

Position: President (Kai Feng) and Union Representative (Tiffany Choo)

Ho Kai Feng, the candidate running for 26th Communication and Information Club's President, made his speech.

"Hi guys, I hope that for some of you at least I'm a familiar face but to those who I've not had the pleasure to meet yet, my name is Kai Feng, I'm a Y4 student and running for CI President.

So why should you vote for me and why am I running in the first place? There are 2 parts to this story, for the first part, I have to go all the way to 2015 even before I have matriculated into NTU. Some background to this is that I graduated with a Diploma in Banking and Finance as my last stop in my educational journey and so not many people know this, but when I entered WKW back in 2015, I had a standing offer from a university in the UK to study finance, which given my background is exactly what I wanted to pursue my education in. That offer came with an option to matriculate either the same year or the year after. And so I decided hey, no risk, Let me go to WKW first and see how it is and if I hate it, I will just run away and go to the UK.

And so that was the first part of the story of how I came to WKW and now for the second part. So August 2015 rolled around and I entered WKW with the other offer in the back of my mind. Because of the SAF, I couldn't go for Camp and back then in addition to camp there was this one day orientation programme that was just filled with academic talks and the convocation ceremony. And so I came WKW on that day, terrified of what was to come, having no friends, everyone already being friends with each other and going into an environment where to be very honest, I had heard all of the usual things you hear about weekkids. Good dressers and Pops/cool kids, of which I am neither. And also judgy, pretentious and all the other negative connotations to being a weekid.

When you combine these two stories, it seems like all the circumstances lined up to push me to go to the UK. But evidently, standing here today, I didn't. I fell in love with the school so deeply and so immediately that I started to build my community here in WKW, I didn't even remember to email the UK University to reject their offer.

And so I want to run to give back to this community that is so dear to me. It was the people in this school that made it so special for me. There is something exceptional about every individual here. I really would love the opportunity to continue building the strength of the community in WKW and help everyone have that same experience I had when I was a freshie that made me fall in love with the school.

But beyond building the community and making it more vibrant I want to help facilitate everyone finding their place here in WKW. WKW is only so special because of everyone's contribution to this little part of NTU. I surrounded by such inspiring driven individuals who are multi-talented and I always joke that I feel like the most useless person in the universe when I stand next to my batch mates. But if in WKW I've found a home despite my lack of musical, writing, designing, art, sport, directing, videography, photography abilities, anyone can. And I want to be the person that help everyone find their place in this school I now call home.

I truly believe in the community and exceptionalism of WKW and that it is us that makes WKW a special place and it is us that will have to continue making WKW a special place. Join me in making WKW a home for everyone. Thank you."

Choo Ying Xuan, Tiffany, the candidate running for 26th Communication and Information Club's Union Representative, made her speech.

"Hi everyone, my name is Tiffany and I'm currently a Year 4 specialising in Advertising and PR, and I am running for the role of WKW's Union Representative. Now you must be wondering, what is a Union Representative? Since when was it a part of CI club? Well here's the thing - it's not. To illustrate this, think of how WKW is a part of NTU and just like how we have CI club for WKW, we have an overall student union that represents NTU as a whole. Each faculty (also known as an academic club) is allowed to nominate a Union Representative in addition to its president to represent their school within the NTU Student Union Council. Before moving on, I will share a little more about my experiences and motivation.

Last summer, I took up an internship during my exchange that dealt with global social issues and met with many inspiring youth from around the world and that experience really made me want to come back to Singapore and contribute to my own university where I would be able to reach to a large student population that I could relate to and help empower by contributing my skills as a communications undergraduate. That was where I did my research and found out that each faculty has a union representative. Through past internship opportunities, I've had experiences pertaining to 1) Journalism where I interviewed people and wrote articles regarding social issues, 2) Broadcasting experience when I was assistant producer at a production company, 3) a research assistance for Miguel Bernas, the previous VP of digital marketing at MediaCorp and 4) most recently an advertising and branding internship at Marina Bay Sands. Given these experiences, I believe that I am in a good position to represent the students of various tracks within WKW at the broader school level. So why do I want to run for the union representative of CI Club? I strongly believe that having a union representative is important as an amplifying factor that will allow us to advocate WKW's interests on a larger platform and highlight any challenges that we might face in the future. This is important to let senior management understand our perspectives

on issues that might surface and bring forth relevant solutions. Empowering youth and harnessing the power of communications is something I believe in, hence by being a union representative of WKW, not only will I be able to be the direct channel between students and the senior management of the overall NTU university, but I'll also be able to give additional representation of WKW students when it comes to discussing issues pertaining to all students of the university. Moving forward, my goal is to be the go-to person (alongside the CI president) that WeeKids can trust and confide in when it comes to any campus or academic issues that they may face. Hence, If I am elected as the union representative, I will strive to increase WKW's representation in the council together with our elected president to represent our interests and serve as an amplifying voice for WKW. So empower me so that I can empower you. Vote for me as your first WKW Union Representative since 2014. Thank you."

Lim Shi Ya Olyvia, Honorary General Secretary of the 25th Communication and Information Club, said "The President of the 25th CI Club will start asking questions first, so if any of you on the floor wants to ask questions please raise your hands and introduce your full name and your year."

Andrew John Lim Wee Tong, President of the 25th Communication and Information Club, said, "Hi guys, I'm Andrew from the 25th CI, okay so, the first question would be to Kai Feng. So, what direction do you want to set for your school as the President of the CI Club seeing that how the President is the one that sets the tone for the student life in the school for at least your term?"

Ho Kai Feng, the candidate running for President of the 26th Communication and Information Club, replied saying "I think I want to really focus on building community that matters, like people always talk about community in very vague, abstract terms in that hey, maybe 'community' is about the number of people that attend events or the number of people you see at the benches but I think greater than that, "community" is about true connection with each other and true friendships and true deep friendships, which is what I hope everyone will have. How I will do this? I.. not one hundred percent sure yet, but I will die trying."

Andrew John Lim Wee Tong, President of the 25th Communication and Information Club, said, "Okay, so address to both of you, what are three concerns that you would like to address during your term pertaining to the Wee Kim Wee students?"

Choo Ying Xuan, Tiffany, the candidate running for 26th Communication and Information Club's Union Representative, said, "Okay my role as the Union Representative would be to raise any issues in terms of academic, campus life, to the senior management above, that is outside of Wee Kim Wee. So anything that is related to students in general. For example,

shuttle buses, or any academic things. So if you guys have any feedback on such matters I will be that bridge to that senior management. Things to address for Wee Kim Wee students, I guess that would be one thing? Like any concerns that you have, I will be that bridge. Another thing I've observed that is lacking in Wee Kim Wee is the study areas. In terms of benches it gets to the point where we have to fight our way for benches that kind of thing so this is one of the things that I think would be good for us to improve on. The third thing I guess... I have some friends who complained about fruit flies at the benches? So, maybe that's something we can tackle as well."

