

# AIESEC in Delhi University

Presents



## HR Challenges in a Global Workplace



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## About AIESEC

AIESEC is a global, non-political, independent, not-for-profit organization run by students and recent graduates of institutions of higher education. Its members are interested in world issues, leadership and management.

AIESEC does not discriminate on the basis of race, color, gender, sexual orientation, creed, religion, national, ethnic or social origin.

### 1. What We Envision

Peace & fulfillment of Humankind's Potential

### 2. The Way We Do It

AIESEC provides its members with an **integrated development experience** comprised of **leadership opportunities, international internships** and participation in a **global learning environment**

#### Global Network:

- 107 Countries
- 1700 Universities
- 4,000 Partner organizations
- 10,000 Leadership opportunities
- 10,000 Internship experiences
- 60,000 Members
- 800,000 Alumni network

### 3. Our Impact

Our international platform **enables** young people to explore and develop their leadership potential for them to have a **positive impact** in society.

### 4. Our Values

- Activating Leadership
- Enjoying Participation
- Striving for Excellence
- Demonstrating Integrity
- Living Diversity
- Acting Sustainably

#### National Network:

- 25 local offices
- 22 cities
- 200 college presence
- 800 Partner organizations
- 3000 Internship experiences
- 3500 Members



## **AIESEC HR Summit 2011**

AIESEC HR Summit is a day's conclave designed to discuss global HR challenges and strategies for effective international human resource management.

### **Theme: HR Challenges in a Global Workplace**

As the advent of globalization creates a state of 'boundarylessness', several organizations have realized the need to tap new markets. This has fuelled the appetite of several single-country organizations to go global.

With such grandiose plans of global expansion comes a new set of challenges –working in cross-cultural environments, different laws/legal frameworks, etc. This is where International HRM comes in. This event will look into HRM in a broader, comparative and international perspective to deal with complex issues arising out of globalization and increasing diversity of workforce.

### **HR Summit Objectives:**

- To understand the changing role of International Human Resource Management
- To enable HR Professionals to contribute in exploring, innovating and finding solutions to the key challenges faced
- To provide a platform for HR executives and management professionals from different sectors to interact and share ideas regarding evolving HR functions across the economy
- To provide a forum for potential cross sector partnerships and networking

**Key note Speaker:** Ram Sarvepalli, Partner, Advisory Services, Ernst & Young

### **International Human Resource**

1. Need for internationalism
2. Understanding the benefits of global talent
3. Talent Management
4. Culture and diversity
5. Integration and adaptation
6. Best case practices

### **Unraveling Gen Y**

1. Defining Gen Y
2. Attraction
3. Managing Total Rewards
4. Retaining and Engaging Gen Y

**Date:** 3<sup>rd</sup> November 201

**Venue:** The Grand Hotel, Vasant Kunj, New Delhi

**Number of Attendees:** 250 +

**Profile of attendees:**

- CEOs, Directors/Senior Vice President of top business houses
- HR Professionals
- AIESEC India Board of Advisors
- AIESEC in Delhi University Board of Advisors
- Youth leaders

**Partnership Avenues:**

- Premium branding opportunities
- Exclusive presentation opportunity
- Sponsoring the networking lunch
- Logistical support
- Media space & branding
- AIESEC in Delhi University Website

**Advantage to Corporate Partners:**

- **Collaborate** with prospects and clients in a positive learning environment
- **Build successful business relationships** by collaborating with your key prospects and clients
- **Network and Connect** with top senior executives and raise your corporate profile
- **Access the best and brightest** thinkers in your industry
- **Demonstrate leadership** by being a part of the latest discussions in Global HR Management and gain insight into future trends
- **Target your best prospects** in a positive, collaborative environment where they're open to new ideas
- **Showcase new products, services:** With such high profile delegates and media, your company's new service or product will generate interest and potential clients
- **Youth Initiative:** By supporting AIESEC, the world's largest student run organization, corporate partners will create goodwill amongst the student sector as employers who support youth initiatives

