

# BCIO

BRIDGE CLUB INTERNATIONAL ORGANIZATION

# We are the BRIDGE

## BRIDGE Summer Camp 2019

### 2019 PA Program Report

July 14- 25, 2019



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## Message from BCIO General Manager



This year marked the first year implementation of the “New APCC Concept”. The name Invitation Project was changed to BRIDGE Summer Camp, where all JAs, PAs, Chaperones, stayed in the Global Arena with 200 Fukuoka Kids and Volunteers for the last 3 days of their stay in Fukuoka. An implication of the new concept was shorter home stay. However, it offered more opportunities for interaction and exchange among those participants.

Further implication, PAs and Chaperones were required to play as role models and to show their leadership to the kids. It was undoubtedly exhausting, but I am very proud to those PAs and Chaperones who worked hard to make the camp successful.

My special appreciation for PAs this year, is expressed for their enthusiasm, solid teamwork, and maturity behavior, despite of being youngest batch of age average. I am confident of seeing bright future of BC growth on their hands.

And of course, my highest appreciation is addressed to the directors, staffs, and volunteers who had worked even harder for months, to make the event memorable to keep in our heart.

We are the BRIDGE!

Arief Adinoto  
BCIO General Manager

## Message from BCIO Assistant Managers



In my ten years at APCC I have never seen a PA group so cohesive. The fact that everyone got together so well and so quickly meant that everyone's input to the sessions was fantastic.

This year we focused on communication and promotion and every BC involved now has an active and up to date social media and BCIO website presence.

I look forward to seeing this years PAs move into leadership positions in their BCs and to see them help to promote peace and coexistence.

Erin Maitland  
BCIO Assistant Manager



## 31<sup>st</sup> APCC is NEW INNING



Last year, celebrated the 30<sup>th</sup> Anniversary of APCC, this year was the new inning, as we implemented "New APCC Concept." This year I was unable to attend but was watching you all from Europe while attending my host sister's wedding. Highly appreciate the efforts put in by Arief, Erin, Tina and BCIO office team members to make PA Camp a success.

My Facebook was flooded with PA camp's photographs and I was delighted to see happy faces of the PAs. I am sure they enjoyed the talks, sessions and networking in the PA camp. The new element included in BRIDGE Kids Summer Camp of cultural exchange where all JAs, PAs, Chaperones, stayed in the Global Arena with 130 + Fukuoka children. This must be so much fun, and memorable event.

I have been listening that this year's PAs are very proactive and taking efforts to make the BCIO grown stronger and better.

I hope this same energy level continues until next APCC and passed on to the future PAs. The PAs will enjoy and finish the Tasks Assigned, Common Activity, etc to gain more Omoiari Points on Door+.

Nidhi Parekh  
Assistant Manager

## Message from BCIO Head Office Members



Every APCC feels like a dream that I never want to end, and this time even more so.

This year, with the new concept of Next APCC, the PA Camp Program underwent some changes and has become more intense and challenging than ever. With the rise of social media and technology, our focus has switched to preparing our PAs for more engagement with the society and public relations. Our PAs this year sat through multiple sessions and worked hard on many different tasks, and we are looking forward to their input in promoting your local BRIDGE Club. PAs also took up the new challenge of helping out with the new BRIDGE Kids Camp, making this year's program one of the busiest yet fulfilling programs ever.

From being a JA, PA, WG Coordinator to a Head Office Member, every APCC so far has been amazing. Like my previous APCC experiences, this year I met a group of people that I have come to know and love. I am overwhelmed by the love and support given to each other by our PAs, and I am glad that I cannot thank APCC, BCIO management team and the volunteers enough for this opportunity and the support they have given me; through leading sessions and exchanging ideas with people from all over the world, I have learnt so much from these valuable experiences. I would also like to express gratitude to our PAs this year for their active participation and I am glad that you all enjoyed the program as much as I did. It was a pleasure meeting and creating such strong bonds between our PA family this year.

This is just the beginning of your APCC journey and I promise that we will all meet again one day. We are the BRIDGE!

Wong Tin NamTina  
Public Relation Incharge



I find myself very lucky to be a part of 31<sup>st</sup> APCC as BCIO Head Office member. I have been working sincerely and strenuously towards this goal and very glad to have achieved the "HO member" position this time.

