

# **FÖRENINGEN EKONOMERNA VID STOCKHOLMS UNIVERSITET**

## **VERSAMHETSPLANER UTSKOTT 2019/2020**

**Tisdag 15/10 2019 Wallenbergssalen,  
Hus 3 – Kräftriket Kl. 18:00-21:00**

- **IT-utskottet / IT Committee**
- **Utbildningsutskottet / Education Committee**
- **Marknadsföringsutskottet / Marketing Committee**
- **Näringslivsutskottet / Business Committee**
- **Börsrummet / The Finance Society**
- **Internationella utskottet /International Committee**
- **Programutskottet / Social Committee**
- **Eventutskottet / Event Committee**
- **Idrottsutskottet / Sports Committee**

## **ACTIVITY PLAN - IT COMMITTEE 2019/2020**

### **Activity description**

The committee's main objectives along with the head of IT is to encourage the integration of IT into the association.

The committee will continue to attract new members through events, IT mingle and IT related lectures. The committee will also work for a more defined role and establishment in the association through Podio. Since SS16 work has begun to engage members of the association with an interest in gaming but now on to workshops such as programming and companies visits. This is to increase the amount of new members and increase the number of projects. This work will continue as the events have been popular and attracted new members.

Chairman and vice chairman of the committee have the responsibility to make sure the committee is functioning and performing their tasks as discussed with relevance. The IT committee reports to the head of IT of the board.

### **Visions**

The committee's primary vision is to integrate IT and economics at a larger scale among the members of the association. This will be achieved through lectures, workshops, study social events, and active nights with attractive companies. Above that the committee will also welcome anyone interested in gaming through gaming nights, pubs, and other related events. The committee will be available for people with any form of interest in IT.

### **Business**

One of the goals of the committee is to improve the relationship between students of economics and the IT world. The majority of the association's members are students of economics that are not IT oriented and the committee can act as an opportunity for these students to get in contact with IT related branches of the industry. The committee will

look for possible cooperation with other committees in order to organize and plan events with relevant connection to these committees. Anything with a connection to IT is encouraged.

## **Gaming Culture**

Since SS16 the committee has begun to officially encourage the interest for gaming. The committee has found a niche that the association has been missing and this follows the vision of the committee. This will be achieved through a returning gaming night, a following of E-sport, and other similar events. The goal is to attract new members who still have not found a niche in the association and create a welcoming atmosphere. The committee will be looking for way to expand these events through more activities and perhaps sponsors. If possible the committee will also be looking for ways to take part of smaller pubs with different gaming activities with more focus on fun experiences rather than competitive. The committee will continue to expand the existing projects but also enhance their social aspects where anyone is welcome.

## **Lectures and workshops**

Another link between the students of the association and the IT world is lectures and workshops from leading companies of economics. The committee will also be looking to plan smaller events educational purposes that make the gap smaller between IT and economics and help make the view of IT less challenging. When possible we will look for possibilities to visit tech companies.

## **Division of responsibilities**

### **Chairman**

Holds committee's and the association's confidence and is thus responsible for the committee's work, members, meetings and information to students and businesses. The Chairman is responsible for reporting to the head of IT of the Board who in turn reports to the Board and for contact with the Stockholm Business School. The Chairman is primarily responsible for all the projects that the committee conducts. Chairman of the

committee is the link to the Operational Management Group. In the year of 2019, the chairman of the committee will work to retain a worthy function and place in the association with a clear definition of the committee and its long-term operations.

### **Vice chairman**

Responsible for the committees's work and meetings where the chairman is not able to attend. Below the chairman the vice chairman is also ultimately responsible for events and projects carried out by the committee. Vice chairman attends the meetings of the Operational Management Group along with the chairman to gain greater insight into the association and the committee's position. Vice chairman, together with the chairman of the committee will assure that the strategic and operational work to the committee retains a worthy function and place in the association during the year of 2019.

### **Project group**

The members of the committee that adopts a project forms a project group and are thus responsible that the project is carried out in the best way possible with a clear relation to a project plan. If a project leader is appointed this person will be responsible for the project group. The project leader reports to the chairman and provides all relevant information regarding the project.

### **Internal operations**

There are no pre-requisites for the committee's members. All members of the association is invited to join the committee. The committee is intended to be accessible to all who are interested in IT. The vision is that the projects should be engaging at different skill levels. Individuals with experience and knowledge in IT should be able to thrive and develop in the committee and take on projects that require their expertise. At the same time individuals with little or no knowledge need to be able to have a place in the committee to develop, learn and work with more basic IT operations and IT projects.

Association members must understand that they are very welcome to get involved in the committee without any prior knowledge or experience. Though it should be stressed

that the committee is not intended to be a simple IT training for those members who wish to join, but the primary focus must be on various projects for the benefit of the association. This is where the committee's resources are mainly to be used. Knowledge should and will in any case be exchanged internally in the committee. There is a strong added value to people with less knowledge seeking help from people with more knowledge inside the committee, to develop and contribute to the committee's activities.

## **For the upcoming semester**

In the year of 2019, the focus will be on creating a continuous presence with various projects and events. These projects can be old recurring projects but also new innovative projects. We will try to start new projects such as visiting big tech companies in Stockholm but also start a workshop in basic programming. This should lead to a more legitimate view of the committee within the association and attract more members. The IT committee shall also assist other active members of the association, when it comes to internal communication on Podio.

## **ACTIVITY PLAN – EDUCATION COMMITTEE 2019/2020**

The Chair and the Vice-Chair have the responsibility to ensure that the committee runs smoothly and to execute and fulfil the purposes that are being stated below or have been decided in unison with relevant actors. The Education Committee reports to the Head of Education in the Board.

### **The vision of the Education Committee**

Through an engaging way to enrich students' academic skills and, thus, enrich their qualifications for their future careers. A committee that through discussion and cooperation aims to improve the quality of education in SBS and student knowledge.

### **Purpose and Goals**

To enrich the student's knowledge and increase the student advantage through relevant courses and lectures.

## **The Education Committee projects**

The Education Committee projects are the central part of the committee's goal. The projects contribute to a great part of the association's educational activity and are therefore significant to maintain. The project portfolio has been defined differently in the past and this is something that is going to continue, since we want to constantly improve the contribution of relevant knowledge.

### **Committee description**

The Chair and Vice Chair of the Education Committee are the voice of the students in educational matters towards Stockholm Business School (SBS) through participations in several councils and boards, but does no longer report to the Education committee regarding these matters. In collaboration with the Head of Education in the Board, Student Council is now the responsible organism which is going to run queries regarding student matters and maintain the insight and influence of the students when concerning more important matters at SBS.

Instead, the committee operates solely to increase the knowledge and employability of the students by creating different study empowering events and courses.

### **Committee activities**

#### **Speak-Up Week**

The goal with this project is to give the students at SBS an opportunity to give feedback on their education as a whole. During a week in the spring semester, students will get the chance to fill in a form where there will be questions regarding their education. The result of the Speak-Up Week project will be concluded and presented to the Institutional Board at SBS during the beginning of the next fiscal year. The ambition is to increase the student participation by giving them a treat in exchange for them filling in the form.

This year, the previous project called The Ballerina Award will be merged with Speak

Up Week. Since 1993, students have voted for the best teacher every spring semester. To increase the turnout, the first voting round will be part of the Speak Up Week questionnaire and the second round will take place on Fastreg.

### **Excel-course**

The Excel-course is a collaboration between the Education Committee and PwC and is currently one of the committee's most popular events. The main purpose is to improve students' skills at Excel, which is a program that is often a requirement when applying for positions as a business graduate. This course is mainly for students taking the FR- and COF-courses but is of course open for every student interested in participating. The course is to be held once each semester.

### **Presentation Course**

This course has previously been a collaboration with EY and its purpose is to increase the PowerPoint knowledge of the students. This year it will be a collaboration with Whispr Group and improve students' skills in making speeches with a Keynote as a tool. The goal is for the course to be held once both semesters.

