

## AISB Alumni Association

**Executive Committee Meeting - 27.11.2016 (15:00-17:00)**

### Minutes

October has seen us sent the WORLD Magazine to several American Corners around Romania. Alex Cristescu managed to have a meeting with Mr. Eduardo Yrezábal UNHCR Representative in Romania who was impressed with our work and proposed to give copies to the other UN diplomats while also offering us a cover story interview for our next edition.

However, due to higher global usage of mobile devices the issuu.com format of the WORLD Magazine is not easily read by our target audience. Hence our readership results are suffering because of this and are in high contrast with the fantastic results of our marketing campaign. It is for this reason that we halted advertising our issuu.com format WORLD Magazine and dedicated our budget to widen our audience on our social media as this was a far more responsible allocation of our resources. In the period of two weeks (11.11.2016-26.11.2016) we have seen an increase of 41% in our audience.

1. **SCHOOL EVENTS 2017:** University applications 28<sup>th</sup> January 2017, Career Speed Networking 11<sup>th</sup> February 2017, Letting GO 15<sup>th</sup> March 2017, Senior Brunch Graduation team to tell us when the date is.
2. **Internship Program:** Paty to talk to Margritta as for the moment we do not know how this program will be run.
3. **WORLD Magazine 2017:** Mr. Eduardo Yrezábal (Cover Story - Alex Cristescu, Refugees and International Diplomacy), Talk to Bouri Family (Real Estate Career - Alex Cristescu), Ana Teodorescu (interviewed by Alex Calcan UK&RO differences), Natalia Notarianni (Patricia Khalil), Paty to find other persons, Michelle Ciubuc, Ana Teodorescu and Dorothea Achim to think about people to interview.
4. **Make WORLD Magazine a blog format as well:** Alex Calcan to make an account for Patricia Khalil so that the alumni.aisb.ro website can be transferred to AISB servers and a blog for the interviews of the WORLD Magazine may be created, as people will more likely read this type of format on their mobile devices.
5. **Trello:** To better communicate and organize the tasks of all executives we have created a Trello account for the Alumni Association: <https://trello.com/aisbalumniassociation> All executives must sign up on this platform.
6. **Have e-mail for Ana Teodorescu:** [alumniacomm@aisb.ro](mailto:alumniacomm@aisb.ro) or something along those lines.

Alumni Present: Alex Cristescu, Patricia Khalil, Alex Calcan, Michelle Ciubuc, Ana Teodorescu