I was in-charge of Common Activity but unfortunately I couldn't join the event due to my health condition. However, I was involved in preparatory phase prior to the event and was finally able to know how big role the APCC plays. Though I couldn't present my presentation on Common Activity by my own, but I am so grateful to Arief for doing my job on my behalf in the PA camp. Though I wasn't there I was very happy to know that all the PA's of this year were very active and I am really proud of you all. This year Common Activity chosen by you all is excellent and we all will work together to make it a 100% success.

Once again **Thank You** all for making this 31<sup>st</sup> APCC a great success.

Nafisha Rijal  
Common Activity Incharge

## 2019 Peace Ambassadors

Country	Name	Sex	JA year
Atlanta	Samuel L Katz	M	2012
Australia	Stephanie Clare-Cover	F	2008
Bangladesh	Arpon Somaddar	M	2011
Bhutan	Sangay Bidha	F	1997
Cambodia	Chea Lyming	M	2013
Cook	Matauri Miria	F	2014
Hawaii	Kristen Mikiko Izuo	F	2010
Hong Kong	Chung Hin Lo	M	2014
India	Ameya Rajesh Chandak	M	2007
Indonesia	Murzal Arsyia Pandji	M	1989
Ipoh	Siti Nur Syazwani Adam	F	2013
Japan	Mai Nagano	F	2014
Japan	Koki Hatakeyama	M	2010
Korea	Minjae Kwon	M	2010
Laos	Phiengfa Praseuth	F	2013
Maldives	Aishath Nafha Abdulla	F	2013
Nepal	Priyanka Dhungana	F	2010
Pakistan	Muhammad Suleiman Afzal	M	2012
Papua New Guinea	Lynneth Maluk Kere	F	2013
Philippines	Julian Garcia	M	2014
Russia	Daria Voloshenko	F	2013
Sri Lanka	Jinushki Chalindi Saluwadana	F	2008
Taiwan	Cheng Yen Wei	F	2005
Thailand	Vichyawat Nakarugsa	M	2011
Viet Nam	Tuan Nhat Nguyen	M	2011

## 2019 BCIO Head Office Member

Country	Name	Sex	JA year
Hong Kong	Wong Tin Nam Tina	F	2007
Nepal	Nafisha Rijal	F	2005

## BCIO Management Team Members

Country	Name	Sex	Position
Indonesia	Arief Adinoto	M	BCIO General Manager
Australia	Erin Maitland	F	BCIO Assistant Manager
India	Nidhi Parekh	F	BCIO Assistant Manager
Nepal	Karuna Shrestha	F	BCIO Secretary/APCC Coordinator
Japan	Satoko Ohkuma	F	APCC Coordinator

## BCIO Board of Directors

Country	Name	Sex	Position
Japan	Hirokazu Suematsu	M	BCIO Chairperson/ APCC Senior Executive Director
Japan	Hitoshi Iwamoto	M	BCIO Senior Advisor
Japan	Shigeyasu Masuda	M	BCIO Senior Advisor
Japan	Kanae Kimoto	F	APCC Managing Director/APCC Secretary General

## BRIDGE Summer Camp Schedule

July, 2019	Day	JA & Chaperon	Peace Ambassadors
14	Sun	Arrival → <b>Orientation</b> at Marine House	
15	Mon		
16	Tue	<b>Orientation</b> at Marine House	<b>PA Camp</b> at Global Arena
17	Wed	<b>One day School Visit, etc.</b> → (pm) Meet Host Families	
18	Thu	<b>Homestay / Attend school</b>	
19	Fri	<b>Homestay / Attend school</b>	
20	Sat	<b>Homestay / Performance Event</b>	
21	Sun	<b>Homestay</b>	
22	Mon	<b>BRIDGE KIDS Exchange</b> at Global Arena	
23	Tue		
24	Wed	Departure	
25	Thu	Departure	

## 2019 Peace Ambassador Program Schedule

Day	Time	Program	Venue
7/14, Sun		Arrival Orientation Camp	Marine house
7/15, Mon	20:30-21:45	Arrival Orientation Camp Getting to know you game Social Media post on Arrivals	Marine house Orientation hall
7/16, Tue	09:00	Breakfast@ Marine house Leave for Global Arena	