Ho Kai Feng, the candidate running for President of the 26th Communication and Information Club, answered "So, three main things I heard over the course of this week that I have been talking to people about, the first is that sometimes the benches is not a conducive place to do work and to have group meetings which I think this is what it's intended for? While we appreciate everyone bringing vibrant life to the benches, there is a time and place for everything. And so, that's one thing that I would want to look at. The second fantastic suggestion is to have a mini pantry for students like with microwaves and things like that. I think that it is a possibility within our grasp and lastly, someone mentioned to me that the lift is very important in Wee Kim Wee because only in Wee Kim Wee do people take lifts up one level and down one level. And so having only one working lift is affecting student life here and so we will see how fast the lift can be done."

Andrew John Lim Wee Tong, President of the 25th Communication and Information Club, said, "Okay, so, for Tiffany, what are your plans to represent the Wee Kim Wee students to the SU council?"

Choo Ying Xuan, Tiffany, the candidate running for 26th Communication and Information Club's Union Representative, replied, "Firstly, I will definitely work very closely with the President to discuss what are the current issues that we face and how we can move in the future. We want our voices to be heard, and there's no point if our voices do not get heard to the relevant people. And that's where I think I come in, in terms of with the senior management of the school and NTU on a broader level. This is when I will talk to the President and ask like 'hey what is this issue and who is the relevant person to reach out to' and I think that's the main role that I will take."

Andrew John Lim Wee Tong, President of the 25th Communication and Information Club, asked, "Targeted to both of you, as you know both of you will be representing Wee Kim Wee on the student council, how would you be working together to help raise up the concerns of our students or how would you be pushing things for the benefit of our students together?"

Wee Kim Wee School of Communication and Information
Communication and Information (CI) Club
26th CI Club Rally 2018

Ho Kai Feng, the candidate running for President of the 26th Communication and Information Club, answered, "I think I am very excited to work with Tiff, I think this is the first time in like, at least my known history that there has been a second person in Student Union that is representing the interests of the Wee Kim Wee students. And so she is definitely someone I want to work in very close partnership with and in order to make as much as possible your voices and your concerns heard."

Choo Ying Xuan, Tiffany, the candidate running for 26th Communication and Information Club's Union Representative, replied, "So the last time since we've had a Union Representative was four years ago, and this opportunity is always there. The fact that we can have two representatives instead of one will be great on the council as well so you have more representation and you can fight for whatever we want to fight for."

Andrew John Lim Wee Tong, President of the 25th Communication and Information Club, said, "Okay that's all I have to ask. Thank you."

Lim Shi Ya Olyvia, Honorary General Secretary of the 25th Communication and Information Club, said, "Okay thank you Tiffany and Kai Feng, let's take a 5 minutes break but before that any one wants to raise questions to our two candidates here?"

No one responded.

Lim Shi Ya Olyvia, Honorary General Secretary of the 25th Communication and Information Club, said, "Okay then let's take a five minutes break before the Honorary General Secretary's position. Thank you."

Wee Kim Wee School of Communication and Information
Communication and Information (CI) Club
26th CI Club Rally 2018

Position: Honorary General Secretary

Ma Samantha Estrella D Fuentes, a candidate running for 26th Communication and Information Club's Honorary General Secretary, made her speech.

"Reverb 2018. That was the first time I ever performed in front of a big crowd. Though I didn't know more than half the people at the event, I felt a certain sense of ease and comfort being around my faculty mates and I think that's what WKW is all about – a safe and supportive space where you can have fun and just be yourself!

Having been on the receiving end, I feel inspired to initiate similar activities for all WeeKids to not only express themselves freely, but to also bond as one WKW. Thus, coupled with my experience as a Secretary for NP's Film Media School Society and my knowledge in Excel and minute taking, I hope to use my skills to value-add to the already rich culture here and truly make WKW feel like a fun second home for all of you.

If that's not enough to convince you, do know that I've taken a very reliable typing test on typingtest.com and found out I can type 272 characters per second – which is 60 characters more than the average person, basically making me the Usain Bolt of typing minutes. And on top of that, I've got a good knowledge of memes so you can expect really fun Googles forms from me!

Jokes aside, I may not have a hundred reasons for you to vote for me, but I assure you that if I get your vote; as long as WKW wants to go *dancing dancing*, I'll be more than happy to do the *typing typing* behind it all. So vote for me, Samantha Fuentes, as your Honorary General Secretary and dab for a greater WKW! Thank you."

A Aravind, a candidate running for 26th Communication and Information Club's Honorary General Secretary, made his speech.

"Good afternoon, everyone.

My name is Aravind and I want to be your next Honorary General Secretary.

I want to start by saying that I have known I want to be a part of the CI Club since 2016 - that's right, two years ago. That is when I first got a spot in WKW while still completing my National Service. And having enjoyed my run as the secretary of my Poly student club, I felt that doing something similar in WKW would be ideal. So I have been following CI Club's Instagram page for two years now, waiting to be a part of all this and so here I am.

Wee Kim Wee School of Communication and Information
Communication and Information (CI) Club
26th CI Club Rally 2018

My past experience being a secretary taught me that being a HonGen would be more than just taking down meeting minutes. It's about liaising with a group of people with different schedules and keeping them constantly updated so that they were all on the same page. A HonGen is a human organiser and thumb drive - containing all the relevant and important information. And I am confident in my abilities to fulfil that responsibility.

And of course, being involved in the planning and execution of these events is something I am passionate about. On top of staple WKW events like Reverb and WeeRide, I want to throw some new ideas into the mix.

Now, what's my ultimate goal? I genuinely want us to forge bonds across OGs and our years of study. I want us to be able to walk around school acknowledging each other or saying 'Hi' without worrying about the other person not remembering or knowing us.

Lastly, I want to say that I designed my campaign to be a representation of me - genuine, fun and detail-oriented.

I made the schedule cards for you guys because I wanted to give you all something relevant to my position as HonGen. I wanted to give you guys something that would be practical, helpful and long-term. And these cards could potentially be a staple CI Club welcome pack item or token at the start of every semester.

With that being said, I want you all to know, I am ready to pour my heart, my soul and my time into being the best HonGen I can be.

All the best, Samantha and may the best person for the job, win."

Lim Shi Ya Olyvia, Honorary General Secretary of the 25th Communication and Information Club, said, "Thank you Aravind and Samantha for your speeches. So both of you mentioned that you guys want to contribute to the activities in Wee Kim Wee, right? But I just want to make it clear here that the role of the Hon Gen Sec is not so much of planning the activities because that's the role of the Social Secretaries, it's more of taking minutes and liaising with your committee members. Because you're part of the Top 4, so you have to be the bridge between your exco and the rest of your members. Okay so ya just to make it clear. What else do you think is the role of the Hon Gen Sec in Wee Kim Wee? What else do you think you have to do?"

A Aravind, a candidate running for 26th Communication and Information Club's Honorary General Secretary, answered, "I have to be responsible for not just liaising within the Club but also if we are having events, we are liaising with people outside. Even though we have Business Managers and Social Secretaries, I think that we have certain responsibilities to

make sure that rules are being set out and that people are being contacted.”

Ma Samantha Estrella D Fuentes, a candidate running for 26th Communication and Information Club's Honorary General Secretary, answered, “Adding on to what he's said, I think you have to have a streamline process within the committee as well as outside, so for example we have folders and everything must be responsibly put together and easily found by other committee members. There should be a set process, like maybe a line of communication from the President to you to the other Exco members as well.”