### **GMAT-course**

The GMAT-course's main focus is to prepare the bachelor students for the master admission test, GMAT. The hope is that this will increase the SBS-students' results on GMAT and improve the reputation of the master programs at SBS. In order to hold this course, we have to find a person that has a GMAT-score of at least 650.

**Thesis lecture** The thesis lecture was created due to the fact that several students felt poorly prepared to write their thesis. The main goal of the project is therefore, through relevant tips and ideas from previous students, to contribute to an increased comprehension and comfort when writing the thesis. Hopefully we will arrange a thesis lecture both fall and spring semester.

## **Structure of the Education Committee**

### **The Chair**

The Chair is elected by the committee and is therefore responsible for the labor, members and meetings together with informational distribution towards students and companies. The Chair is also guaranteed a seat at the three representational responsibilities that the committee undertakes, which is the Institutional Board at SBS, The Educational Council at SBS and The Social Science Faculty Council at Stockholm University. It is also the responsibility of the Chair to convey information between the committee and the Operational Management Group. Finally, the Chair is main responsible for all of the projects and events held by the committee.

### **The Vice Chair**

The Vice Chair is elected by the Chair in order to be responsible for the labor and meetings of the committee when the Chair cannot be present. Furthermore, the Vice Chair is secondary responsible for events and projects of the committee and is also permitted to be present at the Operational Management Group meetings. After being the Vice Chair of the committee for one semester, the Vice Chair is going to step up as the Chair of the committee for the next semester to come.

### **Project Manager**

The Project Manager is responsible for a project or event and makes sure that the purpose of the project or event is fulfilled in the best way possible. The Project Manager, or Project Group, regularly reports to the Chair or the Vice Chair regarding the process of the project or event.

### **Committee Members**

If a participant at the committee meetings does not take on a task, as Chair, Vice Chair, Coordinator or Project Manager, his/her role is solely a member. As a member, it is important to represent his/her fellow students' opinions and present them at the meetings in order to be able to bring them forward. Members also represent the

committee and therefore should be able to share our ideas and purpose to possible new members. Everyone involved in the Education Committee, active or not-active is considered to be a member of the committee.

## **Meeting Coordination**

The committee meetings shall take place regularly in order to considerate important decisions and update current status on the various projects. Ideally, a meeting should be held approximately once a month. The Chairs shall send an invitation to all members of the committee through the facebook group. Furthermore, the members shall be asked what their opinions are regarding different matters and decisions. All documents such as summon, agenda and protocol shall be written in English and uploaded on Podio after every meeting.

## **Marketing and commitment**

In order to market the committee, the Chair and/or the Vice Chair shall be represented at as many events possible held by Föreningen Ekonomerna. This responsibility is also shared with the members of the committee. The main focus is to be represented at Fadderiet and Meet & Greet where many new students participate.

Project managers of a project in the Education Committee will be rewarded with three bonus points for their exchange semester. A motive that can also be used in order to recruit new members to the committee.

## **Communication and responsibility**

The Education Committee is characterized by its close relationship with SBS, mainly through the participation in the Institutional Board and the Educational Council. This contact shall be held by the Chair, since he/she is the trustee, both by attending the IB and EC meetings, as well as, through the ec-mail.

The Chair has the responsibility to update the committee's workspace on Podio where the protocols from the committee meetings are to be posted. All communication shall be in English in order to include non-Swedish speaking students, as well. The ec.project-

mail is to be used regarding all official matters, especially when gathering applications for events held by the committee, since this simplifies the coordination in a professional manner. The Chair makes the decision of handing out the password to the ec.project-email to project managers that will need to contact other companies or sponsors.

## **ACTIVITY PLAN FOR THE MARKETING COMMITTEE**

**Autumn 2019 Spring 2020**

### **Committee Overview**

Marketing Committee creates and strengthens Föreningen Ekonomerna's marketing profile through both internal and external marketing. The committee's activities maintain a focus on the diverse areas of marketing including photography, film, graphic design, strategic work, copywriting and communication. For the active members of the Committee it is a natural meeting place to promote these areas of interest. The committee also acts in support of the other committees, projects and events within the association to improve and sustain their marketing activities. The Marketing Committee aims to take an active role in the recruitment efforts of the entire association as well as to establish contacts with the business community, and educate association members in operational marketing.

### **Purpose and Objectives**

The Marketing Committee will continue the development of the associations marketing profile both internally and externally through 2019 and into 2020. As mentioned above, the Marketing Committee acts as a liaison for all operational sections to foster exposure to new and existing members through the recurring projects Meet & Greet and The Student Guide, which is described below. Thus the Marketing Committee is of great importance to the whole association as well as for promoting increased awareness for participation opportunities. The Market Research Group have been working on adding single-minded focus on clear results concerning the awareness of the association and the opportunities available within it; in other words, the recruitment of new active members.

The Committee strives for an increased level of marketing expertise that can be further applied to the association's external marketing. A goal of 2019 and 2020 is to foster a nexus of talent from which the rest of the association can turn to for advice and skills. Through new projects such as Marketing workshops, a youtube-channel and a newsletter we strive towards more active members in the committee.

Another objective of 2019 and 2020 is to continue the development of a more strategically oriented role in operational marketing, empowering members of all committees to establish and follow marketing best practices within their projects and events. The hope with this is that students with different types of training can collaborate and share knowledge with each other.

## **Vision**

By working together with all operational aspects, we envision a more holistic marketing profile for Föreningen Ekonomerna. The profile must be clear and consistent.

The Committee would like to offer students who are interested in marketing and management a natural complement to their studies in the form of practical and strategic projects.

## **The Chair and Vice Chair**

These two positions work together to structure, organize, motivate and advocate for the Committee's activities, both in general and for the active members. The Chairman is ultimately responsible for operations and administrative tasks.

## **Committee Groups and Projects**

### **Meet & Greet**

Meet & Greet is an event where students - regardless of affiliation with Föreningen Ekonomerna - have the opportunity to meet representatives from the different committees and other operational and administrative elements. Students who visit the Meet & Greet will get an insight and understanding of the association. Every Meet &

Greet should increase the general awareness of Föreningen Ekonomerna and efforts that drive it. Through increased awareness, new and old students can discover new opportunities to participate and contribute, and thus Meet & Greet acts to a large extent as a recruitment tool for new active members.

Meet & Greet is conducted once per semester, in coordination with the welcome program for new students, Fadderiet. Meet & Greet takes place over a couple hours in one evening and is organized much like a recruitment fair. This fosters an energetic and welcoming atmosphere for curious students.

### **The Student Guide (Ekonomkompassen)**

Marketing Committee is responsible for an annual magazine with information about the association's activities. The aim of the project is to make relevant information in the association available to all members. The name of the book has up until recently been Ekonomkompassen, but with internationalization it has been changed to The Student Guide. The contents of the book vary from year to year, but the consistent aim is that the reader gets information about student traditions, various committees, projects, the board, and what has happened and will happen during the year. The book will be digital, a departure from traditionally printed material that is intended to reduce costs and environmental impact. The project work consists of both graphic design, copywriting and structural and organizational work. A project team will be appointed.

### **Marketing Lectures and workshops**

This project aims to increase knowledge about software programs related to marketing. For example seminars and workshops about Adobe applications to increase knowledge in graphic design. Lecturers can be either active or past members of Föreningen Ekonomerna, or third party speakers with a background in marketing. The target audience is members of the Marketing Committee, however the lectures and workshops are open to all active members of the association.

### **The Market Research Group**

Acknowledging that Föreningen Ekonomerna needs a consistent and current profile of the students that it serves, the Market Research Group aims to investigate the desires and opinions of students at the Stockholm Business School and Stockholm University in

general. The Market research group will function as the primary section for those interested in strategic marketing topics such as market research and brand awareness, and provide those members with an opportunity to gain practical experience in such areas.

