

# ***IR management***

## ***Special edition for you***



## Objectives:

1. To break stereotypes that IR is very hard thing to do
2. To make you clear what kind of countries do we work on and what are the national projects there
3. You understand how to track LCs when they don't reply (only for country partners)



# Why IR needed?





# Partnership Management

- **AIESEC in Russia(oGIP) and AIESEC India(iGIP)-** RE 107 opportunity in 2012-13.
- **AIESEC Colombia** is growing in teaching sub-product with english speaking EY partnership – 2013-14 and 2014-15
- **AIESEC in Germany** and **AIESEC in Taiwan** grow in engineering sub-product with Lc-Lc partnership, **AIESEC Germany** and **AIESEC Mexico** had fulfilled BA partnership with PWC in 2014-15.



# STATISTICS



# oGIP

	2010	2011	2012	2013	2014	2015	Общий итог
INDIA	68	63	63	84	42	96	416
CHINA, MAINLAND	23	34	47	36	42	125	307
COLOMBIA	8	8	17	14	45	71	163
TURKEY	29	40	26	17	15	35	162
GERMANY	19	26	8	18	4	0	75
POLAND	20	19	14	13	6	1	73
INDONESIA		5	16	18	5	19	63
BRAZIL	8	10	1	10	5	4	38
TUNISIA	4	6	3	3	4	1	21
SRI LANKA	2	3	5	6	3	1	20
SERBIA		3	2	1	4	7	17
EGYPT		1		4	6	5	16
MEXICO	1	4	4	2	1	3	15
MOROCCO	2	1	3		3	0	9
PERU			1	1		0	2



# oGCDP

	2010	2011	2012	2013	2014	2015	Общий итог
INDIA	42	112	97	66	90	73	480
CHINA, MAINLAND	29	57	83	59	75	102	405
BRAZIL	6	29	37	65	78	49	264
INDONESIA	8	34	17	44	43	47	193
TURKEY	46	54	21	12	14	23	170
SERBIA	8	26	27	9	11	32	113
SRI LANKA	3	1	4	13	13	41	75
POLAND	9	15	11	14	13	12	74
CZECH REPUBLIC	0	7	19	14	13	3	56
EGYPT	3	5	3	8	19	17	55
COLOMBIA	0	1	14	7	11	5	38
ROMANIA	4	16	4	1	7	1	33
BULGARIA	3	6	3	8	8	0	28
MOROCCO	1	2	4	9	4	7	27
HUNGARY	4	12	6	4	0	0	26
CROATIA	2	3	1	6	0	0	12
BOSNIA - HERZEGOVINA	0	0	1	2	0	2	5



HOW MANY OPEN FORMS DO YOU  
HAVE NOW?

WHAT PROBLEMS IN MATCHING  
DO YOU HAVE?

DID YOU UPDATE FULLY  
NATIONAL TOOL?



oGCDP				oGIP		
Priority 1	Priority 2	Priority 3	Priority 4	Priority 1	Priority 2	Priority 3
India	Brazil	Colombia	Bulgaria	India	Egypt	Peru
MoC	Sri Lanka	Turkey	Hungary	MoC	Serbia	Brazil
Serbia	Indonesia	Egypt	Bosnia	Colombia	Poland	Germany
Poland	Morocco		Romania	Turkey	Mexico	
			Slovakia	Indonesia		
			Croatia			

**Priority 1** - building LC2LC partnerships, have goals with your LC2LC, using promo materials, developing clear communication channels, engagement of department, investments in CEED, offer to unis for sure

**Priority 2** - building LC2LC partnerships without goals, using promo materials, use also national searchtool. Moreover, these countries can reply to us faster, and we had them a lot of RE

**Priority 3** - don't need to have LC2LC, use just national searchtool. For oGIP keep in mind that these countries require to be enrolled in university and also Poland!!

**Priority 4** - don't need to have LC2LC, use just national searchtool. We didn't work with these countries, we didn't know how the internships are going on there. But these countries want to work with us, and because of that's CEE region, cheap tickets, not expensive. Just depends on you, how you will use it





Узнай, как маркетинговые инструменты работают на практике; проводи исследования, разработай, внедри маркетинговую стратегию. Помоги компании выйти на новые международные рынки

- Индия
- Турция
- Китай



Получи совершенно новый опыт преподавания: на английском языке, в новой среде, новым людям, креативно и интерактивно. Освой новые методики, сделай мир немного лучше

- Индия
- Турция
- Китай
- Колумбия
- Индонезия
- Мексика



Узнай на практике больше о сферах гостиничного бизнеса и туризма. Знакомься с людьми со всего мира, узнавай о лучших практиках сервиса

- Индия
- Китай



Стань стажером в компании за рубежом и сделай первый шаг на пути к карьере своей мечты. Получи интенсивный профессиональный опыт в стартапе в сферах маркетинга, продаж и управления персоналом

Активация Windows  
Чтобы активировать Windows, перейди

- Бразилия
- Колумбия
- Сербия
- Польша
- Германия
- Болгария
- Индия





Индия  
 Китай  
 Сербия  
 Польша  
 Индонезия  
 Бразилия  
 Шри-Ланка  
 Колумбия



Турция  
 Египет  
 Марокко  
 Болгария  
 Венгрия  
 Хорватия  
 Румыния  
 Босния  
 Словакия

In general, check searchtools of the countries, all info are there

Tools are here

<https://docs.google.com/spreadsheets/d/18Yq7AMl9EMY8AFMoxKa6oZx3CXw3hk4Swn6HviyWQoM/edit#gid=451271646>