### PA Camp

Day	Time	Program	Venue
7/16, Tue	10:00	Arrive at Global Arena	Global arena
	10:30-11:30	Orientation session	Medium board room
	12:00- 12:45	Lunch	No side
	12:45-13:30	Free time	
	13:30- 15:00	New APCC structure & Doors+ BCIO structure, policies and BC development Who's Who in the APCC Zoo	Medium board room
	15:00- 15:30	Break time	
	15:30- 17:30	Social Media Post How to update the BCIO Website	Medium board room
	17:30- 18:00	Break time	
	18:00- 18:45	Dinner	No side
	18:45- 19:30	Free time	
	19:30- 21:00	Race around the Arena : Networking Game to develop close relationships	Medium board room
21:00 ~	Free time		
7/17, Wed	8:00- 8:45	Breakfast	No side
	9:00- 11:30	Common Activity	Medium board room
	11:30-12:00	Free time	
	12:00- 12:45	Lunch	No side
	13:00- 15:00	Rehearsal of BRIDGE Kids exchange camp & Performance event	Medium board room
	15:00-16:00	Break time	
	16:00- 18:00	PR Pitching with Photos and Stories	Medium board room
	18:00- 18:45	Dinner	No side
	19:00- 21:00	Media Activity ①	Medium board room
	21:00 ~	Free time	
	8:00- 8:45	Breakfast	No side



7/18, Thurs	9:00- 10:45	Media Activity ②	Medium board room
	11:00- 11:45	Sharing information on BC Professional Network Conference	Medium board room
	12:00- 12:45	Lunch	No side
	13:00- 14:45	Action Plans – Create and Develop Action Plans for next year	Medium board room
	15:00	Bus to Tenjin	
	16:00	Arrive @ FGN, Tenjin	
	16:30- 18:00	Interaction program with Startup Fukuoka	FGN, event space 2F
	18:30- 20:30	Dinner exchange program	Habit (café galleria)
	20:30	Leave for GA	
	21:30	Arrive @GA	
	21:30 ~	Free time	
7/19, Fri	8:00- 8:45	Breakfast	No side
	9:00- 10:30	Room clean, Check out Bring luggage to luggage room at club house	
	10:45- 11:45	CA Announcement and Q&A	Medium board room
	12:00- 12:45	Lunch	No side
	13:30- 15:00	Sharing information on BRIDGE Kids Exchange Camp PA Program summary	Medium board room
	16:00	Leave Global arena for Host family meeting	

7/19, Fri	17:00 17:30	Arrive @ AIREF PA-HF meeting Homestay	AIREF
7/20, Sat	13:00~ 17:15-17:30	We are the BRIDGE Festival 2019 PAs performance	<i>Passage hiroba, Tenjin</i>
7/21, Sun		Homestay	
7/22, Mon		BRIDGE Kids exchange camp	Global Arena
7/23, Tue	13:30-14:00	BRIDGE Kids exchange camp PA performance	Global Arena Gym hall
7/24, Wed		Departure	
7/25, Wed		Departure	

## Sessions Report:-

### Orientation Session

Our PA orientation started at the Marine House Camp where we introduced ourselves and learnt each other's names. By doing this at Marine House we could quickly get into our PA programs when we arrived at Global Arena.

On arrival at Global Arena we ran through the camp rules and the camp schedule. We also did the Playdoh man orientation game that demonstrated its better to work as a team than it is to work alone - It builds a stronger playdoh person that way.



### BCIO Organization Structure, Policies, and Future Development

The first session after the PA Camp orientation is "BCIO Organization Structure, Policies, and Future Development". Briefly, the BCIO General Manager told a brief history of BCIO. From the 1st APCC in 1989 until the current structure and policies commenced in the 3rd BC Presidents Meeting in 2018, there have been a lot of changes and improvement to the organization.

The topic then went to the future development of BCIO. Given the data that BCIO has currently more than 10,000 members, and 7,000 of which are professionals (higher education graduates), PAs made a discussion about what development they would go into, if they were a member of BCIO management. The discussion went very well and came up with conclusion to make 3 steps development as follows:

1. Attract the 7,000 professional of BC members to stay connected to BC.
2. Develop the higher education students of BC members to become BC leaders.
3. Develop the younger members to become future leaders of BC.

## Social Media Session

This year we put a strong emphasis on each participating PA to be active on Facebook and Instagram on their home BRIDGE CLUBs pages. In the PA task, completed before the PAs arrival, we insisted that each BC has a Facebook and Instagram account. At camp we shared posts from the APCC facebook group page, we posted updates on our JA's and we let other know what we were doing as PAs. All PAs were proactive and posted throughout their stay in Fukuoka and we know this will continue throughout the year.

Posting on Social Media not only shares our stories with members but others can see what we are doing and be inspired by our actions and even become involved in our activities.



