



REPORT
DAY2 :JUNE 5, 2021

VIRTUAL
PA
PROGRAM

PRESIDENT
SHARING
MEETING

BCIO
BRIDGE CLUB INTERNATIONAL ORGANIZATION



Introduction

On 5th of June 2021, a combined online program was held for both Virtual PA Program 2021 (Day 2) and the President's Sharing Meeting. The goal of the program was to bring BRIDGE CLUB's Presidents and Peace Ambassadors together to learn and work together and also to represent and share what their BRIDGE CLUBs have been planning, especially for the Smile Support Project and improving their members' engagements.

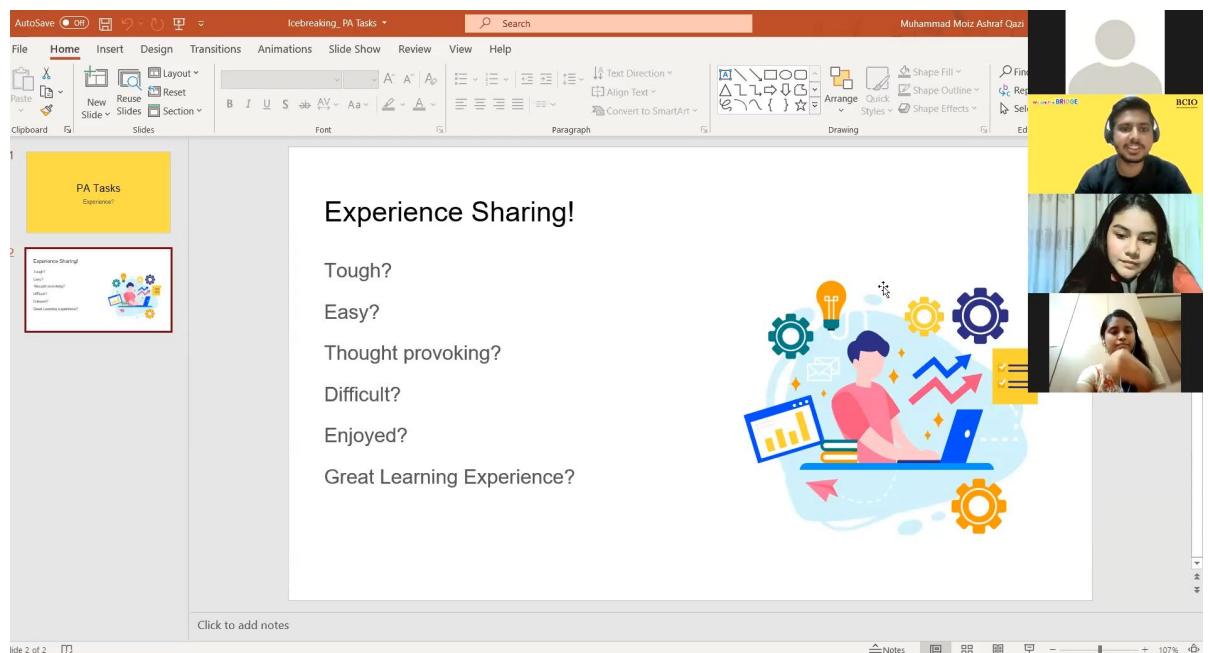
A total of 43 participants including BRIDGE CLUB Presidents, representatives and Peace Ambassadors along with BC Work Group Coordinators and BCIO & APCC representatives joined the program.

The program was hosted by Ms. Garima Khakurel and commenced formally with a welcome speech by Mr. Ameya Chandak. In the welcome speech, he also shared what we did on Day 1 of the virtual PA program and where we left off. Then he briefed about what the participants would be doing on that day i.e Day 2 of virtual PA program and presidents' sharing meeting.

The sessions listed below are the sessions that followed the welcome speech on the program:

1. Ice Breaking Session

For the participants to get to interact and share their experiences, a short ice breaking session was conducted. In the session, some PAs and BRIDGE CLUB Presidents shared their experience and learnings from the PA Task from Day 1. The PAs shared that the PA tasks helped them get to know their own BRIDGE CLUBs even better and was enjoyable and a good learning experience.