### **Youtube Channel**

Videos will be produced during a selection of events and projects within Föreningen Ekonomerna. Also shorter interviews or fun videos about our student life. The Youtube-channel main target group is the members of Föreningen Ekonomerna but also to reach out to non-members to get them interested in our association as well as new students looking to learn more about the association.

### **Social Manager**

Internal Social Events is of paramount importance to the committee so that the atmosphere is open and that the opportunity to participate in projects is perceived as accessible. To this end the ties between the active members of the Committee should be strengthened and cohesion should be promoted, and on occasion social events such as dinners or visits to relevant institutions will be organized. This will be executed by a social manager that will arrange events during the semesters.

### **Social Media Content Group**

This project group is responsible for the activity on Föreningen Ekonomernas instagram page together with the Head of Marketing. The aim of the project is to create a page that offers an insight in the association by posting about events and active members. A weekly post about upcoming events will also be posted to further market events in hopes of making them more accessible.

### **Podcast**

The aim is to give members and potential members an insight in what it is like to be active in Föreningen Ekonomerna. The podcast is therefore hosted by two active members that share their experience in hopes of inspiring others to become active in the association. The hosts will also go through current projects, updates and events in the association. It will be posted biweekly and marketed towards all members of Föreningen Ekonomerna.

## General Goals of internal Operations

The goal of the committee's internal operations is a general increase in members' skills in marketing, improved knowledge sharing and strengthening cohesion within the committee. Additionally, members should feel that they are gaining experience and knowledge commensurate with their contribution to the association.

### Communication

All communication for the internal operations of the committee takes place through Podio, as with the rest of Föreningen Ekonomerna. This allows the committee to store all digital assets in a single place and ensure streamlined communication. External communication with potential members, students or other official contacts is done through the committee email [mc@foreningenekonomerna.se](mailto:mc@foreningenekonomerna.se) when ever possible. Should a non-association email account be used for any reason (e.g. a project manager's personal email), the Marketing Committee email must be CCed.

## ACTIVITY PLAN – BUSINESS COMMITTEE 2019/2020

The Business Committee (BC) operates as a link between the members of Föreningen Ekonomerna and the business world. Through projects, events and different roles the Committee creates a good contact with the association's partners and sponsors, and to the industry as a whole. The Committee also works internally with greater cohesion in order to work more effectively within the committee.

### Objectives and goals

*Objective* To give economic students at Stockholm Business School good knowledge and good contacts with the business industry while at the same time encourage them to work with personal development by arranging events during their studies, which will serve as a foundation for their future career.

*Main goal* Integrate business students in the business industry and increase employability.

## **PROJECTS AND EVENTS**

### **Career day**

The purpose of Career day is to arouse interest among both on-going economic students as well as new ones at the institution, before their choice of future employer and career. This is done by, companies from different industries attending a fair in Ljusgården where they can interact with students. Career Day will make it easier for business students to get in touch with companies, gain insight into how they work and what jobs or internships they have to offer. Students will have the opportunity to meet and establish contacts with professionals directly from the business world to increase their awareness of future career opportunities and gain insight into what their choice of education can lead to in practice. This will be an annual event.

### **London Banking Week**

London Banking Week is a project whose aim is to improve the contact between the Association members' and the international business. It also allows the students to get a better opportunity to compete for corporate internship whose recruitment often begins in the fall. Students will have a clear picture of how the financial industry operates in London and how they can proceed to apply for an internship there. This also means that the name Stockholm Business School and Föreningen Ekonomerna gets spread and creates a stronger attraction for the course and for the students who study at each university. London Banking Week also facilitates students' entry into the financial sector by giving them a clearer picture of how they proceed. This will be an annual event.

### **MINERVA – Mentorship program**

Minerva Mentorship program aims to strengthen the relationship between the ambitious economic students and successful partners in the commercial and industrial industry.

The aim is to create a concept in which each of the participating students have access to

an individual mentor during one academic year. At the end of the program students will have acquired a great advantage before their future careers after graduation, due to their active participation. This will be an annual event.

## **Sustainability Day**

The background to this project is that we are interested in creating a greater awareness among students at Stockholm University in terms of sustainability and CSR. In today's society the majority of companies conducts different CSR activities and the overall society expects that companies operate in a sustainable manner.

The project includes relevant guest speakers, workshops and various companies / Individual organization that students can mingle with. The whole event is sustainable, and visitors are offered organic snacks and organic products produced from various sponsors. This will be an annual event.

## **Career Choice**

The purpose of the Career Choice is to inform students about the upcoming choice of major in their studies, to facilitate their decisions. The majors that students have to choose between are Finance, Audit, Marginal Accounting, Marketing and Management.

During the Career Choice students are offered to go on company visits in which companies present their business, their work situation and what a typical day might look like. This will effectively give students an insight into possible career paths and contribute to increased contacts between the business industry and students. Opportunities to try the case solution can also be provided for this project depending on the set up. Career Choice is held once each semester before the major choices.

## **Diversity event**

The background to this project is that we are interested in creating a greater awareness among students at Stockholm Business School in terms of Diversity and Equality. Since this subject is highly relevant in today's society and the majority of companies tries to work more with becoming a diverse organisation this feels like an important event to arrange. The goal is to keep this as an annual event, taking place at

the end of the fall semester.

The idea is that it will be an event with activities such as lectures and workshops on equality between gender and ethnicity. The aim is also to invite different companies to talk about how they work with equality in their organizations.

## **Internal Management Events**

Internal Management Events are exclusive and smaller events within the field of Management. Since the association has many events within different majors but not many focused on management, this has been created. The goal is to facilitate members' entry into the business world and specially the management sector. This will be a project organized for the active members of the Business Committee but if there is a spot that needs to be filled in, members within the association will be invited. The idea is that there will be at least two events each semester which will consist of company visits with case solving, breakfast mingle or different types of workshops. The project leaders will work with this project for one fiscal year and arrange at total four or more events during their time.

## **Student activities with companies**

These activities are organized mainly by our contact representatives or active members within BC, together with the partners or individual companies to increase the contact between business students and companies in relevant industries. Members help companies convey their events so that they can meet students from Stockholm Business School. There is also the opportunity to inspire businesses to organize student visits that only caters to the members of Föreningen Ekonomerna. The aim is to increase the transparency of companies and give students a better idea of what they can work with after graduation.

## **Inspiration Lectures**

The concept is based on lectures given by successful and interesting people, which by telling about their life story and career inspire economics students to study and develop their own careers.



## **Contact Representatives for partners**

The contact representatives shall act as a link between the partner and the Association, Föreningen Ekonomerna at events and other things related to the association, to create continuity of contact.

## **Exclusive/development events**

Aims to develop the committee-members in areas that they feel they need to improve in, such as the sale and / or rhetoric. This is done as far as possible to meet members' needs and preferably in collaboration with partners or other companies.

## **RESPONSIBILITIES**

### **Chair, The Business Committee**

Is elected by the committee and thus responsible for the committee's work, members, meetings and information to students and companies. It is the Chair's task to convey information between the Committee and the Head of corporate relations in the board. The Chair also conveys information between the Committee and the Operational Management Group and also has the main responsibility of all projects and events, which the committee conducts.

### **Vice Chair, The Business Committee**

Is elected by the committee to be responsible for its work and meetings where the chair cannot attend, and the second responsible for the events and projects carried out by the committee. Vice Chair also attends The Operational Management Group meetings with the Chair to get greater insight into the association and the committee's position.

### **Coordinator, The Business Committee**

The Coordinator acts as a link between the members of the Committee and the Chairs. Main responsibility is to inform new members about the committee and provide current

members with new/necessary information. A part of the coordinator's role is to make sure that every member is comfortable in the committee and is engaged in a project group/ another role. The coordinator is also responsible for other activities such as kick off with new members, introducing Podio to new members and being the secretary at committee's meetings.