## PARTNERSHIP PACKAGES OFFERED

- 1. Title Sponsor : Rs 7,00,000**
- 2. Platinum Sponsor: Rs 5,00,000**
- 3. Gold Sponsor: Rs. 3,00,000**
- 4. Silver Sponsor: Rs. 2,00,000**
- 5. Partner: Rs. 1, 00,000**

| Deliverables/<br>partnership benefits:           | Key Benefits:   | Title*:       | Platinum:        | Gold:        | Silver:        | Partner: |
|--|---|---------------|------------------|--------------|----------------|----------|
| <b>Pre-event:</b>                                |   |               |                  |              |                |          |
| Complimentary delegate passes:                   | Opportunity for HR/Management officials to network at the event   | 6             | 4                | 2            | 1              | -        |
| Media promotion:                                 | Promotion over visual, print and social media; Logo space in AIESEC DU's bi-monthly newsletter for all stakeholders; Company literature and logo space on the AIESEC DU website | Yes           | Yes              | Yes          | Yes            | Yes      |
| <b>During the Event</b>                          |   |               |                  |              |                |          |
| Company presentation:                            | Opportunity to interact with 250 high profile delegates from over 150 companies across various sectors  | 15 minutes    | 10 minutes       | -            | -              | -        |
| Name and company logo on the HR summit backdrop: | Close range visibility for enhanced brand promotion and logo visibility   | Title sponsor | Platinum sponsor | Gold sponsor | Silver sponsor | Partner  |
| Company Stall                                    | Opportunity to marketing a company's products or services among the delegates on arrival and during networking breaks   | Yes           | Yes              | Yes          | -              | -        |
| Company literature in the delegate kit:          | Promotion of the organisation and its products or services  | Yes           | Yes              | Yes          | Yes            | Yes      |
| Company profile on the event guide:              | Promotion of the organisation and its products or services  | 100 words     | 100 words        | 50 words     | -              | -        |

|                                    |  |          |          |          |          |          |
|------------------------------------|--|----------|----------|----------|----------|----------|
| Additional standees at the venue:  | Added brand visibility                               | 4        | 2        | 2        | 1        | -        |
| Press Conference                   | Company representative at pre event press conference | Yes      | Yes      |          |          |          |
| <b>Post-event:</b>                 |  |          |          |          |          |          |
| Photo's/Video's of the conference: | Indicative of the sponsors association to the event  | Yes      | Yes      | Yes      | Yes      | Yes      |
| Delegate database:                 | Opportunity to follow up after the event             | Yes      | Yes      | Yes      | -        | -        |
| Sponsorship amount:                | INR  | 7,00,000 | 5,00,000 | 3,00,000 | 2,00,000 | 1,00,000 |

\*The title sponsor will be the exclusive sponsor for the entire event

### Customized Deliverables:

| Event/Channel/activity:                          | Key Benefits:   | Sponsorship Investment: |
|--|---|-------------------------|
| Promotional Stall                                | Opportunity for marketing company products or service among the delegates on arrival and during networking breaks/forums  | Rs 1,00,000             |
| Participation in the auction                     | A forum of over 250 delegates provides the company with an opportunity to conduct an auction for its products (the company decides the reserve price) for promotion and revenue generation  | Rs 1,00,000 per company |
| Workshop with AIESEC members (Pre or Post Event) | Get fresh ideas and insights from students from the best colleges in Delhi university (SRCC, LSR, Hans raj, Miranda etc) and international interns for your Marketing, CSR Strategy, etc ; Opportunity to showcase yourself as an employer of choice to the membership base of AIESEC and identify and recruit the best talent for your company | Rs 50,000               |
| Lanyard Sponsorship                              | Added corporate visibility  | Rs 30,000               |

### Media Plan:

| Print Media         | Broadcast Media   |
|---------------------|-------------------|
| • Times of India    | • Times Now       |
| • Economic Times    | • NDTV            |
| • Financial Express | • News X          |
| • Indian Express    | • Headlines Today |

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