# COMMUNICATION

- INDIA – they answer very very fast. Use also whatsapp or fb
- MoC – very slow in communication, use WeChat + e-mail + write in Skype. We will have common chat with MoC in order to be very fast
- Colombia – the average speed is ok. Use e-mail, fb and whatsapp
- Serbia – in GCDP they are very fast, use e-mail, fb and whatsapp. In GIP the speed slow, use e-mail, fb, whatsapp and put me in a copy in e-mail
- Indonesia – they are fast, use e-mail and fb

## Others and how to make them answer very fast:

1. EP applied in TN
2. At the same time write to TN manager in e-mail, put EP and me (Andrew) in a copy
3. Write at the same time in fb, whatsapp, wechat (whatever, only one source use here)
4. If there is no reply during 2 days, track them again and tell it to me (I need: TN link which EP applied, name and surname EP, TN manager e-mail, LC)

USE GROUPS in Fb

Группы в фейсбуке	
Имя	Ссылка
CEE #1growregion	<a href="https://www.facebook.com/groups/1663971510505060/">https://www.facebook.com/groups/1663971510505060/</a>
AIESEC TN EP pool	<a href="https://www.facebook.com/groups/203790179673213/1012667412118815/?ref=notif&amp;notif_t=group_activity">https://www.facebook.com/groups/203790179673213/1012667412118815/?ref=notif&amp;notif_t=group_activity</a>
AIESEC CEED Opportunities (здесь стажировки as well)	<a href="https://www.facebook.com/groups/682239081806433/?ref=browser">https://www.facebook.com/groups/682239081806433/?ref=browser</a>
AIESEC World GCDP matching	<a href="https://www.facebook.com/groups/242979722469264/?ref=browser">https://www.facebook.com/groups/242979722469264/?ref=browser</a>
AIESEC in London	<a href="https://www.facebook.com/groups/2341642288/?ref=browser">https://www.facebook.com/groups/2341642288/?ref=browser</a>
AIESEC World Matching Mania	<a href="https://www.facebook.com/groups/577468692269331/?ref=browser">https://www.facebook.com/groups/577468692269331/?ref=browser</a>
AIESEC world	<a href="https://www.facebook.com/groups/330438180397181/?ref=browser">https://www.facebook.com/groups/330438180397181/?ref=browser</a>
AIESEC World matching GCDP	<a href="https://www.facebook.com/groups/175233029276058/?ref=ts&amp;fref=ts">https://www.facebook.com/groups/175233029276058/?ref=ts&amp;fref=ts</a>
GCDP TNS matching	<a href="https://www.facebook.com/groups/247691231988076/?ref=ts&amp;fref=ts">https://www.facebook.com/groups/247691231988076/?ref=ts&amp;fref=ts</a>



# VISA

INFO IS NOT STRUCTURED, BUT ALL  
INFO ARE [HERE](#)

## SHORTLY:

### GCDP

**Morocco, Brazil, Colombia, Serbia, Turkey** – visa don't needed

**MoC** – use only visa agencies, not embacies

**Indonesia, Sri-Lanka** – need IL from host LCs

**Poland** - shengen

## SHORTLY:

### GIP

**MoC** – use only visa agencies, not embacies

**India, Turkey, Indonesia** – not a big deal, just follow all the required documents that in a folder

**Colombia** – not also a big problem

**Serbia** – without visa

**Poland** – shengen

**Brazil, Germany** – need to be enrolled in uni



# ***How to build LC-LC Partnerships***

**Our recommendation:** if you had before not a lot of RE, now in the stage of promotion you just need to raise EPs for national partners, use searchtools for it. After when your scale of operations will increase - set LC2LC



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# *What's LC-LC Partners hip?*

- ❑ Long-term Agreement co-delivered by LCs
- ❑ Measurable-goals
- ❑ For mutual benefits



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## *Why LC-LC Partners hip?*

- ❑ To deliver more and better powerful exchange experience
- ❑ To make the whole process faster and easier



# ***Timeline of building LC2LC partnerships:***

- 1. Preparation for LC2LC partnerships
- 2. Meeting with LC2LC partner
- 3. Communication after the meeting
- 4. Co-delivery (alignment of LEAD, OPS, IPS, servicing during the internship from both sides)



# ***1. Preparation for LC2LC partnerships***

- What kind of EPs are you able to raise? (EP profile)
- Where do I find such TNs/ Projects?
- How is the visa situation?
- Find the LCs with the same scale of operations (check analytics in EXPA in order to choose your LC partner based on the same level of operations)
- Are they able to provide good JD/accommodation and other logistics?
- Know clear about your LC goals for each program
- Check LCs the NPS and visa requirement before approach LCs



## ***2. Meeting with LC2LC partner***

- Ask and know more about the specifics: Timeline, Internship Details (JD, Salary, accommodations...), Quality delivery, Visa requirements
- Set the goals, communication rules (fb group, email, podio, frequency, updates...), and other details about the partnership.



### ***3. Communication after the meeting***

- Final responsible person allocated to each partnership
- Ensure the HR to support operations and understand the purpose of \* cooperation
- Follow the communication rules and communicate with partnership
- Engagement of the department in LC2LC (Skype meetings, e-mail, whatsapp group and so on)



# ***4. Co-delivery (alignment of LEAD, OPS, IPS, servicing during the internship from both sides***

- Will be added soon 😊