



VIRTUAL PA PROGRAM

REPORT

DAY 1: APRIL 3, 2021

BCIO

BRIDGE CLUB INTERNATIONAL ORGANIZATION

We are the
BRIDGE

INTRODUCTION

The first day of virtual PA Camp was held on 3rd April 2021 via Zoom. It was attended by 19 Peace Ambassadors and their representatives from 16 different countries. Day 1 consisted of sessions on leadership, organizing, and branding. The Peace Ambassadors also got on breakout rooms to discuss the problems their respective BRIDGE CLUBS are facing and potential solutions. There were also fun games in between and an inspiring session where BCIO Assistant Manager, Erin Maitland shared her APCC journey.



The program started with the HOM Moiz Qazi welcoming everyone followed by remarks by the BCIO General Manager Arief Adinoto. He shared his remarks about what PA camp is and how the peace ambassadors can make the most out of it. He also reminded the PAs to not forget to make connections between different learning sessions and doing PA tasks. After welcome remarks, the Head Office Members shared a short introductory video of the Peace Ambassadors 2021 when they shared a little bit about themselves and how they felt about attending the Virtual PA Camp. It is uploaded on YouTube and available here https://youtu.be/cNS_MRmcvRY.

After watching everyone's introductions, a small ice-breaking session was conducted by HOM Fatima Choudhry who also moderated the rest of the sessions for the day. Following are brief descriptions of the sessions that were conducted on Day 1.

WHAT DOES IT MEAN TO BE A PA?

BCIO Assistant Manager, Erin Maitland shared the overview of the Virtual PA Camp and what it would be like for the rest of the day. She also shared a very inspiring video of her APCC journey that showed all the opportunities she grabbed, people she connected with, and memories she made. I was able to show the participants what can be achieved through platforms such as APCC is used the right way.



GO GLOBAL: PART 1- ACT LIKE A LEADER, ORGANIZE LIKE A PRO


HOM Garima Khakurel delivered an interactive session on leadership and organizing focused on how PAs could have a vision and lead a team that is aligned with the same common vision. The session also included ideas on how PAs can make their activities organized with proper planning, a delegation of responsibilities, and implementation.

Think Like a Leader, Organize Like a Pro

- Garima Khakurel

What it means to become a leader

- Having a vision
- Taking Initiatives
- Bringing together a team
- Having great organizational skills



NEVER HAVE I EVER

A quick fun game “Never Have I Ever” was played in between the learning session for PAs to stay active and have fun at the same time. The game had different questions, some of which were also related to the PA’s memories and junior ambassadors.



Got on the Wrong Train Bus



GO GLOBAL: PART 2- BRANDING

After the mind-blowing game that refreshed APCC memories of all the PAs, it was time to move to the 2nd part of Go Global: Branding.

This session was conducted jointly by BCIO HOMs Moiz Qazi and Ameya Chandak. The PAs learned what the meaning of a brand is, and how the logo of the brand is one of the most important things that the audience associates the brand with. They also learned how to measure the Brand value of a BC by metrics such as the number of followers and engagement rate of the audience with the brand.

Brands within APCC



What comes to your mind when you look at these logos?