Lim Shi Ya Olyvia, Honorary General Secretary of the 25th Communication and Information Club, asked, “As the Hon Gen Sec of Wee Kim Wee you also have to liaise alot with the Wee Kim Wee staff for administrative matters. And as yall know, we faced a lot of administrative problems for this Rally, so when you face administrative problems from the school a day before your event, how will you deal with it?”

A Aravind, a candidate running for 26th Communication and Information Club's Honorary General Secretary, answered, “Usually even before I encounter any problems, I kind of tend to think ahead with everything I do. So like even when I was designing the timetable thing for the schedule cards, when I first saw my timetable, the first thing I did was to convert it into a manner that is simpler to understand. What I'm trying to say is, I'm forward thinking and so even if a problem comes up, I'm sure I would have already thought of a solution.”

Ma Samantha Estrella D Fuentes, a candidate running for 26th Communication and Information Club's Honorary General Secretary, answered, “For me I usually have a backup plan as well, so actually back in my Poly days we always faced problems from admin staff because they never wanted to give us the time slot we asked for. So what we did was to find other points of contact and other alternatives. So maybe for an event we will find two different venues and the Secretary at that time will have to contact three hundred over people at one go so it's all about being fast and adaptable in the situation as well.”

Lim Shi Ya Olyvia, Honorary General Secretary of the 25th Communication and Information Club, asked, “Okay so during meetings, if your members don't show up, or they show up late and it happens quite a lot of times and you happen to be really close to your members. How would you deal with this situation and tell them that they have to turn up for meetings on time?”

Ma Samantha Estrella D Fuentes, a candidate running for 26th Communication and Information Club's Honorary General Secretary, answered, “I think work and friendship should be two separate things you shouldn't mix them together. So if the person is really your friend, you should tell them like ‘hey you're not being responsible at this moment.’ and you can just tell them that ‘i respect you as a person but you need to come early for

meetings because this is for the school, not for yourself.' I think it's really learning how to say no and really standing your ground."

A Aravind, a candidate running for 26th Communication and Information Club's Honorary General Secretary, answered, "I feel there should be some sort of process. Firstly I will give them the benefit of doubt because they might have valid reasons for not showing up but if this keeps repeating, it should be addressed. But even so, it wouldn't be confrontational, it will just be a discussion. It can even be open to the entire club, where we will sit down and talk things out."

Lim Shi Ya Olyvia, Honorary General Secretary of the 25th Communication and Information Club, asked, "This is my last question, what makes you think you are the better candidate?"

Ma Samantha Estrella D Fuentes, a candidate running for 26th Communication and Information Club's Honorary General Secretary, answered, "I think admin is a very fun job. Back in Poly, no one really wanted to be a Secretary because they think it's about making Google forms and excel sheets but I think it's really a role that gives you a lot of responsibilities and even just by creating google sheets and excel sheets alone, you are already adding value to the Wee Kim Wee culture even though it's just word and ticking of boxes. You are the direct communication to all the Wee Kim Wee students and I think it's really a very rewarding job by doing all these admin jobs and I really feel like a valuable player to the school and I hope you feel the same."

A Aravind, a candidate running for 26th Communication and Information Club's Honorary General Secretary, answered, "I will start by saying I think Sam will make a very good Social Secretary but I think i'm better for the admin stuff. Because the way I function, I tend to overthink. So all my functions are basically to make things easier for me, so that's why the timetable thing, i'm bringing the example back up. It's all about making things simpler so that it's easier to understand and I think this flows into working into a group too, like I'm trying to make sure everything gets done on time and I think like the people that I've worked together with the past four weeks have expressed that my organizational skills and detail orientedness have helped the group to get the job done on time, even with a tough deadline. So I think that I really appreciate the admin side of things because I really like to stay organized, and I think "organized" is the word people will use to describe me."

Chew Yi-Xinn, Business Manager of the 25th Communication and Information Club, asked, "Does anyone on the ground have questions for the two candidates?"

Andrew John Lim Wee Tong, President of the 25th Communication and Information Club, asked, "This question is directed to both of you. As you know, the Hon Gen is the exco

position, whilst your President and Vice-President will be the seniors. How will you settle the disagreements your President and Vice-President might have with the rest of your members?"

A Aravind, a candidate running for 26th Communication and Information Club's Honorary General Secretary, answered, "I don't think every disagreements need to lead to a confrontation. I think we can always have a discussion in a civilised manner and settle it in a cordial way. Firstly as the Hon Gen I will listen to what both sides have to say, and get to hear their perspectives individually before trying to help both sides understand the other party's perspective. The next step will be to sit both sides down and mediate or have a club meeting to sort things out."

Ma Samantha Estrella D Fuentes, a candidate running for 26th Communication and Information Club's Honorary General Secretary, answered, "As the Hon Gen I think you're responsible for being the neutral party and make sure everything is smooth and that there won't be too much chaos. It's really important to have everyone on the same page and hear both sides of the story and have everyone share what we really feel. I think if it gets too chaotic the Hon Gen should be the one making sure everyone is in order and all that and I think it's really important for all of us to just speak our minds because honesty is the best policy. So even if it may be a little chaotic to some, I think it's best to throw it out there and settle it once and for all."

Ho Kai Feng, the candidate running for 26th Communication and Information Club President, asked, "Given your role as the middle between the President and the Freshies, and the school staff, how do you see yourself managing this relationships?"

Ma Samantha Estrella D Fuentes, a candidate running for 26th Communication and Information Club's Honorary General Secretary, answered, "I think I am a very good multitasker. And I think it comes from the Poly background – I've been juggling a lot of leadership commitments and I'm used to juggling a lot of admin works because that's my forte then. So I'm really used to talking to people and liaising around and I really enjoy it alot. I feel that if you enjoy a job it's not really a work. So I think that's a plus point."

A Aravind, a candidate running for 26th Communication and Information Club's Honorary General Secretary, answered, "So for my answer I have two points. So firstly I'm also from Poly so I had to work with different groups of people constantly and my Poly assignments weren't exams, so it's constant group works with different groups of people. Secondly, I'm not involved in hall and other CCAs. I can devote my entire time to CI Club. I'm not busy with hall or other CCAs."

Wee Kim Wee School of Communication and Information
Communication and Information (CI) Club
26th CI Club Rally 2018

Chew Yi-Xinn, Business Manager of the 25th Communication and Information Club, asked,
“Are there other questions for the two candidates?”

No one responded.

Wee Kim Wee School of Communication and Information
Communication and Information (CI) Club
26th CI Club Rally 2018

Position: Social Secretary

Lim Ji Ah, the candidate running for 26th Communication and Information Club's Social Secretary, made her speech.

"Hi guys, I'm Jiah and I'm running for the social secretary position.

And you may ask: but why? It's a perfectly valid question – why even bother, right? I feel you. I know what you're thinking, because I've been there before. Like, who is this girl? Is she going to blabber on about how much she loves the school and that's why she wants to serve it? Ugh, she's about to waste my time again.

You're wrong on the last part – I'm not here to waste your time, I'm here to convince you. Here's how.

First off, I can make things happen. And I do it good, – believe me on this, you'll see once you vote for me. I take real pride in my own work, and if I deem it substandard, it usually ends up in the trash, or I make it work. I don't play with my work, okay. If you're not going to be serious about it, I'll show you to the door.