## **Recruitment Assistant, The Business Committee**

The Recruitment Assistant is a new role that will work closely with the Chairs to facilitate the recruitment process for every role applied for within the Business Committee. The Recruitment Assistant will be main responsible for going through every CV and cover letter sent in for a specific role and will be responsible for holding all interviews connected to the application. One of the chairs will also take part in the interviews as a secretary for the Recruitment Assistant. The Recruitment Assistant will then give his/her inputs as well as notes from the interviews to the chairs who will decide which of the applicants will get the role.

## **Marketing Responsible, The Business Committee**

The Marketing Responsible acts as a centrepiece of all the committees marketing managers. This role is to facilitate all marketing managers, project leaders and contact persons with their marketing activities. Main responsibility is to strategically work with ideas how the committee can market itself better and then make these activities happen. Another responsibility is creating all posters, flyers, videos or trailers for the chairs. This person will work on promoting our committee through video/filming and new things that will lead to more recognition and more visibility as well as help the committee grow in the future.

## **Internal Business Manager, The Business Committee**

The Internal Business Manager is responsible for organizing internal events for the members of our Committee. These events can be of a more formal or informal type: workshops, case evenings, alumni nights or social events. The Internal Business Manager will be in charge of involving all new members who are interested in short-term events which will strengthen the relationship between the members of the

committee. The Internal Business Manager works closely with the Coordinator to assure that all new members have found a place in the Committee.

## **Project Group**

Project groups are responsible for making sure projects adopted are performed in the best way possible and correspond to the objective set for the project. If there are some project managers these people have the primary responsibility for the projects team work. Project manager and a possibly project group, report to the Chair / Vice Chair about the progress of work.

## **FOR THE UPCOMING SEMESTER**

The Business Committee should continue to work actively to establish contacts with new companies and partners which will be met by, in connection with projects / events also add inquires about companies / sponsors who are interested to cooperate with the Committee in the future. Through this, we achieve a wider network of contacts and can arrange more student activities with the company during the fiscal year.

Furthermore, the committee should continue working with its structure and implementing new roles to make the committee even bigger and greater. A key is to keep working on increasing the number of active members and create a creative and open cohesion in the group. More dedicated students of the committee will lead to both collaboration and the ability to establish contact with new companies. During the year, the committee shall encourage members' own ideas on new projects and positions in order to facilitate both the committee and the board's work. Moreover, we want to establish more collaborations with other committees.

This year, much work will be devoted to market the committee even more. We will put much focus on marketing and how to reach out and make us more visible for students. We will also want to work more with strengthening the relationship with all members within the committee by arranging more internal and fun activities to get a better group dynamic. Furthermore, we want to implement new projects/events and diverse the types of companies we contact for events in order to give possibility for involvement to all the members, both Swedish-speaking and international. An idea is

contacting international companies, or Swedish companies with international customer and have more short-term project.

## **ACTIVITY PLAN – THE FINANCE SOCIETY 2019/2020**

The Chair and the Vice-Chair have the responsibility to ensure that the finance society runs smoothly and to execute and fulfil the purposes that are being stated below or have been decided with relevant actors. The Finance Society reports to the Head of Corporate Relation in the Board.

### **The vision of the Finance Society**

Through an engaging way, to enrich students' skills related to finance and, thus, enrich their qualifications for their future careers in this specific field. The Finance Society's long-term vision is to be one of the most relevant student association in this sector.

### **Purpose and Goals**

Is to enrich the student's knowledge and networks and increase their financial knowledge through relevant workshop and corporate visit.

### **The Finance Society projects**

Are at the centre of the Finance Society's purpose and goals. All the projects contribute, in a large part, to maintain the society alive and active. The Asset Management Group plays an important role in the Association as it is investing a part of the Association's money.

### **Committee description**

The Chair and Vice Chair of the Finance Society are the connection between the

students and the board. They are trying to educate new and old members to the financial world. The finance society operates solely to increase the knowledge and employability of the students by applying relevant financial methods to real projects.

## Committee activities

**Asset Management Group** is a small group within The Finance Society that invests 100 000 SEK in a portfolio. Member of the AMG will be writing analyses on stocks and other securities, partake in votes regarding the portfolio and be part of the discussions regarding investments and the stock market which takes place every meeting. The meeting schedule is organised the Head of AMG and all the investment decisions are taken by the whole group. The head of AMG inform/update the Chair/Vice-Chair on a weekly basis. The role of the AMG should increase in the next years, as new investment strategies are being implemented within the Association. All AMG members take their role seriously and are people passionate about finance.

**Weekly Market Flash** is a newsletter written by students for students and contains four sections: Macroeconomics, Equities, Mergers & Acquisitions and Commodities. It is published every week. The WMF is run by one or two co-Heads. The aim of the WMF is to educate and inform the students at SBS about relevant financial news. The WMF plays an important role in recruiting new active members and is really appreciated by many SBS students.

**The Workshops** are the main activities in term of education. Their purpose is to educate members to financial methods and to apply relevant information learn in class into real cases. The workshops are, most of the time, related to finance. The workshops treat of many financial subjects, such as Financial Valuation Methods (DCF, Comparable, LBO, etc...), Socially Responsible Investment, Green Bonds, etc...

**Guest Lecture** goal is to invite relevant actors from the financial world, such as academics or professionals, to talk to our members about the financial world and to increase their knowledge. Back in mars, we had a guest lecture from Anders Stenkrona, professor at SBS, about Behavioural Finance.

**Corporate Visit** are here to give a first glance of the financial world to our members and to increase their networks. It also increase their chance to be employed in the future by making a good impression at this type of event.

## **Structure of the The Finance Society**

**The Chair** position is taken by the Vice-Chair. He is responsible for the communication with the Board, members and meetings together with informational distribution towards students. It is also the responsibility of the Chair to convey information between the committee and the Operational Management Group. Finally, the Chair holds main responsibility for all the projects and events held by the committee.

**The Vice Chair** is elected by the whole Association. His role is to help the Chair in the best possible way. He also has a representation role and should not neglected it. The main role is to learn how to run the Finance Society and to plan the next semester and he/she will become Chair.

**Head of AMG** is responsible for the AMG as a whole. He/She is responsible to recruit new members and introduce them to the AMG. He is responsible to run the AMG meetings and to update the Chair/Vice as often as possible. He should also always be available to the Board if they have question regarding new financial investment. He/She is also responsible to choose the new Head.

**Head of WMF** is responsible for the WMG as a whole. He/She is responsible to recruit new members and introduce them to the WMF. He/She is responsible to coordinate the weekly publication and the proofreading of any publication. He/She is responsible to choose the new Head.

**Committee Members** If a participant at the committee meetings does not take on a task, as Chair, Vice Chair or Head of AMG/WMF, his/her role is solely a member. As a member, it is important to represent his/her fellow students' opinions and present them at the meetings in order to be able to bring them forward. Members also represent the committee and therefore should be able to share our ideas and purpose to possible new members.

## **Meeting Coordination**

The committee meetings shall take place regularly in order to evoke timely decision making and update current status on various projects. Ideally, a meeting should be held approximately once a month. The Chairs shall send an invitation to all members of the finance society through Facebook group. Furthermore, the members shall be asked what their opinions are regarding different matters and decisions.

## **Marketing and commitment**

In order to market the Finance Society to new and old members, the Chair and/or the Vice Chair shall try to be present at as many events possible held by Föreningen Ekonomerna. As one of the main events of the Association, Fadderiet and Meet & Greet should be prioritise. All of the members in the finance society are guaranteed to have a spot to any event held by the finance society otherwise stated.

## **Communication and responsibility**

The Finance Society is characterized by its close relationship with the financial world. Many alumni try to help and organised corporate visits, guest lecture and the workshops. The main responsibility of the Finance Society is to educate student, with an interest for finance, and try to help them in the best possible way to find a job in the finance world.