The screenshot shows a Microsoft PowerPoint presentation titled "Icebreaking_PA Tasks" by Muhammad Moiz Ashraf Qazi. The slide content is as follows:

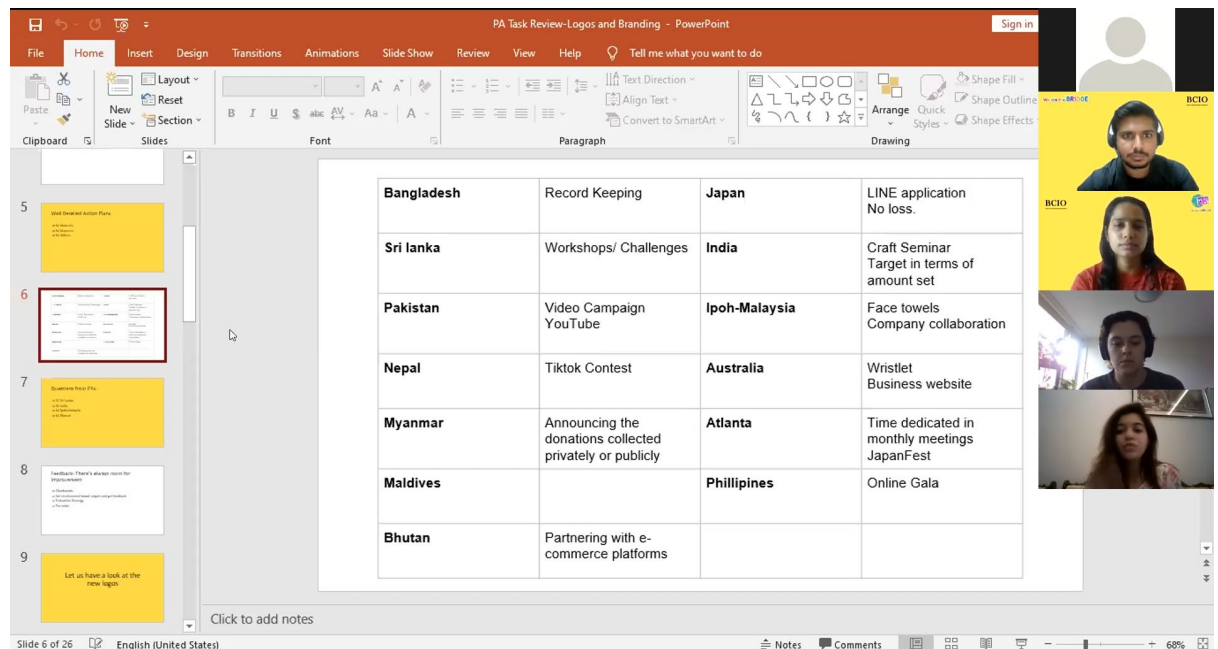
- Slide 1: PA Tasks Experience?
- Slide 2: Experience Sharing!
 - Tough?
 - Easy?
 - Thought provoking?
 - Difficult?
 - Enjoyed?
 - Great Learning Experience?

The slide features a graphic of a person working on a laptop with various icons like a lightbulb, gears, and a bar chart. A video call overlay is visible on the right side of the slide, showing three participants.