Second, I have the experience and the skills for it. I was the band president of my previous school (just saying) and that's when I picked up a lot of leadership skills, collaborative skills and all those so-called 21st century skills that you probably heard about. (I don't really know what exactly they are too, but you get what I mean? That's all that matters.) I even had to fight with my conductor because he was being ((ugh)), but that's a story for another day. But hey, see? That's how I learned to work with... *interesting* people, and still come out alive and well enough.

Okay, last point. I have ideas. I have ideas for new events that I think lots of people in our school will enjoy, and I also have ideas that will make our current events even better than they already are. And I'm open to new ideas, from you, the committee, and whoever is willing to suggest. So, if you have any ideas, suggestions, improvements or anything, you'll be sure that I'm listening.

Once again, vote for JIAH as your social secretary and we'll have an amazing time! That's all."

Zeen Tng Rui Ying, the candidate running for 26th Communication and Information Club's Social Secretary, made her speech.

“Many of you that are seeing me for the first time here would probably not know that I have always been the kind of person that will never run for any council/committee related roles. I have never been the most ‘guai’ student. In fact, I was once chased by my school principal while she was wearing heels. Long story cut short, my teachers back then would never have thought I would join any student committee. However today, I am running for Social Secretary because I really.. want to prove my teachers wrong (just kidding). Because I never really felt compelled to contribute to the school until I came to WKW. WKW has really been very memorable and mind blowing these past few weeks even though school has only just started.

To be honest, I was quite skeptical to come to WKW initially. However I must say right now, I have no regrets at all. I just wanted to say that running for this role was never really just about myself. While it was true that i ran because I wanted to really step out of my comfort zone and grow myself in the process, my main intention was to make WKW even more vibrant than it already is! i love planning events and i will plan the best events for all of you! if you're feeling stressed or overwhelmed, my goal is to change that! To me, a role in the council doesn't really mean that one person is in charge but it meant a collective effort with the whole school (which means you) to make the school a home to each and everyone of us.

Your opinions matter a lot to me - so I hope that if you choose to vote for me — that all of you can always approach me to talk to me or give me suggestions on what kind of events you guys would love to have! The main takeaway from this speech from me to you is to come make WKW amazeen with me when you vote me for social secretary.”

Rachel Angeline Chua, Social Secretary of the 25th Communication and Information Club, asked, “I’ll ask Ji Ah first. So you said that you fought with your as a band president you learnt a lot and then one of the things that you learnt was because you fought with your conductor because he was annoying. So, my question is how do you think you can deal with conflict? Let’s say you fight with your fellow soc sec, how are you going to deal with it? Because you cannot shout.”

Lim Ji Ah, the candidate running for 26th Communication and Information Club’s Social Secretary, answered, “The fight wasn’t really an actual fight it was more of like a conversation, but he got really angry with me. ‘Cause he thought I was getting out of my place. Because conductors have this huge ego that they are the best, but he wasn’t coming for practices on time and in general it didn’t feel like he was committed to our band so I talked to him about it and that’s how I got angry. But if I fought with Zeen for example, I will also try to talk it out instead of lashing at them because that’s not going to solve anything. We’ll just talk it out, communicate properly, see what the disagreement was about.”

Hemant Mathy M S, Social Secretary of the 25th Communication and Information Club, asked, "You both said that you have feedback about current events and you have new ideas. So what ideas do you have?"

Zeen Tng Rui Ying, the candidate running for 26th Communication and Information Club's Social Secretary, answered, "Let's say for halloween, I was thinking, instead of just having one haunted house, i was thinking of having a trail around NTU. Like not just within the school I was thinking of expanding the events out to reach out, not not to reach out to everyone else, but to expand the events to not just be in WKW alone, but also to like include the other locations in the school. So that it's a bit more large-scale. Then for like, let's say, homecoming or any other fiesta kind of thing, I was thinking if we manage to work with the biz mags to get more sponsors. We can get people like Uncle Ringo to come over to have a big fiesta with viking ship this kind of thing, maybe somewhere out of WKW because WKW is a bit small, but yea I was thinking of having a Uncle Ringo kind of fiesta for everyone to have fun."

Lim Ji Ah, the candidate running for 26th Communication and Information Club's Social Secretary, answered, "For me I realized a lot of people in WKW like to sing and they're really good at it, so I thought we could have a karaoke night or a disco session for a new event. For improving current events, I think just amp them up like what Zeen described."

Rachel Angeline Chua, Social Secretary of the 25th Communication and Information Club, asked, "Zeen, you mentioned stuff like Uncle Ringo, but one thing to note is that the budget we are given is very tight sometimes, so this sometimes cannot be done. So maybe you plan for an event and you planned it to this budget, and it's already two weeks to the event, or maybe one week to the event, and then suddenly your budget gets cut. Which part of your event are you going to take away or what aspect of your event are you going to change so that your event doesn't lose its essence? For any event, so maybe for Halloween or for Homecoming - are you going to cut from the games? Are you going to cut from the food? What are you going to cut from?"

Zeen Tng Rui Ying, the candidate running for 26th Communication and Information Club's Social Secretary, answered, "For me, I won't cut anything from the food because I think WKW people love food so I won't cut anything from the food. But I think maybe games, because I think for us we prefer something more chill, like we don't really want to run kind of thing. Something more chill would be more fun. Maybe cutting down on the games but still retaining... like for example the Uncle Ringo rides, Uncle Ringo can be quite expensive so we can do carnival games because that kind of thing is something we can do ourselves within our own budget. But maybe the two most exciting rides I think we can retain that, then for the carnival games or anything else we can do something up ourselves. But mainly on games because I feel like for games we would prefer something more chill."

Lim Ji Ah, the candidate running for 26th Communication and Information Club's Social Secretary, answered, "For me it's similar to Zeen and I wouldn't try to cut it from food either. I would try to tone down the games a bit if it has a lot of budget in it. We can always create our own games or play board games or borrow games from other CCAs. For food, if the budget is really really tight, I can always ask people to bring their own food. Because it's like makan thingy? The whole 'bringing food together' culture in Singapore is pretty tight, so I think that will be pretty OK."

Hemant Mathy M S, Social Secretary of the 25th Communication and Information Club, asked, "Both of you agree that you will cut games and create your own games. So let's say SAO cancels one of the games for whatever reasons, let's say the safety of the game was a problem. We brought some stuff for you here. What we need you to do is, yall will take part in each game and yall have to come up with your own game then you have to get us to play your game. You have 3 minutes. You have to work separately. Afterwards you have to present your game."

Zeen Tng Rui Ying, the candidate running for 26th Communication and Information Club's Social Secretary, presented her game. The instructions of the game were as follows. The game will increase in difficulty as the players progress in levels. The first round is to try to hula hoop for 30 seconds. The second round will require the player to hula hoop, and continue while the game master(s) place a frisbee on the player's head, they have to do this for 10 seconds. Game masters will continue to add items on the player's head as the rounds progress.