The Chair has the responsibility to update the finance society's workspace on Podio. All communication shall be in English so as to include non-Swedish speaking students, as we project managers that will need to contact other companies or sponsors. The Chair has the responsibility to give access to the different financial society's social groups/email account/podio/canvas to the Vice-Chair and to any other relevant people.

## **ACTIVITY PLAN: International Committee**

### **Description of Committee Operations**

Föreningen Ekonomerna's International Committee (IC), known in Swedish as Internationella Utskottet (IU), will actively work to promote a network between students, partner universities and companies, in order to foster cultural exchange, international cooperation, as well as to market Föreningen Ekonomerna, the Business Association at Stockholm University.

The International Committee will be the first contact and meeting point for students at Stockholm Business School who are particularly interested in international studies and careers, contacts and companies. Together with the Head of International Affairs at the Board, the IC collaborates with the Association's international contacts, such as international students, companies, public sector and other student associations, both in Sweden or abroad.

The Chair and Vice Chair of the IC are responsible for the well function and improvements of the committee's operations, whilst carrying out its regular operations as chartered or agreed upon with relevant actors. The IC is responsible for reporting to the Head of International Affairs at the Board. The three of them will carry out their respective tasks, along with ensuring that the projects fulfill their goals and arrange successful activities for the members of the Association. Moreover, the internal and external communication within the committee and with international companies, public institutions, members and Stockholm Business School will be performed according to Föreningen Ekonomerna's operational charters.

### **Vision of the International Committee**

The main vision of the International Committee is that the Chair, Vice Chair and the Head of the International Affairs at the Board will actively work towards making Föreningen Ekonomerna an increasingly more international organization. This entails offering the possibilities to establish an international career, fostering a diverse

community and partners.

## **Purpose and Objective**

The purpose and objective of the IC is to foster international exchange and collaborations, as well as to increase Föreningen Ekonomerna's international status. It is the duty of the Chair of the IC to coordinate projects and assure that the committee operations progress together with project managers. Furthermore, the IC should seek to increase the direct collaboration with Stockholm Business School through the Head of International Affairs regarding international topics, in addition to cooperating in relevant projects. Together, they will promote inclusiveness and diversity within Föreningen Ekonomerna in terms of members, projects and partners. The Chair and Vice Chair will focus on ensuring opportunities for students that want to pursue an international career and learn more about business cultures at a global level, as well as fostering a healthy social environment for the international students at Stockholm Business School.

In connection to this, is the duty of the IC to arrange successful projects, such as International Business Week, Venture Asia and Global Music Industry in the spring, and European Career Tour and Silicon Valley Tour in the fall, along with other smaller projects such as Foodies Interested in Cuisine from Abroad throughout the academic year. Related to these projects, is the duty of the Chair and Vice Chair to appoint suitable project managers to all projects and ensure that the projects progress and sustain.

## **PROJECTS OF THE INTERNATIONAL COMMITTEE**

All the projects of the International Committee are described in detail below. First, the spring projects will be introduced; following by the ones executed in fall and lastly, the ones that are carried out throughout the academic year will be presented.

### **International Business Week (IB Week)**

IB Week is a large project where students from partner universities around the globe are invited to visit Stockholm in late spring each year, to learn more about Swedish business and commerce, local culture and how it is to attend Stockholm Business School. The project team of IB Week will plan a week's company visits, lectures, case workshops and social activities for all participants, who are international guest students, local students who act as "buddies" and the project team itself. The project team is appointed in fall and will work towards establishing deeper relations with partner universities, companies, sponsors and with other lecturers. Ideally, the week will be in April or May and may follow a theme (i.e. cultural differences) that will guide the various activities. IB Week organizes the week according to their goals in the project plan and their approved budget.

## **Venture Asia**

From 2018 and forward, Venture Asia will be an organized trip to an Asian metropolis. The first such trip took place in May 2018, going to Hong Kong, while the 2019 edition will be making it's way to Shanghai. The goal of this project is to offer students an opportunity for cultural exchange and exploration of Asian business practices in comparison to Swedish. It should be the goal of the trip to organize at least 3 company visits as well as a visit to a partner university. This project follows a similar timeline and execution as European Career Tour and Silicon Valley Tour, but instead of occurring in the fall, takes place during the late spring semester. The project group is selected during the fall semester, while we currently have an assigned project group for the 2019 trip who already have selected participants, made payments and booked a schedule for the trip, including company and university visits. The project group's work will follow an approved project plan and budget.

## **Creative Industries Week**

Launching in April 2019, Creative Industries Week will give participants the opportunity to explore companies belonging to the creative industries. Creative Industries includes companies involved with music, as well as advertising, architecture, art, crafts, design, fashion, film and publishing. This illustrates that a vast range of companies will be able to be included in the trip and a broader student group. Los Angeles will be the destination in which the project will take place as it offers the highest density of all the different industries involved and thus is a city of high

importance to all of these companies in that field. The aim, therefore, is to give the opportunity for students to explore the work culture abroad, expanding their horizon and to explore career opportunities outside the more traditional industries. It can be considered as an expansion of the Global Music Industry project previously arranged by the IC. The trip should include a range of smaller, independent companies to the traditional key players in the various industries. However, students should hopefully, also, be able to have an insight into academic institutions, which are offering courses in said fields. The main goal is to make students aware of possible career opportunities in the creative industries and being able to network with significant employees in these companies.

## **European Career Tour**

ECT is a project that aims towards offering students at SBS who are interested in establishing an international career with the opportunity to learn more about the business cultures and operations of companies and organizations in Europe. The goal is to narrow the gap between students and international business opportunities by arranging a trip to a selected European city once a year, in the fall. During this trip, the participants will attend qualitative company visits, social activities and team building. In March 2016, which was the first ECT ever and 15 students travelled to Brussels, while in 2017 students travelled to Milano to explore the European fashion industry, 2018's version made its way to Berlin to explore the start-up culture in the city. By repeating this trip, students at SBS get the unique opportunity to continue discovering and learning about alternative ways to manage operations in new cultural and economic environments. While companies get the chance to market themselves towards the participants and Föreningen Ekonomerna, the students get to establish a first-hand connection with company representatives and the Association gets to promote and brand itself on an international level. The company visits should be of international or European scope and the visits can vary in size and should be co-planned with the companies according to their preferences. From 2017 and onwards it is recommended that the project group choose a theme to guide their trip and selection of city. For future trips it is highly recommended to reach out to and visit a partner university in the selected city. This will assist with contacting companies and getting a larger insight into the cultural differences. A project group for the 2019 trip is currently being selected, and the aim will be to execute the project in mid-November.

## **Silicon Valley Tour**

Silicon Valley Tour (SVT) is a project launched in 2017 for the first time. After similar success during the 2018 edition, SVT will occur once again this year. The aim is similar to Venture Asia and European Career Tour to organize a trip filled with company visits and leisure activities in Silicon Valley, California. The aim of the trip is to explore the tech and start-up culture of Silicon Valley. The trip will take place in November as well, but not overlapping with ECT. Marketing and participant selection will take place in the 2019 spring semester, before the summer. We are currently in the process of selecting the project group.

## **Exchange Studies Fair**

The Exchange Studies Fair is a project that will help SBS students gain a better picture of where to go on their exchange semester. This project is intended to happen once a semester directly following the exchange semester information meeting hosted by the Office of International Affairs. The project will involve current students who have gotten back from their exchange semester, sharing their experiences of both the university and city they were in. This will help students choose which universities to put on their exchange application.

## **Projects throughout the academic year**

### **IC Social**

The IC Social is intended to occur at least once every semester, with the goal of creating a relaxed and social environment for international students and local students to mingle in a pub setting, with the first one of the semester to be held at the Festningen pub. This event would happen on a monthly basis.

## **DIVISION OF RESPONSIBILITIES AND STRUCTURE**

The operations of the International Committee are structured as follows.