## Race around the arena

Each year we encourage PAs to network within the group and also create strong ties with members of their Work Groups. Race Around The Arena is an Amazing Race style activity that puts PAs in their work groups and sends them on a treasure hunt around Global Arena. As well as working together and creating a strong bond, team members learn about BC activities and problem solve to complete tasks. This session is always a highlight at camp, establishes strong Work Group connections and also raises spirits after a long day of work throughout the day.





## Common Activity Session

For the Common Activity selection, each PA was asked to suggest an idea. The BCIO Management then discussed to select the Common Activity, based on these criteria below:

1. Must align with APCC and BCIO mission
2. Must allow any BC member to participate
3. Encourage group activities
4. Support APCC/BCIO public relations activity
5. Low to no funding requirement
6. Encourage Doors+ utilization

Having various ideas from the PAs, the BCIO Management

chose the idea "Visiting APCC friends and sharing the story on blog" as most suitable to the criteria. PAs then discussed in their Work Group to suggest the title and the logo for the activity. Finally, it was decided, The BCIO Common Activity for 2019-2020 title and tagline is Link by Link, Connections Made by People with OMOIYARI Spirit.

The basic rules are, each BC should post a short story of meeting an APCC friend, either real meeting or virtual, and with a member of other BC or the same BC. They have to send the story with photos attached to BCIO Head Office, and the Head Office will post the story on the designated blog.

Member also has to post a line about their story on the "Life Event" feature of their Doors+ account. Each post will earn a certain OMOIYARI points.



## PR Pitching Session

Public Relations is an important way to let the general public and supporters know about what we do at the APCC and how we are working to promote Peace and Coexistence in our BRIDGE CLUBS. In this session we broke into our work groups and worked on writing a Press Release that was sent to a Journalist who wrote a story that could be sent together to media contacts from around the world. The title of our Press Release was, "11 year old International Citizens take on Peace and Coexistence". Each PAs had researched media contacts from their country to email the Press Release and Story to and on the last day we send this to the media. PAs were also encouraged to follow up their media contacts when they reached home and also to stay in contact for future stories to be shared.



## Media Activity Session

On the night of the second day of the PA camp, we started the first part of the Media session. In this session, PAs were shown presentations made by the presidents at the Presidents' Meeting last year, where they created different Public Relations material through different mediums, such as writing a magazine article or filming a news segment. The objective of this session was to show PAs ways of promoting their BC and APCC, and give them a hands-on experience of how they can easily share stories and news with the media.



PAs were divided into their workgroups and each group came up with either a story or public relations-related media medium to share with others. They were instructed to work on this during the night and to present it to everyone in the morning.

Here is a brief highlight on what our PAs came up with:

Workgroup 1 – A mock magazine article on the BRIDGE Kids Exchange Camp. They included some pictures of JAs and wrote an article on the theme of the kids connecting dreams with each other in the camp.

Workgroup 2 – A mock editorial on APCC. Contents of the video consisted of the APCC background and mission. They also included interviews of JAs, PAs and chaperones of their experience.

Workgroup 3 – Started a hashtag trend of #2019APCC. They created a real-life Instagram frame and asked everyone to take pictures with it. All photos we took were then posted with the hashtag #2019APCC so everyone can easily search for the photos and their friends.



\*We hope to encourage all APCC participants to follow this tag and post with this hashtag as well as this is a really easy way for everyone to connect.

Workgroup 4 – A parody video on Vogue's 73 Questions using celebrity endorsement. The group followed the format of 73 Questions, a Youtube video trend where the team would follow a celebrity around asking them questions about their life. Their parody included following an APCC alumni around while the alumni introduced APCC and the impact it had on her life.



Workgroup 5 – A mock news segment on APCC. The group created a short news segment reporting the APCC event and interviewed participants on their experience.

Workgroup 6 – A mock magazine article about APCC alumni going on a trip together. While the story of the group hiking up Mount Fuji was fictitious, they included a message of anything when done together is possible and promoted the spirit of We are the BRIDGE.

This was a fruitful session and all PAs worked hard to create such amazing and creative pieces of work. We also hope that this session enabled our PAs to see how easy it is to share and promote APCC through media and that they can bring this knowledge back to their local BRIDGE Clubs and use it.