Lim Ji Ah, the candidate running for 26th Communication and Information Club's Social Secretary, presented her game. The instructions of the game were as follows. The game would commence with 4 participants and 1 game master. Person A will be in-charge of raising the hula hoop high above his/her head, and will stand in front of the other 3 participants at a distance. The other 3 participants will then take turns to throw a ball into Person A's hula hoop, while having to hula hoop as well.

Justin Yeo, Financial Controller of the 24th Communication and Information Club, asks, "As a social sec, how are you going to engage the Y3s and 4s to come down for events, because WKW is more than just the freshies and Y2s."

Lim Ji Ah, the candidate running for 26th Communication and Information Club's Social Secretary, answered, "We know that you guys', the Y3s and 4s, are really busy. We'll try to keep the events as effective and fun as possible so that you all can come and chill and mingle around and just destress a bit."

Wee Kim Wee School of Communication and Information
Communication and Information (CI) Club
26th CI Club Rally 2018

Zeen Tng Rui Ying, the candidate running for 26th Communication and Information Club's Social Secretary, answered, "I was thinking of having an alumni fest, mainly for Y3s and 4s. Making it exclusive for Y3s and the Y4s. As a Y3 or 4 you want to chill, not really like a fiesta kind of style, it's more of getting to know each other. Especially because you're going into the workforce so we will have relatable stuff, such as events where you can get to know your batch mates more, and work on connections."

Lim Ji Ah, the candidate running for 26th Communication and Information Club's Social Secretary, answered, "I was thinking that Y3s and Y4s can have a sharing sessions with Y1s and 2s to tell them about their experiences, and how you find the school, senior to junior stuff. It does require the Y3s and Y4s to take initiative to come down because it's a sharing session. But I believe that you all will have the heart to do it."

Position: Financial Controller

Jonathan Ho Hee Weng, a candidate running for 26th Communication and Information Club's Financial Controller, made his speech.

"Hello, I'm Jon and I'll be running for the position of Financial Controller for the 26th Communication and Information club.

Now I don't want to flood you guys with a list of my characteristics that'll make you think I am a suitable person for the role. However I do want to stress on one particular trait that'll explain to you why I am the best choice for Fin Con. And that trait is that I'm friendly. I know you're all probably wondering like "is he good at math?" "can he use excel?" "has he ever done anything in regards to finance?" and the answers to those questions are yes I am, yes I can and yes I have. But the reason why I want to stress on the importance of being friendly is because I'll get to know you, I want to get to know you. A lot of people are going to tell you that they want to serve the school and give back to the school and that's great, but on top of that I want to tell you that I want to get to know you. Ask anyone, I'm not the kind of person to shy away from a conversation or make a new friend. Say hi to me in school, come sit with me when I'm at the benches. Tell me what you want, tell me what you don't want, tell me what triggered you or even annoyed you at our past events and I promise you I will do everything within my power to fix it or make it better. Now for those of you who were previously asking me to run for social sec, I would like to thank you for seeing me as a really sociable, fun and creative person but the reason why I chose Fin Con is because I not only want to help make social events in school better but every event, every goodie bag, everything that the 26th CI club will be doing for you, better. I want to make sure that the right amount of funds are used for the right things, for the right events and of course for the right people. So vote for me and I promise you I will do right by you. Thank you."

Hor Wen Xuan, a candidate running for 26th Communication and Information Club's Financial Controller, made his speech.

"Last year, I wanted to run for CI club as sports secretary. But my face is not on the wall over at the Benches, so you can obviously tell what happened. What happened to me was, I was afraid. I was afraid of campaigning and afraid of speaking up, because I was very introverted. So when I found out that I had to campaign and give a rally speech, I gave up.

In hall, I met my hall president and he saw the potential in me, and helped me enter the JCRC as Business Manager. So I remember the night when I passed the interview, and when I walked out the door he shook my hand and he said to me "hey good job, you're in." And I was just very shocked. And that night I sat in bed, wondering, I'm very sure one of us had made a mistake.

However, my experience at JCRC gave me the confidence, and I started trying out for things I've never tried before. Such as being a SA for FOP. And from that experience it actually gave me more confidence because some of them actually told me that I was a good SA. I was really proud of that because I never thought I would be that kind of person to do this kind of Ra-Ra thing. And so, here I am, again. Except this time I really went through everything and I'm standing here running for FinCon. So let me tell you what I can offer the CI Club and the school. So first I will go with my experience. I was from JCRC and I'm a senior, so I know what works and what doesn't work. So for example, even though my president was out of hall he had to settle some stuff with the sports club. And I asked why he couldn't delegate the work to those still in hall. He told me, I don't know the procedure. And another example is my hall director mentioned that she wanted a laser tag game but after she submitted the proposal, she realized this plan cannot go forth because there just wasn't enough budget. In this sense, my experience will help me run CI Club in a smoother manner. Secondly, it's my own personal characteristic. I admit Jon is a lot more charismatic than I am. However, my strength is that I am an introverted person, I am a good listener and my character is more of a, to put it bluntly, a "bro, bro" kind of guy. So if you think this is what the CI Club needs, please vote for me. However, if Jon can offer better for the CI Club, please vote for him. Thank you."

Tan Yan An Lucas, Financial Controller of the 25th Communication and Information Club, asked, "Why did you choose Fin Con over all the other roles in CI? I know Jon you mentioned it briefly, but I want to know in particular, since we are in a Comms school, why Finance over Marcomms or Socials? You said you want to control the budget. In a sense even the Socials have a say over their budgets."

Jonathan Ho Hee Weng, a candidate running for 26th Communication and Information Club Financial Controller, said "People did say 'why not try for Social Sec', but based on what I've heard so far, sometimes the portfolios do their work individually. But as a Fincon, I get to dabble into everybody's plans and I get to control the amount of budget I get to allocate to each events and we get to work together. I am a very collaborative person, people who know me knows that I get super involved. I get ideas going, I will always ask people 'why do you think about this?' and I think if you can grow that attitude in the CI Club, that'd be good for the events. I just want everything, not just each portfolios, to excel in everything, as a CI."

Hor Wen Xuan, a candidate running for 26th Communication and Information Club's Financial Controller, said, "I want to run for FinCon because firstly, it's connected to the biz mag work and I did most work with my fincon for some things like buying of the yearbooks, collection of tshirts and the money, handing the invoice, and settling claims for Exam Welfare Pack. Secondly, I feel that my position as a Year 2 could be used more effectively as a Top 4 member, where I could give my experience to the Year 1s. So for example during

the Rally for my hall, I feel a lot of my freshies gave a lot of answers that sounded theoretically right but can't work in real life. One example was I asked her 'What if you and your FOC Chair faces some conflict with each other?' And she replied that she will sit down with him privately and talk things out. Truth is, some things just can't be talked about. A senior said that you have to stress on council perspective on the camp because the camp is after all under council and you need to get the right people to run for council to make hall life better. And lastly, why I decided to run for FinCon is because I see it as an administrative role. So as you guys know I am a more introverted person, and in a way it suits my nature better. And I won't have the pressure to talk to people, I mean, that's a bonus, but I'm better at the more administrative side."

Tan Yan An Lucas, Financial Controller of the 25th Communication and Information Club, asked, "You both said that you have financial capabilities to control the finances of the club. What examples can you give?"