## **Chair, International Committee**

Is a representative elected by the committee and the approved trustee by Föreningen Ekonomerna and its Board. Thus, the Chair of the IC is responsible for the committee's operations, members, meetings and all the communication and information to students and companies. Furthermore, it is the responsibility of the Chair to convey information between the committee, the Operational Management Group and the Head of International Affairs in the Board, who in turn is in charge of the contact and relation with Stockholm Business School. Moreover, the Chair has the principal responsibility for the IC's projects and events, and for the budget of the committee to be followed.

The Chair, with support from the Vice Chair, will actively support the Head of International Affairs at the Board with the internationalization of Föreningen Ekonomerna through participating in all of the IC's projects in order to establish contacts with internationally oriented companies, organizations, private-public relations and experts. Hopefully, this will result in securing permanent partnerships that aid the Association with offering its members and SBS students with opportunities to establish international careers.

## **Vice Chair, International Committee**

Is a representative selected by the committee, but not a trustee of the association, to take responsibility of the committee operations and meetings whenever the Chair cannot attend as well as be mentored into taking on the role of Chair for the next semester. The Vice Chair is responsible for projects and events to a lesser degree than the Chair but should still operate and support the operations. The Vice Chair should attend OMG meetings together with the Chair in order to get further understanding of the Association and committees' situation. The Vice Chair shares responsibility with the Chair for the planning of future projects and provides feedback to the Chair.

## **Sponsorship Manager, International Committee**

The sponsorship manager is the main person responsible for all communication between the International Committee and external parties in Sweden regarding sponsorship and collaboration. He/she should join each Project Groups meetings at least once a month as well as take part of weekly updates from each project group. The

sponsorship manager will explain the association's regulations according to the brand book to the project groups, as well as the different formalities involved. When possible and applicable, represent the committee at association events. Lastly, there should be at least 3 handover meetings with successor upon stepping down.

## **Marketing Manager, International Committee**

The marketing manager is the main person responsible for all marketing material and creates an overall marketing plan for the International Committee as well as creates marketing plans for all projects where applicable. He/she should have monthly meetings with each project's project managers; twice a month before the marketing plan is created. It is the marketing manager's responsibility that the marketing plan of each project is followed and revised if needed. When possible, market the committee through association social media. Creating all marketing material for the committee, includes but is not limited to:

- Posters for the recruitment, projects, events, meetings, etc.
- Plans for stand-ins, including contacting the relevant person to arrange these
- Facebook events for projects

Additionally, he/she should join each Project Groups meetings at least once a month, take part of weekly updates from each project group and when possible and applicable represent the committee at association events. If willing, the marketing manager may join trips organized by the committee to create marketing material for the event in the future. Lastly, there should be at least 3 handover meetings with successor upon stepping down.

## **Coordinator, International Committee**

Is chosen by the Chair in deliberation with the Vice Chair to help manage internal operations such as creating marketing material, buying fika for meetings and other tasks assigned by the Chair. The Coordinator is also responsible for introducing new members to the committee by presenting the ongoing projects and the committee structure. The appointed Coordinator is Secretary for all meetings and responsible for protocols.

## **Project Group**

Is responsible for approved projects to be carried out in the best way possible and in accordance with the purpose and objectives set in the project plan. The project managers have the principal responsibility for the team's work and the project managers, alternatively the whole team, report the progress and challenges to the Chair of the IC. The project group will have direct contact with the committee's sponsorship and marketing manager regarding sponsorship and marketing for the project respectively.

## **LANGUAGE & LANGUAGE POLICY**

All the meetings and activities as well as the internal communication in the International Committee should be held and carried out in English. Preferably, the Action Plan of the IC should be in English.

## **OTHER**

Committee meetings should be held regularly and on a three-week basis. Time and date will be decided by the Chair with regard to availability of members. Future dates for the following meetings should be presented in the current committee meeting, notified to the active members on the IC's workspace on Podio, as well as on the IC facebook group.

The International Committee aims at finding new members at events and welcoming programs such as Meet & Greet and Fadderiet, and will in connection to own activities market the committee to SBS students. In particular, the IC strives towards recruiting SBS students who are interested in international career opportunities regardless if they are in the International Business and Politics program, local, international or exchange students. All new members should be encouraged to get engaged according to their own interests and feel as if they are an important part of the committee, and the new project ideas that fulfil the purpose of the IC should be encouraged.

More focus should be put on the documentation of the progress of the International Committee and the Handover documents in order to facilitate and improve the consistency and sustainable development in the committee's operations.

## ACTIVITY PLAN – SOCIAL COMMITTEE (PrU) 2019/2020

### PURPOSE

The Social Committee (PrU) has for more than 40 years been working with the Association to promote student welfare and maintain traditions. Its principal activities include dinners, pubs, parties and other high-spirited events. In addition to the work in the Association, PrU maintains a close relationship to other comparable fraternities from student associations both in Stockholm and other parts of Sweden.

### VISION

PrU's vision for the fiscal year 19/20 centres around bolstering the social atmosphere surrounding the association and the students at Stockholm University. PrU strives to help bring association members together, give them an accessible and comfortable environment to socialize in, and through increased social interaction between students promote studies. These closer relationships can be realized through more events such as pubs, dinners etc. Therefore, we will continue to work with relationship-building activities, as well as participating in similar events in comparable associations.

### PROJECTS

In addition to the projects described in more detail below, PrU will continue to work with the traditionally recurring events such as “Hjulumiddagen” and “Ångbåten”. PrU is also going to organize and participate in other pubs and dinners at the Business Association at Stockholm University in accordance with the rest of the association.

#### **Classroom with Law Association**

In previous years we had together with the Law Society and the Medical Society organized the 3P (Money, Pills, Paragraphs) event. As this cooperation ended, we began a collaboration with the social committee of Law Society, organizing a dinner our associations between. The dinner took place during SS16 and we hope to continue this new tradition. There have been conversations about resuming this traditional event

during FS19, and it's something which we would like to work towards. We wish to continue working with the marketing director of the board so that the event may be advertised in advance as it has great potential to be huge, for both newer and senior members of the association.

## **Ångbåten 2.0**

PrU wants to reintroduce the tradition of Ångbåten on a real steam boat, but over the last years it has not been successfully completed. The dinner would thus be able to replace the need for a mid-term sitting and one could focus on making the event itself better for association members. This will most likely provide a more spectacular end of graduation year. We hope to return to the implementation of this event on the water, even if it does not get on a steamboat we hope to rent a smaller ferry to really demonstrate the potential of the event.

## **Internal Fellowship in PrU**

To strengthen the fellowship and increase trust between all the members of the Committee, we will continue to organize more events internally, which we've made during the fiscal year 17/18. We have organized events such as dinners, evenings, movie nights, etc. These events are key for the committee, as at times (especially in the welcoming weeks) PrU has a very high workload, therefore creating the need for members to socialize in more relaxed conditions to maintain the high morale and spirits we value. During the last two fiscal years, our increase in these activities has shown great results in the group.

## **Bar education**

For us to maintain the high quality of the catering and bar work we intend to hold an internal bar education held by one or more experienced members in PrU. This is to be held before the first major work opportunity for new members so that they can feel safe behind the bar in the sometimes very stressful work situations.

## **Fadderiet**

PrU will continue to have a close contact with the generals and the rest of the welcoming program during the fall and spring semester. Thereafter, PrU will organize the traditions named above to honour our collaboration with Fadderiet.

## **New bar**

The new bar is built and fully operational since SS19. PrU will work closely with the board to make sure this transition is as smooth as possible, and make sure the bar becomes as great as it can be for our members. With the slightly larger venue we will also work towards an increase in the frequency of our pubs, and we will want to work closely with the marketing committee to make sure members are informed of these new pubs. Mästeripub and Gamlingpub will continue during the fiscal year in accordance with previously held agreements between the PrU and the Board. PrU will continue to be the outmost responsible committee for all types of alcohol- related activities, with the PrU members within the association, as we make sure all our members maintain a STAD-certification.