## **BRIDGE CLUB Professional Network Session**

During the PA Camp, Arief Adinoto, the Chairman of BCPN was given a session to present about The BRIDGE CLUB Professionals Network (BCPN). The BCPN, established at the 2nd BRIDGE CLUB Presidents Meeting in 2015, is an affiliation for BCIO members who have graduated from higher education. Its mission is to develop Global BRIDGE Leaders by providing opportunities for personal and career development through multicultural collaboration.



One of the BCPN program is the Work Experience Program, where BCPN members provide opportunities for other BCPN members by hosting them to learn about business process in the company they own or they are working at.

The upcoming event of BCPN is the 1st BCPN Conference which will be held in Jakarta, from the 6th to 9th October 2019. The program for the conference was explained in the session, and many PAs were interested to join. In fact, after the session, there have been some PAs registered and booked the plane ticket to Jakarta, by the time this report is made.

## **Action Plans**

On the morning of the third day of the PA Camp, we had a session on creating an Action Plan for each of their local BRIDGE CLUBs for the PAs. This year, while we had a very detailed Action Plan example provided in the PA Handbook, we encouraged each PA to tailor-make an action plan for their own BRIDGE CLUB to follow. For example, a rather inactive or new BC would focus more on building their BC and connecting members, while a more developed BC would work on having more activities.

Each PA came up with a different plan, but the focus this year was on three things: Common Activity, updating the BCIO website and updating social media. In all of the PAs' actions plans, the above elements were heavily focused on, and will be done frequently throughout the year regardless of the state of their BC. We are looking forward to a fruitful year of having loads of updates and social media posts.



## Interaction Program with Startup Fukuoka

PAs visited the Global Startup Centre to meet with staff of Startup Fukuoka and owners of startup companies in Tenjin. Firstly, they were greeted by Mr Takahashi of Startup Fukuoka, who gave them an introduction of the Global Startup Centre and what their work was, as well as how they helped people start businesses in Fukuoka. Afterwards, Mr Matsuo, CEO of Team AIBOD, a startup company focusing on areas of AI, Big Data and Open Data introduced his company and how his company worked with people all around the world in the aspect of digital transformation. Mr Agustin Petrin from SID•8, a gaming company also gave an introduction of his company and his process of starting up his company in Fukuoka. PAs were greatly intrigued and jumped at the opportunity to ask the guests for advice on starting their own businesses.

After the Interaction Program, PAs then had dinner with staff from the Fukuoka City Hall who worked on exchange programs at a nearby restaurant. PAs sat with the staff and learnt a lot about their work and life in Fukuoka. While the food and company were both equally delightful, the night ended with a special opera performance by birthday girl Stephanie, PA from Australia.



## PA Program Summary

Following the New APCC concept, this year's PA Program was a success with the change in focus on media and public relations. PAs had a lot of hands on experience learning to promote their BRIDGE CLUBs and APCC and learned a lot. In addition, the PAs this year were a very tight-knit bunch who worked very well with each other during the program, and developed many global friendships. We are the BRIDGE!

## PAs Meeting with Host Family

After a busy PA Camp, PAs started their homestay portion of this year's APCC. PAs and their host families arrived at AIREF and PAs were ushered into a room where each host family was announced and paired with their respective PA. This year, almost all PAs were paired with their host family when they were a JA. There were many tearful yet joyful reunions and touching moments.

After reuniting with their host families, Stephanie from Australia gave all short speech thanking all host families on behalf of PAs. While homestay this year was short, all PAs looked forward to having a great time.





## PA Performances

There were two PA performances this year – one at the We are the BRIDGE Festival on 20<sup>th</sup> July and one at Global Arena during the BRIDGE KIDS Exchange on 22<sup>nd</sup> July.

During the We are the BRIDGE Festival, PAs had a short but energetic performance where each PA greeted audience from the stage in their native language in their traditional dress. Head Office Member Tina and one of the PAs from Japan, Mai also gave a short speech in English and Japanese respectively introducing the concept of Peace Ambassadors as well as the PA Program.



During the BRIDGE KIDS Exchange, in response with the theme of Dreams for the camp, PAs performed to a song called “Absolute NINE” from a popular Japanese anime franchise. The lyrics of the song was about never giving up and always working hard to chase your dream. After practicing hard during the PA camp, PAs delivered a dynamic performance and managed to hype up the hall of JAs and Fukuoka kids, encouraging them to join in and dance as well. A BCIO Head office member and one of the PAs from Japan gave a presentation on the PA program and encouraged JAs to become actively involved in their BCs when they get back from the APCC. The PA from Bhutan also shared her experience as a JA and how she followed her dream and achieved it.