Jonathan Ho Hee Weng, a candidate running for 26th Communication and Information Club's Financial Controller, answered, "For example, Reverb. Some freshies were saying that they wished the guys had drinks as well. I don't know the specifics, but I imagine that if we had more budget, we could get drinks for guys also. But because I did not really know what was going on in the planning phase, what I thought was maybe if we had allocated more funds to it, we could have. But again, because I do not know what was going on behind the scenes, it's just a thought. Because after events I like to talk to people about it, I will ask them 'So, how did you find Reverb?' Even though I was just technically just a freshies. And then feedback comes in very raw, it's not the professional answers. It's like 'uh... I don't think I will go back', that kind of thing. And once people start talking to you eye-to-eye they will be like 'Oh, it's your event, I don't want to insult you' but if they talk to you as a friend, 'Oh, actually I don't really like it.' You sort of get that raw feedback and based on that you can then sort of tailor your next event, to sort of be accustomed to them yeah in that sense. So for me, if we could allocate the right resources for the right things, like maybe not put so much into the location but more into the drinks themselves, I think people may have had more fun."

Hor Wen Xuan, a candidate running for 26th Communication and Information Club's Financial Controller, answered, "My view of a Fin Con is a job that involves these responsibilities. Firstly, it's settling claims from both within the CI Club and ad-hoc committees. Secondly, helping each individual portfolios understand their budget why their budgets are like that. Thirdly, it's handling of the money itself. As a Fin Con, you're the middle man between the various portfolios and the Top 4, because you help each individual portfolios understand the bigger picture. You help them understand that certain events are cancelled due to a lack of budgeting. Because what my President told me was that, if you don't have enough budget, sometimes it's better if you just cancel the event and reallocate it

to other events. So in that case, the director may start to think, "Why is my event getting cancelled? Why is this event getting more budget than mine?" In a sense, you have to build trust with them and show them the bigger picture. Even if their event is being cancelled, their position is not any less than the rest of them. So this is understanding of the Fin Con role."

Tan Yan An Lucas, Financial Controller of the 25th Communication and Information Club, said, "Okay so basically, just for you two, who are running for the role, to know, as Fin Con you are not in charge of how much money appears but more of the allocation of the money based on how you deem fit. And you are also an executive committee member within CI, so you do have a say in the planning in a sense, and you can help the rest as well, but you also have to manage, ok not as much to manage as to help the Adhocs with their finances as well. So basically, you mentioned abit on if you have no money, or not enough to run an event, so in events there are alot of things that can go wrong especially in terms of finances; so i would like to ask, what would you do, basically let's say during an event, let's say your Social Secretaries go and buy logistics and they bought double the amount and you over budgeted, and the event is already over."

Jonathan Ho Hee Weng, a candidate running for 26th Communication and Information Club's Financial Controller, asks "Wait so over budgeted or?"

Tan Yan An Lucas, Financial Controller of the 25th Communication and Information Club, replied, "That means ok you spent too much, so let's say you budgeted one thousand, and they spent two thousand accidentally. What would you do? What do you think, what's your plan to solve this financial issue?"

Hor Wen Xuan, a candidate running for 26th Communication and Information Club's Financial Controller, answered, "As a fincon, it's your [the planning committee] fault you overspent the budget. You understood how much the budget was, and you actually said yes to the budget. As a social sec, you have to take responsibility and paying it for it yourself. Maybe they made a mistake because they are inexperienced, but they have the school's welfare at heart. We should actually help. On the first try, I will be on their side, try to understand what happened and try to explain things to the other CI members. We should ask people to chip in a bit to make up for their losses. But on the second time, I will tell them that they can't do it again and that they cannot make the same mistake. They need to learn."

Jonathan Ho Hee Weng, a candidate running for 26th Communication and Information Club's Financial Controller, answered, "It really depends. We could look at other events and see what the budget is like for those things. What are the things that we buy? Do they sort of fall under the same category? We can realign the logistics for other events, and see where we can save on by re-using some items. Of course we will talk to the portfolios involved and

clarify that they shouldn't have done so, but as we are talking about events as a whole, I will try to reallocate the budget and see what I can do across events to reduce losses."

Justin Yeo, Financial Controller of the 24th Communication and Information Club, asks, "As a Fin Con, you are part of the top 4, what do you understand about this and how are you going to carry out helping the P and VP in their leadership as part of the Top 4?"

Jonathan Ho Hee Weng, a candidate running for 26th Communication and Information Club's Financial Controller, answered, "Er, sorry ok so maybe this is the one thing that i sort of disagree with when i was hearing, but maybe because i don't really understand it. I have never really thought of a comm as having a upper hierarchy and a lower hierarchy, and i have never believed in this should be top four, but maybe is because i do not understand what is the need for a top four. If you guys are a comm shouldn't it be, shouldn't it function like a round-table? You sit down all together, everybody makes a decision, not just oh let's leave it to the top four. So, that's why for me, if you ask me how am i going to function in a comm, i'll tell you that i will play my role as a Fin Con. But if you are going to ask me how am i going to function as a top four, my first discussion in the meeting, if i were to get Fin Con, would be to discuss what's the use of the top four. Because, why is it that we are a comm, we are supposed to say oh, we are all part of CI Club, but hi i am top four you are not top four. What, what was the purpose, and this could be traditional, this could be something that has been done over the years, but for me i am not, i haven't seen the reason as to why that top four needs to exist. Ya, that's my take on it."

Hor Wen Xuan, a candidate running for 26th Communication and Information Club's Financial Controller, answered, "My understanding of the top four is basically from JCRC, because my President, he, i'm quite close to him so i do know a bit on how it works. So for the top four, some of the decisions made by the presidencies already discuss through the top four and sometimes when you present in front of the council you have to present it in a unified manner, that's why in a sense the top four is a bit separate from the other portfolios. To give, cause it's sort of like upper management and you want to present a united face to our own members, so that in term we can present in a better face to all the other council members. So in response to your question, what i will do is, i will try to build a relationship with each of the CI Club members, eh corrections, Justin. I will try to build a relation with each of the CI Club members, i want to build trust with them, i want to be like sort of their bro, i want to let them know that if I do anything not favourable with their portfolio, that they will understand why. I know that this kind of method is slow and it doesn't work with everybody so I will start with the easier ones first and I hope that with time, I get to know more and more [people]."

Justin Yeo, Financial Controller of the 24th Communication and Information Club, replied, "OK, in response to Jon, I think you need to explore more about what this Top 4 thing is

about because it's an additional responsibility. Administratively, the Top 4 is there to bear responsibility to do things. You have to take the extra mental and ability to do things like attend meetings with the Professors, make decisions with the P and VP. The Top 4 is not a social distinguishing factor. You need to digest and think about this better, you cannot shirk this responsibility even if you don't agree with it. The P and VP cannot be the only leaders."

Eugene Tang, Social Secretary of the 26th Communication and Information Club, said, "In addition to what Justin said, I understood the Top 4 role to be setting the direction for the whole committee. Before the 26th is fully formed, the Top 4 will also come together and discuss before carrying out co-option. For Wen Xuan, I keep hearing what your President's POV is but I feel that I haven't heard anything directly from you. You are basically taking lead from your President which I understand where you're coming from, but I'm not sure if JCRC is exactly the same thing as CI Club. I think it is run differently and I think that the target audience and objectives are different, though the organisational committee looks similar. So I wish to hear, how in your capacity as Fin Con, will you run the CI Club?"