2. PA Task Review

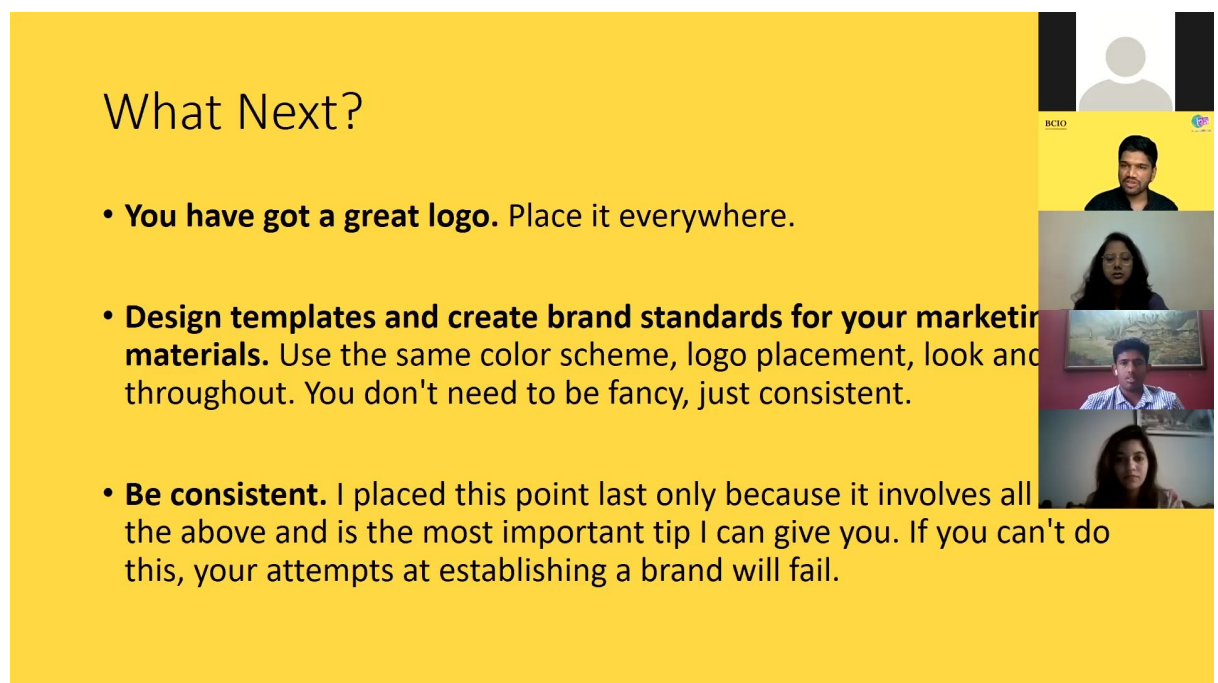
The session on PA Task Review was facilitated by Ms. Fatima Chaudhary and Mr. Ameya Chandak. It was focused on the action plan and branding aspects of the PA Tasks. The Head Office Members shared that the PA Tasks submitted by the PAs were impressive and well detailed.

Each BRIDGE CLUB had come up with unique ideas to support the Smile Support Project that were very interesting. Some of the BRIDGE CLUBs had already started the implementation of their action plans, and they shared their updates about it. The PAs that shared their updates about their action plans were from Sri Lanka, India, Ipoh and Bhutan.



The screenshot shows a PowerPoint slide titled "PA Task Review-Logos and Branding". The slide contains a table with the following data:

Bangladesh	Record Keeping	Japan	LINE application No loss.
Sri Lanka	Workshops/ Challenges	India	Craft Seminar Target in terms of amount set
Pakistan	Video Campaign YouTube	Ipoh-Malaysia	Face towels Company collaboration
Nepal	Tiktok Contest	Australia	Wristlet Business website
Myanmar	Announcing the donations collected privately or publicly	Atlanta	Time dedicated in monthly meetings JapanFest
Maldives		Phillipines	Online Gala
Bhutan	Partnering with e-commerce platforms		



The screenshot shows a PowerPoint slide titled "What Next?" with the following bullet points:

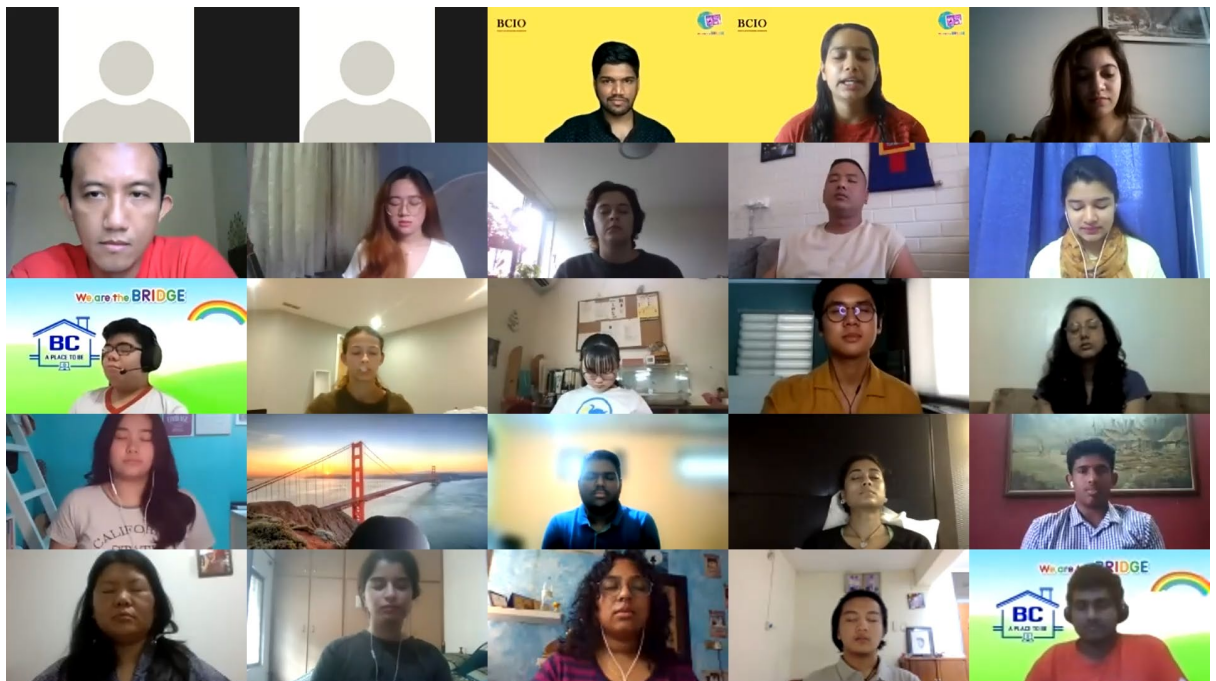
- **You have got a great logo.** Place it everywhere.
- **Design templates and create brand standards for your marketing materials.** Use the same color scheme, logo placement, look and throughout. You don't need to be fancy, just consistent.
- **Be consistent.** I placed this point last only because it involves all the above and is the most important tip I can give you. If you can't do this, your attempts at establishing a brand will fail.

As a part of PA Tasks the PAs had submitted the logos of their BRIDGE CLUBs along with their meaning behind it. BRIDGE CLUBs of Bhutan and India also came up with new logos for the task and PAs from the respective BRIDGE CLUBs shared the meaning behind the logo in detail. It was a beautiful moment to have a look at BRIDGE CLUB logos from different parts of the world and understand what it represented.

The participants also got some general feedback and areas to improve in their tasks along with how they could move forward with improving the branding of their BRIDGE CLUBs.