## **Internationalization**

Since we have increasingly been attracting new members whose mother tongue is not Swedish, we will translate and make available introductory material in English. This is to make PrU more internationally inclusive and take advantage of the expertise of our foreign members. We will continue to do our best to make new materials available in English as well. And as many other student associations that we affiliate with mostly conduct themselves in Swedish, we will assist those who do not speak it to the extent required, so that they can enjoy events like dinners, pubs, etc. of those associations.

## **Stockholm Student Central Organisation (SSCO)**

SSCO is the overarching body that gathers student unions and associations in Stockholm. This is something we in PrU uses a lot thanks to their Klubbmästarråd (KMR).

## **KMR (Klubbmästarrådet)**

Klubbmästarrådet is a collection of Chairman and Vice Chairman from all SSCO-affiliated associations / unions, with a social committee. KMR is run by SSCO by "övermarskalkerna".

## **Purpose**

The purpose of KMR and its meetings are so the social committees can interact, ask for advice from each other and share information concerning dinners or other activities that are open to other students. KMR works much like the association's own OMG though we convene from different colleges/universities.

## **Operation**

KMR convenes meeting up to 10 times per fiscal year. Every time we gather in various associations venues and associated premises. The meetings discuss upcoming events and gives opportunities for other social committees to provide feedback to the committees organizing these events. KMR collects all of their events on the site [www.fester.nu](http://www.fester.nu), where students can stay updated on upcoming sessions, parties or pubs as well as how to register. Most parties and pubs are open to all students, while a couple of events only accepts members of the KMR-affiliated committees.

# **ACTIVITY PLAN – EVENT COMMITTEE 2018/2019**

## **Description of Operation**

The Event Committee provides opportunities for students to engage in various projects, by developing their individual creative, innovative and structural character, as well as cooperation skills through participation in group projects. There should be opportunities to apply for specific roles within the projects where the skills, motivation and commitment are highly valued, from all prospective roles and positions.

## **Purpose and goals**

### **Purpose**

The Event Committee will conduct operations in a professional and efficient way and proactively deepen the contact with Stockholm Business School's students, the partners of Föreningen Ekonomerna and other external partners that the Event committee is collaborating with through the various events of the committee.

## **Goal**

The main goal is to have events for both active and passive members that deepen the association spirit, gives an opportunity for members to socialize and strengthens our contact with other partners.

One goal is to have at least three events each semester. The events will have different character to suit all members, but they all have the social aspect in common. The committee should work actively to create a warm and welcoming environment for members. In addition, the Committee takes suggestions, ideas and feedback in consideration in order to develop and reflect the members wishes.

In addition, the Committee works to increase the presence at events to further create a warm and welcoming environment for members. An additional goal is to establish new contacts with sponsors to develop the existing events and create opportunities for students to get in touch with the business world.

## **THE PROJECTS OF THE EVENT COMMITTEE**

### **F.E.ST. Featuring...**

F.E.ST. Featuring... is Föreningen Ekonomernas nightclub collaboration with the purpose of allowing members of the association to experience what Stockholms nightlife has to offer. This is done through organized parties hosted by some of the most popular and exciting nightclubs in the city. Each year several events are arranged, of which premier benefits for members are ensured, such as free entrance or a welcoming token for beverages. F.E.ST. Featuring... has been a very popular and successful project since the start its beginning in 2007. F.E.ST. Featuring... has among other clubs collaborated with Café Opera and Solidaritet with good results. The primary goal of this project is to have at least two events each semester, while simultaneously targeting newer and more exclusive venues and venturing into exclusive access to the members

of the association. A secondary goal is to strive towards least 400 guests each time.

## **Fashion F.E.ST.**

During the fiscal year 08/09 the foundations for a fashion show were laid and titled 24SEVEN. The work progressed under the fiscal year 09/10 and has since then become a regular event every spring semester. Year 17/18 the event was renamed Fashion F.E.ST. The purpose of a fashion show was to offer the association members an exciting, unique and fun event whilst simultaneously market the association in a fresh and innovative way. The event was met with high praise among students and sponsors alike, which has proven to be advantageous to the association as it has opened a new channel for sponsors to finance projects. The fashion show of 2018 has recovered the booming status of the event, the attendees number has surpassed the budgeted amount and the hype remains at its peak. The show continues to seek expansion in terms of entertainment, venues, and sponsors. Due to several reasons this event did not take place during spring 2019 as originally planned, but it is an appreciated event with many opportunities that will be brought back.

## **Aktiva kvällen/Aktiva dagen**

Aktiva kvällen/Aktiva dagen is an event where the association shows its appreciation for all the hard work and time the active members within committees, clubs and projects have dedicated to Föreningen Ekonomerna. This event is always in the end of the semester; Aktiva dagen in the spring and Aktiva kvällen in the fall. It gives an opportunity for the active members to meet and socialize with other members of the association and get an insight into the other activities that the association has to offer. It gives the students a warm and fun environment with games, snacks and beverages typically. The goal is to get the active members to socialize with the other committees and get more inactive members to come and see firsthand the joys of being an active member.

## **Halloween Sittning**

In May 2013 the association arranged one of its first sittningar for members outside of

Fadderiet and Spring Ball (SPB). The goal was to have one sitting per semester to keep alive the student spirit and offer both new and returning students a fun and entertaining event they recognize. This was especially important for returning members as there were few opportunities to go to a sitting outside of Fadderiet and SPB. The sitting was very well received from both new and returning members and has had the potential to develop and become even greater in the future. The fall sitting has taken different forms, wherein the most recurrent forms have been a Halloween themed sitting, therefore the event has been renamed to Halloween sitting. This theme has allowed participants to coordinate outfits with their friends and get creative with costume planning, something that further builds comradery between members. The primary goal of this event is to aim to reach approximately 100 attendees for the sitting, and 200 attendees for the afterparty. (This year we have planned to have the Halloween Sitting in collaboration with Sturecompagniet, therefore it will only be 80 attendees for the sitting and then around 200 for the afterparty).

## **Spring Ball**

Spring ball is a fancy sitting held during late spring, typically with dress code tailcoat, inspired from traditional proms, and the goal is that the Spring Ball will continue to be a longstanding tradition. The idea was tested in 2013 again but fell through before the event happened as a result of expensive ticket prices. When the project started again in fall 2015 the expectations were more realistic and the ticket prices had been lowered, as allowed for by our sponsors. The Spring Ball project group that formed in the fall of 2016 had completely exceeded all expectations through booking Scandic Hasselbacken and creating a truly magical environment. This event was considered by most to be the peak of the semester, if not the year, as it was accessible to all members. Spring Ball 2018 was a massive success, the tickets were sold out immediately and it was once more held at Hasselbacken. 2019 the venue changed to Moderna Museet to be able to make an even greater event and release more tickets. The goal for Spring Ball now is to redeliver the same extravagant experience and build to its uniqueness by embracing ball room traditions, such as more ball room dancing. Ultimately the goal of this project is to bring together members in a remarkably sunny and exciting environment be the gold standard for sittings within the association.

## **Bus to Gräddgasquen**

This is a smaller project that is arranged for the students who buy tickets to Gräddgasquen in Uppsala. The purpose is to make sure that all students get back and forth in an enjoyable and hospitable way and also creating a good vibe with people from the association before this incredible event.

## **Bubbly Brunch**

This is the newest event within the committee that was an initiative by two members in spring 2019 who wanted to introduce a trendy brunch mixed with the classical sittning. If this event is popular chances are that we will make this a tradition during springtime. The main goal of this event is to offer a smaller sittning with a twist held during daytime and for members to gather and socialize over a nice brunch.