Hor Wen Xuan, a candidate running for 26th Communication and Information Club's Financial Controller, answered, "In a way, he was my mentor so I would follow his style and wanted to understand what he was doing. What kind of direction I will be doing as the Top 4, right? I will help the P and VP implement their direction. That then depends on what direction the P wants to go. If it doesn't follow my POV, I will give my view-point. But at the end of the day, because he is my President, I will follow because you are the president. If anyone has any issues with it, I will explain them why they want to do things this way and not that way. I want to give them the big picture view and help set the direction for the CI Club, set by the President."

Ho Kai Feng, the candidate running for President of the 26th Communication and Information Club, asked, "If someone comes and tells you 49.95 gives you a receipt and asks for 50 will you give it? "It's just 5 cents, why cannot bro? But bro we are really friends right?"

Jonathan Ho Hee Weng, a candidate running for 26th Communication and Information Club's Financial Controller, answered, "No. Not even if it is a close best friend. It is B&W, \$49.95. My reply will be the same, "bro it's just 5 cents lah. Don't need lah."

Hor Wen Xuan, a candidate running for 26th Communication and Information Club's Financial Controller, answered, "Integrity. I will give him 5 cents from my own pocket. I want to protect the interests of the CI Club."

Tan Yan An Lucas, Financial Controller of the 25th Communication and Information Club, asked, "On reimbursement claims, this is a real scenario. There will be instances when your

claim will be rejected from the school for various reasons. What would you do for the club, financially? You can't get money from the school, and you can't reimburse your club or its members. It has been rejected perhaps because it lacked a required signature, or the portfolio/adhoc that purchased the item did not get sufficient clearance from supplier?"

Jonathan Ho Hee Weng, a candidate running for 26th Communication and Information Club's Financial Controller, answered, "I suppose if that is the case, we will have to fork it out of our own pockets."

Hor Wen Xuan, a candidate running for 26th Communication and Information Club's Financial Controller, answered, "I was in weetrip so I get what's going on. We were promised about \$400 for our reimbursement, but due to some issues with the youth council, we only got back \$200+. It was partially reimbursed and that's the best our Fin Con tried to do. But if we really couldn't get back any money, I would present the case to the CI Club. It depends what kind of motive the item was bought for. This is really a case-by-case basis, but this is the general procedure that I will go through."

Position: Performing Arts Director

Shina Tan Si Yun, a candidate running for 26th Communication and Information Club's Performing Arts Director, made her speech.

"Hello everyone, I'm Shina and I'm running for the Performing Arts Director for the 26th CI Club. The first thing that I want to address is why I chose to run for PAD, and why I chose to even run for the CI Club. PAD provides me with the ability to hold music events- I feel that music is an essential tool for students who are stressed from the workload to relax, and is also a chance for them to take some time off their books to hang out and bond with their friends through mini and live performances, exposing us to a stress-free environment which is very healthy for the students. Therefore, I feel that it is very important to keep up with the lively music culture here in Wee Kim Wee School, and PAD definitely gives me the capability to deliver these. Being in the CI Club as a Performing Arts Director would also unquestionably help me gain exposure as a student leader of the school, providing me with a completely different experience. I cannot guarantee that I'm better, or more experienced than the other candidates running for PAD skills-wise, because I do believe that all of us would always have room for improvement in one way or another. But if given the opportunity to be elected, I'll ensure that I'll stay committed and diligently put in the effort to ensure the efficiency and effectiveness of the club, upholding the standards of the CI Club. Thank you so much for listening and thank you for your support."

Ng Jie Kai Clement, a candidate running for 26th Communication and Information Club's Performing Arts Director, made his speech.

"Hi everybody, I'm Clement. I think for those of you who attended Reverb, Homecoming, or DnD, I should be a familiar face to you. So let me share a bit of my music journey with you. To be honest, I only started tapping into the music side of life later than most. It was only in my J2 year where I picked my first string in the guitar, and it was only last year when I started to sing my first off tune note. Music to me has always been seen as something with a rather intimidating bar of entry. However, I've felt that this should never be the case. Music should be something that allows us to interact and create meaningful connections, it should be something everyone can enjoy together as one."

Having been given the different platforms to perform for the various WKW events has really been a fantastic experience made possible by the current PAD and the 25th CI. And it's precisely through these experiences that gave me the drive and determination to run for this position. And I've never been happier with how my journey into the world of music has developed and I wish to share this joy with all of you. Therefore, if I'm given the role as PAD,

Wee Kim Wee School of Communication and Information
Communication and Information (CI) Club
26th CI Club Rally 2018

I promise I'll strive to create an environment that is sonically dynamic and infinitely inclusive at the same time.

I want the events that we as peers experience together to be unforgettable ones, I want to create events that can serve as a future standard our juniors can look up to, and I most definitely want to orchestrate events that show off who we are showcasing our unique WKW culture.

I'm sure that by working together with the capable and talented individuals selected by all of you to be part of the 26th CI I'll be able to bring forth the best of what I have to offer to each and everyone of you. I'll gladly be the foundation that further strengthens the WKW music culture and I'll be honoured if all of you are willing to have me serve as your Performing Arts Director for the next Academic Year ahead. Let me do my part to make your Uni experience an even greater and enriching one.

Thank you."

Tang Wai Pheng, Sabrina Olivia, a candidate running for 26th Communication and Information Club's Performing Arts Director, made her speech.

"Hello everyone and a good afternoon to all of you. My name is Sabrina Tang and I am running for the position of Performing Arts Director, also known as, PAD.

First, thank you all for taking the time to come and watch my fellow candidates and I rally today. I really appreciate your support.

I chose to run for PAD as it was a position that appealed to me and I felt confident executing. One of my goals in university is to take on new experiences and just try, no matter what the outcome is. I want to challenge myself to try new things and step out of my comfort zone. Despite not having any background in being a performing arts director, I am open and willing to learn and take advice provided by my fellow peers and seniors.

By being in the CI club, I hope to bring more music events to all of you and ensure you get your buck's worth at events. For the events, I intend to survey the type of events you all are interested in so that I can cater to your needs directly and you can enjoy your time in the Wee Kim Wee School more.

I have a strong music background. I have been in choir for the past 7 years and I play the piano. I also have experience in organizing and executing non-music events and camps through the years and these experiences have taught me to properly write proposals,

Wee Kim Wee School of Communication and Information
Communication and Information (CI) Club
26th CI Club Rally 2018

approach people of higher authority appropriately, and have good control of various situations which I believe are essential skills as a PAD.

If I were to get into the 26th CI club, I want all of you, yes, all of you, to join me in a secular journey in the upcoming year.

Thank you.”

Wee Khee Xin Charmaine, Performing Arts Director of the 25th Communication and Information Club, asked “What skills do you believe are important as PAD?”

Tang Wai Pheng, Sabrina Olivia, a candidate running for 26th Communication and Information Club Performing Arts Director, answered “ Being a PAD means to be able write proper proposals so that people can be more convinced by the way you write, so as to get sponsors and venues, and to get it instead of others who are fighting for venues for the same time slot we want. I think it’s important to know how to talk to higher authorities as well. We have a high reputation and we have to uphold that. It is important to keep good relations with our venue partners and other people we are working with. So being able to talk to someone of higher authority is important so that we don’t defame or offend anyone.”