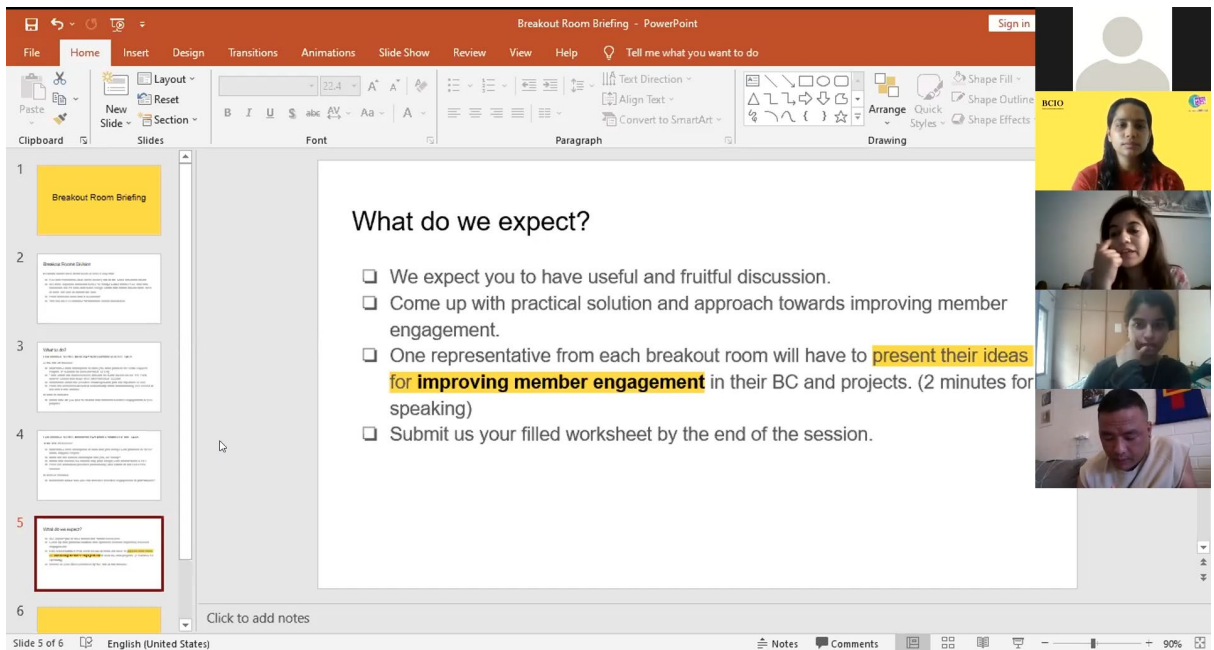
3. Breathing Activity

There was a quick activity for the participants to do some breathing exercise together such that they would get a little break from looking at their screens and would feel refreshed to continue with the remaining sessions.



4. Breakout Room Briefing

To ensure the interaction between the participants and to provide them the opportunity to work and brainstorm together, they were divided into 4 different Zoom breakout rooms. Before sending the participants into the breakout rooms, they were briefed about what they were supposed to discuss and come up with in those breakout rooms.



5. Breakout Room Sessions

A 40 minute breakout room session was started and the participants got a chance to interact in smaller groups. The discussions were focused on the review and sharing of the participants' action plans for the Smile Support Project on the first half of the session. During this part, they also filled worksheets while brainstorming about how they could make their action plans better and what they could learn from Action Plans of other BRIDGE CLUBs. At the same time, the presidents of BRIDGE CLUBs who did not have PAs for 2021 shared what they were doing for the Smile Support Project and also some of the challenges that caused them to not have PAs for the year.

The second half of the breakout room discussion focused on how each BRIDGE CLUB could improve their members' engagement in their programs and activities. The participants came up with creative ideas to make the members' engagement better. Each group from the four breakout rooms shared the ideas that they came up with after the session ended.

The ideas that each group representative shared are as follows:

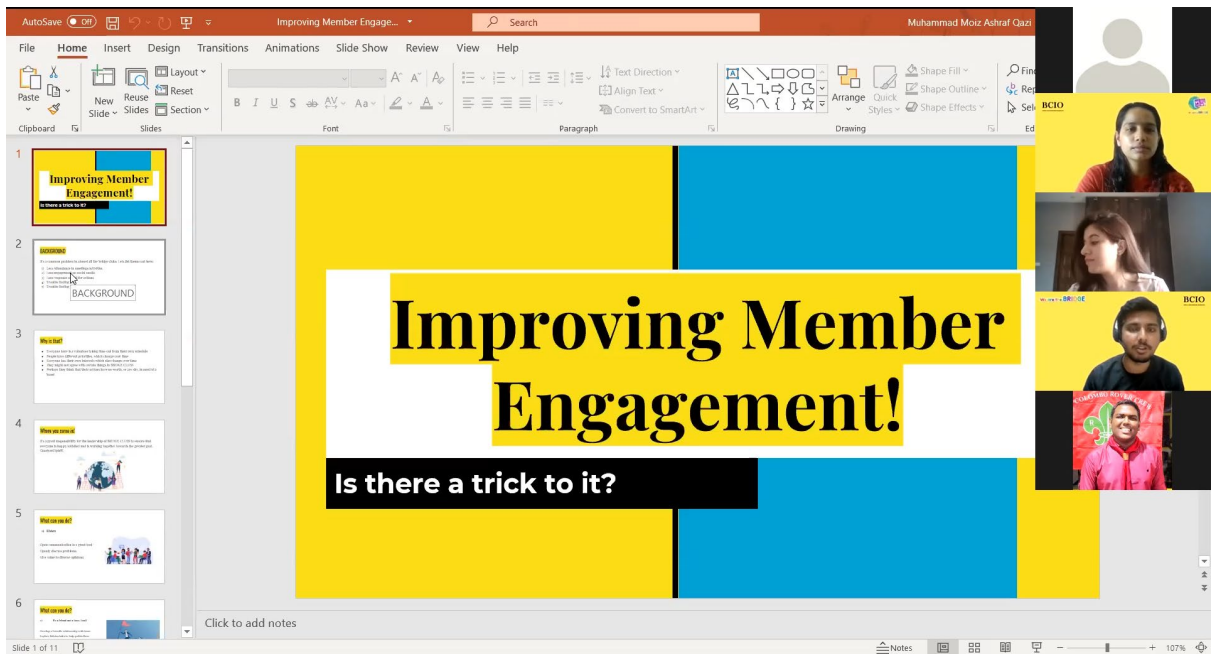
A. Group 1 [represented by Nishant (PA, India)]

