION XU**  
**HEAD OF EXTERNAL**  
**EXTERNAL- & GAMING COMMITTEE**

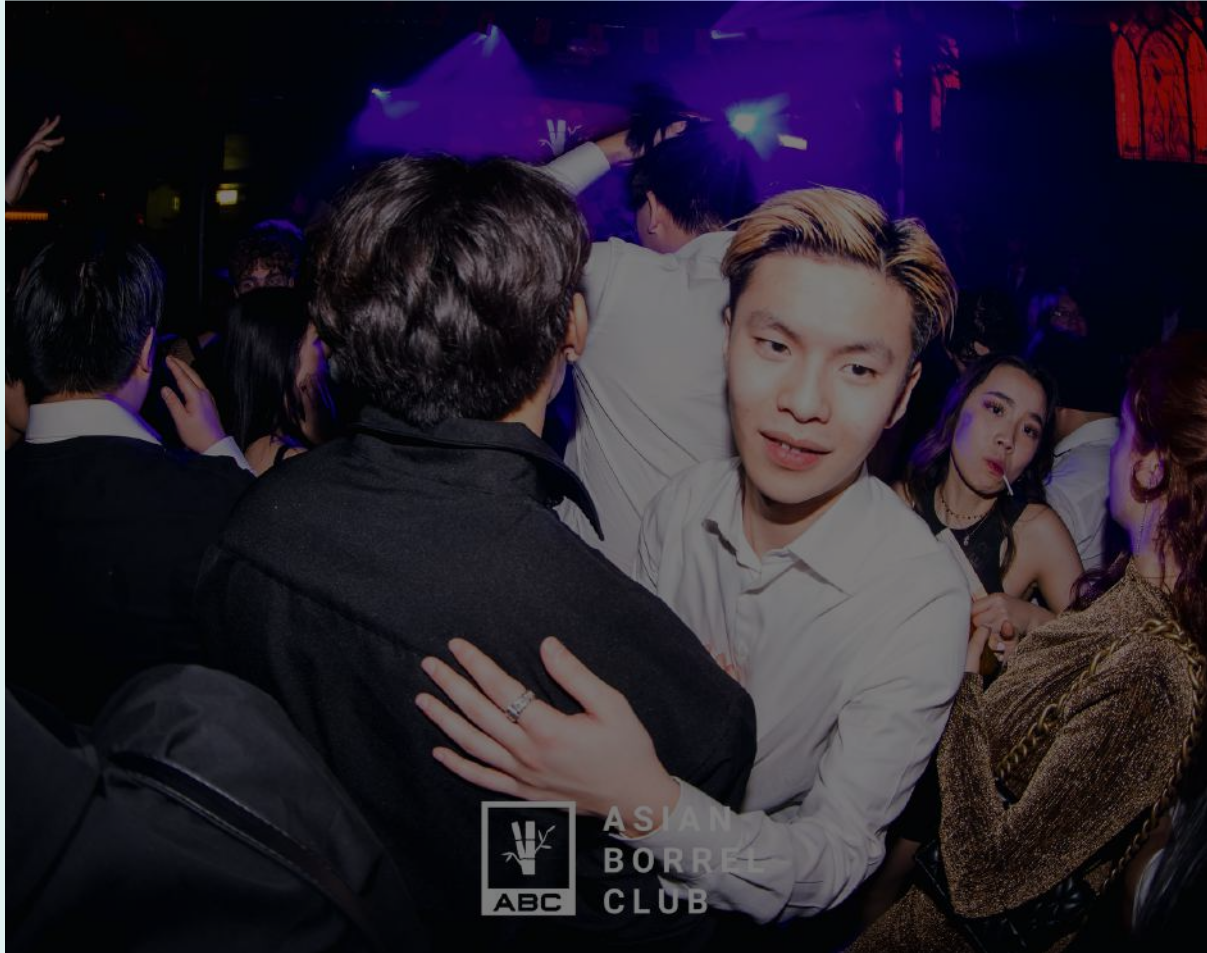
**KAYLEE WU**  
**HEAD OF EVENTS**  
**PARTY- & SOCIAL COMMITTEE**

**CHILOK MAO**  
**SECRETARY**  
**INTERNAL COMMITTEE**

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