## **Homecoming**

Having only begun in the fall semester of 2016/2017, Homecoming is a very new project within the Event Committee. This project came about in response to the absence of an association-organized event that allows returning members to mingle, hang out, and reflect over their summers. Another reason for the creation of the project is the prevalence of Fadderiet during the first school weeks. This has made it slightly challenging for members to fully catch up with one another before the start of the semester. Thus, an old-member exclusive event was born.

## **THE EVENT COMMITTEE'S INTERNAL ACTIVITY**

To work in groups within the projects makes the exchange of knowledge between the members of the committee better, where the ones who are new can learn from the more

experienced members. This adds value and increases the engagement among the members since one does not have to have knowledge from the start to join the committee and participate in projects.

We also want to encourage the members of the committee to educate each other by contributing with their own knowledge and experiences. This can happen, for example, through short presentations and discussions. To ensure that this knowledge stays within the association, it is important to have a proper follow up on projects, its successes and setbacks, as to be written down by former project leaders and participants.

## **RESPONSIBILITIES / STRUCTURE**

### **Chair, Event Committee**

Is elected by the committee as a Vice Chair and takes the role of chair after a semester of Vice Chairmanship. The chair assumes main responsibility for the committee's work, members, meetings and information to students and companies. It is also the chair's responsibility to transfer information between the Committee, the Operational Management Group and the Second Vice-President of the Board. The committee chair is also in charge of all projects and events that the committee conducts. In case of budgeting in the projects it is the chair of the committee who has the ultimate responsibility for its observance. The committee chair is responsible for the distribution of knowledge to the extent that it is internal within the committee, but also that there are opportunities to gain knowledge from external actors as well. The committee chair, together with the Second Vice-President, approves all projects plans and together with the treasury all budgets from the committees projects.

### **Vice chair, Event Committee**

The vice chair is selected through an election process within the committee to be responsible for its work and meetings when the chair cannot attend. The vice chair, together with the chair, is responsible for the events and projects from the committee. The vice chair may also attend the Operational Management Group meetings together with the chair to get a greater insight into the association.

## **Project group**

Each event will be planned by a project group. Larger events will also have project leaders who will be chosen by the chair and vice chair of the committee. The project group is responsible for the performance of the accepted project and is following the purpose set for the project. If the project group has project leaders these have the primary responsibility for the project group's work. The project leaders or potentially the project group will report to the chair on the progress of the work with the project.

## **Formalities**

Meetings should be held frequent to have a debriefing of events that are in process, have an evaluation of the projects that have been and planning events to be initiated. Meetings can be moved if there is no debriefing that needs to be done or nothing that needs to be discussed. A meeting is preferably marketed at least to times, in purpose to reach out to as many as possible. The protocol from the meeting will be available to read at the latest three days after the meeting.

## **Marketing**

The committee should be represented at as many events and projects hosted by the association as possible be seen to the rest of the association and new members and communicate the purpose of the committee. The chair and vice chair are ultimately responsible for engaging new members and making everyone feel welcome. The committee shall be open and social to attract new members. Each project must have at least one marketing manager who is responsible to make a marketing plan and ensure that it is followed.

## **Facebook**

The Facebook group “Event Committee of Föreningen Ekonomerna” is created to give its members the information they need in order to stay active and to be up to date with what is going on within the committee. The group shall be used by the chairs and by its members to strengthen the bond and information flow. Here is also where the committee can post about available roles within the committee and its projects in accordance with our Recruitment policy. If the platform is being used to market other events, jobs and/or companies besides our partners and collaborations the administrators have the right to remove it. Föreningen Ekonomerna takes no responsibility for what may be posted or commented by the members but has the right to remove anything that contradicts Föreningen Ekonomernas policies or statute.

## **ACTIVITY PLAN - SPORTS COMMITTEE 2019/2020**

### **Description of operations**

The Sports committee, also known as IDU, launched in January 2013 after having been put on hold for about two years. The reason for the start-up was to create a committee that organize sports activities for the members of Föreningen Ekonomerna. Another main goal that has been consistent through the years is to bring people together through all kinds of different sports, create new friendships and grow together as people (by being involved or lead different activities).

### **PURPOSE AND GOAL**

#### **Purpose**

The purpose of the committee is to create a venue where people who are interested in sports can meet and learn from each other. It’s a place where we mix studies and

activities within the category sports to interact socially.

## **Goals**

The Sports Committee strives to create opportunity for Föreningen Ekonomernas members to participate in different sports activities. The committee also aim for social opportunities and we think sports is a good way for people to socialize and get together. Furthermore, the committee wish their members to interact with each other by participating in our different sport and social events connected with sports.

The committee strives to create new or develop already existing projects. Furthermore, the sports committee aspire to work with other committees within the association.

## **OPERATIONS AND RESPONSIBILITY**

### **Chairman**

The committee's chairman is elected by the association and is therefore responsible for its work, members, meetings and to inform students and companies about the committee. It is also the chairman's job to overlay information to the group of operations and the 2nd Vice President.

### **Vice Chairman**

The vice chairman of the committee is also elected by the association and is therefore responsible for the committee's work. If the chairman can't participate in meetings the responsibilities fall on the vice chairman. The vice chairman also has a responsibility for the committee's projects and events. Can also participate with the chairman for meetings with the operations board, to get a larger grasp of the association.

### **Project group**

The committee's project is led by project groups or project leaders. All the project has at least one or two project leaders. They hold the responsibility for the execution of the project and that it stays true to its present purpose. The project leader or project group

have a continual communication with the chairman about how the project is going.

## **MARKETING AND COMMUNICATIONS**

### **Marketing plan**

All marketing within The Sports committee goes through Föreningen Ekonomernas Facebook-page, the Sports Committee's Facebook-group, Podio and the association's web page.

The Sports committee should be open and fun to attract new members, through participating in Fadderiet/SBP the committee can get introduced to new students at SBS. The committee strive to actively participate in other activities held by Föreningen Ekonomerna and therefore enlighten students with the purpose of the Sports Committee. The project leaders are responsible for marketing their own project and there has to be one assigned market manager for each project.

### **Plan of communication**

The external communication in the committee is through frequent participation of events and activities held by Föreningen Ekonomerna. The internal communication goes through committee meetings every three weeks. We also have a Facebook group for our committee members for non-informal communication.

### **The Sports Committees Projects**

*Champs of Campus* – The committee arrange a football tournament every spring in May together with our partner associations at Stockholm University. We aim to do this every year and it usually takes place at the grass fields of Frescati. We see opportunity with the project (as it has been reached well by our members) and perhaps we can invite other students at Stockholms University and also Uppsala Ekonomerna.

*Floorball tournament* – The committee has an annual tournament, usually during the first semester, November or early spring, we have had GT as a sponsor the last two times which is appreciated by both them and us.

*Padel event* - Together with Ryska Posten we will this year arrange a “try out padel-event” where our members will be invited to play padel with some of Sweden's padel elite.

*Ski-trip* - The Sports committee arrange a yearly ski trip to the alps. We have been to both Val Thorens and Val' d'Isere and this is made together with Summitweek and Northlander. This yearly trip has been a success from the start and very much appreciated by the association.

*Sports pub* – This year (2019) we will arrange a sports pub in Festningen and we hope this can be a tradition to build on. This creates a great opportunity for our members to interact with each other and have a good time.

*Surf-trip* – The Sports committee arranged a surf trip to Morocco in August 2016 and to Portugal 2017, 2018 and 2019. This year's trip was a success and we look to recreate the project again next summer. The trip to surf-trip to both Morocco and Portugal was arranged through the travel company La Point.

*Tvärsis* – Our aim in IDU is to have at least one tvärsis every semester so that our members can get to know other members from other committees. Last semester the tvärsis was with PRU.

*Universitetsfejden* – In October last year Uppsala Ekonomerna arranged a Football

tournament in Fyrishovshallen in Uppsala. Student associations from Uppsala and Stockholm participated. The event is planned for the 4th of April next year. The committee will strive to make our association participate again and with that improve working relations with Uppsalaekonomerna.