- Use social media and a primary source of communication based on which platform that the members are most active on.
- Create platforms and opportunities for the former APCC participants to share the connection they have with their host families in Japan.
- Create campaigns for former APCC participants to share their APCC memories on social media.
- Organize online events keeping in mind about the current pandemic.
- Use Google forms to keep track of the latest contact information of APCC participants from different years.
- Encourage BRIDGE CLUB members to reach out to JAs from the same batch they were in to connect them to BRIDGE CLUBs.

- B. Group 2 [represented by Faathin (PA, Maldives)]
- Create platforms and opportunities to keep the old members active and connected.
 - Utilize social media groups to stay connected with all the members.
 - Encourage people who take part in the Smile Support Project or buy the Smile Support Merchandize to share it on social media.
 - Create stories to go with projects and activities for the audience and members to be more connected to it.
 - Provide BRIDGE CLUBs and their members incentives to be a part of or support different projects.
- C. Group 3 [represented by Nilukshan (PA, Sri Lanka)]
- Create campaigns to share moments in Japan that build the connection among the members as the APCC alumni.
 - Issue newsletter frequently so that even inactive members can stay informed about the activities going on in their BRIDGE CLUBs.
 - Welcome ideas from all the members and supporters so that they feel the ownership of the projects and activities being carried out.
 - Have incentives for members to encourage them to be more active.
- D. Group 4 [represented by Martha (BC Representative, PNG)]
- Have a clear vision and goals for the BRIDGE CLUB and communicate about it with the members so that they find new motivations to be more active on the BRIDGE CLUB.
 - Present past activities and achievements of the BRIDGE CLUB to the newer members so that they see and understand their potential.
 - Focus on organizing easier and simpler activities so that we can get more members to participate.

6. Session on Improving Member Engagement

After the participants shared the ideas they came up with, there was short session on improving members engagement facilitated by Mr. Muhammad Moiz Ashraf Qazi. He built up on the points shared earlier and added the points that must be taken care of while working on improving members' engagement. Some freehand tips were also shared towards the end of the session. It was an insightful presentation with a lot of ideas and examples to go with it. Some of the PAs also shared how they found the session to be very useful at the end.



7. Bridge Virtual Summer Camp Briefing

Ms. Karuna Shrestha, representing APCC, shared a brief overview of Bridge Virtual Summer Camp which is scheduled to happen in the months of August, September and October or 2021. She shared how the program was designed with the goal for Junior Ambassadors from around the world to make friends with each other. The participants were explained in brief about what role each of the Peace Ambassadors, Head Office Members and BRIDGE CLUB Presidents had in the program.



8. Conclusion and What Next?

After almost two and half hours of the online program, it was wrapped up by sharing the conclusions from the camp and upcoming tasks for the PAs. The date for Virtual PA Program Day 3 was also announced to happen on **7th August 2021**.