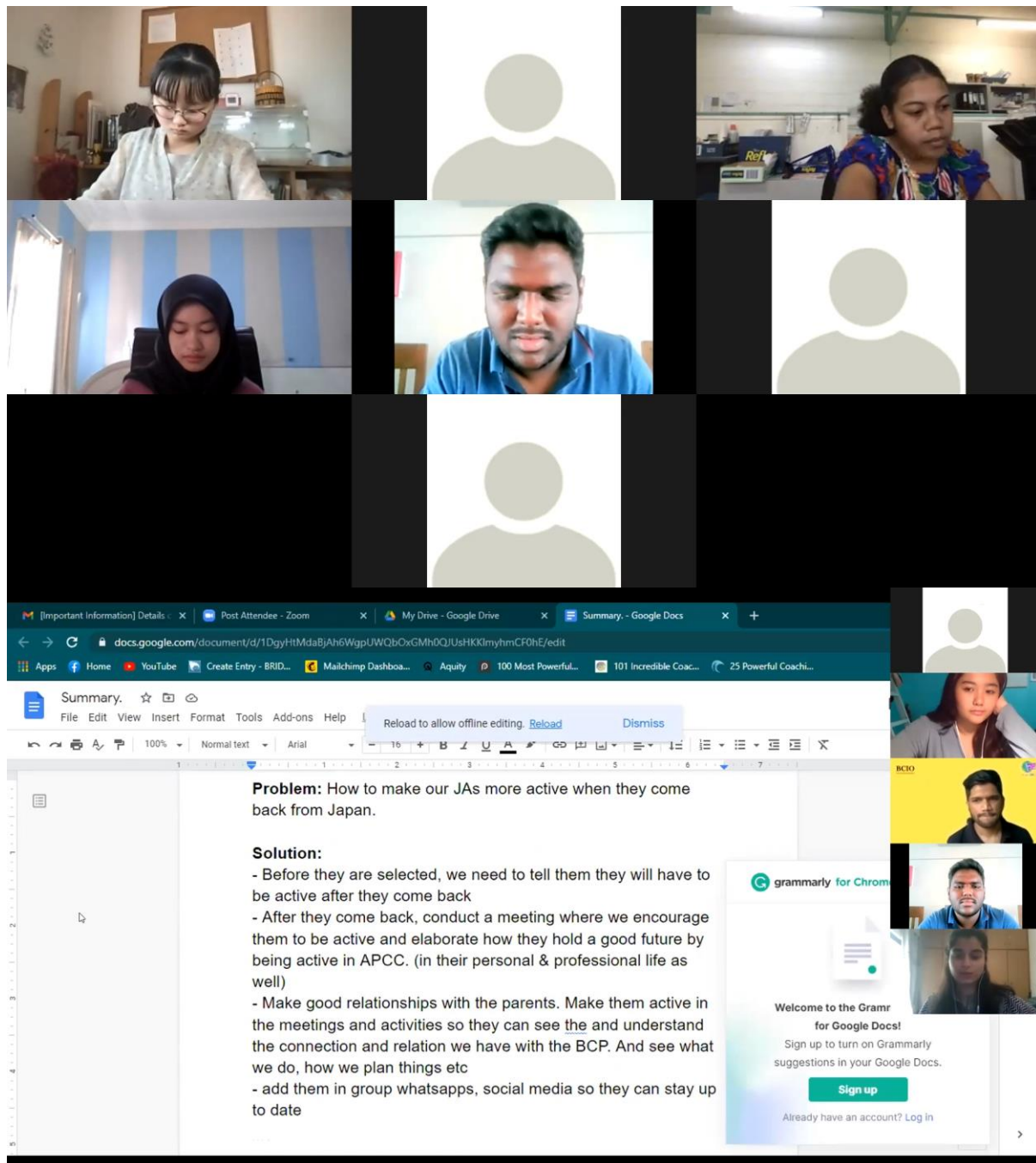
4 Key Steps

1. How you want to be perceived? Brand Identity
2. Organize your BC according to that promise
3. Communicate your promise
4. Be consistent

PA GROUP DISCUSSION

Along with learning and interactions with the whole group, PAs were also divided into breakout rooms with smaller groups where they could interact with each other and share what it's like in their respective BRIDGE CLUBS. HOM Ameya Chandak quickly described what the PAs had to discuss and come up with in the breakout room, and then the breakout room session was started.

The PAs discussed one common problem in their respective BRIDGE CLUBS and brainstormed about how they could solve it. The discussion came up with fruitful ideas and also helped the PAs interact with each other more. Later, they shared the key points they came up with after the breakout room session ended.



PA TASK BRIEFING

After imparting the skills of leadership, teamwork, and branding, it was time for PAs to apply these skills. The PA task given is to:

1. Make an action plan to support the Smile Support Project.
2. Mission Statement with the logo of the local BC along with its meaning.
3. Details of the BCs managing body that will oversee the Smile Support Project.

Action Plan for Smile Support Project

- Action Plan should include:

A plan to raise funds and increase the brand value of your BC.

A list of measurable and specific goals and what you would do to achieve them.

How is the BC going to support/promote the project? Is it going to encourage members to donate individually? Will the BC collect the funds from all members and then donate together?

If all the tasks are completed by each BC, it will have a long-lasting impact on each BC and will ensure the huge success of the Smile Support Project. Each BC will have a unique logo with a mission/vision, that will help them to brand themselves better.

The PA task is to be submitted by 22nd May 2021 and should be sent to headofficemembers2021@gmail.com.



Thanks for reading! See you guys soon.