Ng Jie Kai Clement, a candidate running for 26th Communication and Information Club Performing Arts Director, answered, “As a PAD, the two main things that we need to be capable of is to have a firm understanding of dynamics of music and the requirements of the student population. We should be surveying and asking for their preference of event. Do they want a karaoke? Open mic? To chill and relax? This understanding is essential to plan the events because it directly affects your student attendance rate. Having a good understanding of this will help you have better events. I personally also believe that it is essential to have the ability to perform. If you yourself as a PAD are unable to deliver, then how can we expect others to step up to the plate and perform? That’s my point of view.”

Shina Tan Si Yun, a candidate running for 26th Communication and Information Club Performing Arts Director, answered, “As what Clement mentioned, it’s important for us to understand the needs of the students so they know what events to host - like Reverb and Homecoming. But I don’t agree with Clement’s POV that as a PAD you have to be able to perform, it is more of knowing who to scout to perform.”

Wee Khee Xin Charmaine, Performing Arts Director of the 25th Communication and Information Club, asked “Do you have any programmes or initiatives that you would like to push out as PAD?”

Shina Tan Si Yun, a candidate running for 26th Communication and Information Club Performing Arts Director, answered, “Instead of introducing more events, improve on what we already have. For Reverb and Homecoming- make sure that performers are at a place where everyone can see them and a cozy environment for Weekkids to enjoy. I know that budget can be an issue for some students also, so perhaps we can try to source for cheaper locations. We could also invite young performers from outside to perform with us. This will make them known, while we can provide a place for them to nurture their talent.”

Ng Jie Kai Clement, a candidate running for 26th Communication and Information Club Performing Arts Director, said, “What I found intimidating was the exposure, knowing that I had to stand in front of people. My initiative would be that I want to have an open mic session, like Reverb but less intimidating and less expectations. I want to discover closet singers through open mics, these kinds of singers, you know? Let me give you one example. There’s this open-mic event called Sofar Sounds, it has a very intimate and cozy open mic setting that feels informal, where anybody can step up to the plate and that they have the music in them. I hope to create such events for the more shy Weekkids to have a chance to sing as well.”

Tang Wai Pheng, Sabrina Olivia, a candidate running for 26th Communication and Information Club Performing Arts Director, said, “My answer is a little bit of a combination of both of them. But what I intend is that we have more of Reverb kind of sessions around school (once every 2 - 3 months) in a small area that everyone can sign up for so that the event becomes free and will allow everyone to experience Reverb.”

Wee Khee Xin Charmaine, Performing Arts Director of the 25th Communication and Information Club, asked, “In a lot of ways, the role of PAD can easily be substituted by Social Secretaries - event planning, finding performers, finding emcees. Why do you think the role of PAD is important in CI Club?”

Shina Tan Si Yun, a candidate running for 26th Communication and Information Club Performing Arts Director, said, “I feel that PAD cannot be replaced. Events by socials are non-music events. PAD has music events, where music is the main component. Non-music events have like bonding sessions that are not music based, and PAD delivers the music aspect of events.”

Ng Jie Kai Clement, a candidate running for 26th Communication and Information Club Performing Arts Director, said, "I don't believe that PAD can be replaced by SS. SS is overseeing the entire social scene. Their focus is on socialising, and creating those kinds of high profile, look good event. I don't want music to be considered as only a part of the event. My job as a PAD would be to sculpt events around music, which is why PAD is important."

Tang Wai Pheng, Sabrina Olivia, a candidate running for 26th Communication and Information Club Performing Arts Director, said, "Even though I agree that PAD cannot be replaced, it also means that PAD can replace job of Soc Sec. Actually, both portfolios can give advice to each other, since PAD got more info on music side, can interweave it into events to improve it."

Bryan Wu Zi Yang, a Year 2 Student from Wee Kim Wee School of Communication and Information, asked, "I like your idea of an intimate open mic setting, but there seems to be a dichotomy between what you want to achieve and how you want to achieve it. Your point of open-mic events like Sofar Sounds are to create a cozy environment, but at the same time, you would be hoping for a good attendance rate at events. How are you going to let them feel comfortable in a setting like that even though everyone is coming down? How is it going to be different from Reverb?"

Ng Jie Kai Clement, a candidate running for 26th Communication and Information Club Performing Arts Director, answered, "Reverb was an open event, was publicised and shown, and anyone that bought a tix could come. That was more high profile and public. Instead, I will be aiming to achieve cycles in my event. I'm not sure how big the WKW population is but... 200? Okay, let's say 240. If it's 240, we can split it into 6 cycles of events, 6 open-mic sessions. And just aim for about 40 people for each time, which I feel is achievable while still remaining cozy. Instead of one event, people can sign up throughout the year when they want to come down and just jam and perform. We can also use a smaller area like a LT or small open-mic bars nearby, I know of one, and do it at such settings. Instead of inviting everyone, we can start by hosting small groups on a sign-up bases to make ppl more comfortable to allow ppl to gain confidence, then introduce them to bigger events like Reverb."

Wee Kim Wee School of Communication and Information
Communication and Information (CI) Club
26th CI Club Rally 2018

Position: Business Manager

Gan Huimin, a candidate running for 26th Communication and Information Club's Business Manager, made her speech.

"Hi everyone, I'm Gan Huimin Clarisse and I'm running for Business Manager.

First and foremost, why do I want to be the business manager?

Well, just like majority of you, I really really love free stuff. Not just any free stuff, but a lot of good, free stuff. As freshies, weren't you shocked at how packed your welcome packs were? During the last night of FOP, weren't you completely thrilled and pleasantly surprised at the degree of welfare we had for dinner? I was.

And that's the how I want to make people feel! Nothing beats the spirit of giving. Rather, nothing can beat the feeling of receiving something awesome, for free.

My favourite colour's red, and have a chubby side to myself. In other words, I'm literally only one step away from being the literal Santa Claus of Wee Kim Wee, getting you the most and the best gifts and welfare from Sponsors! The only thing I'm short of are your votes... and maybe a beard.

So why should you vote for me? Or rather, like how Duffy likes to put it, 'What's in it for you?' 2 words. A lot.

You have experienced the amazing jobs done by the previous business managers, and I promise to do my best to uphold their great standards, and possibly, even better them. A good business manager is one who is good at persuasion and negotiation. Therefore, you can look forward to lots of things in store for you, all the way from discount vouchers, free food, even cosmetics, et cetera, and drinks that isn't just your normal tetra pack of green tea or such.

Just like what I have done previously – managing logistics, sponsored items, and even liaising with sponsors in Singapore Sports School and in my short term with NUS Pharmacy, I promise to do not the same, but even better for the Wee Kim Wee School, because when you're happy, I'm happy.

So channel the inner freebie lover in you and vote for me, Clarisse Gan Huimin, and get hashtag Sponsored. Finally, don't forget to Gun for Gan."

Lim See Neei, a candidate running for 26th Communication and Information Club's Business Manager, made her speech.

Wee Kim Wee School of Communication and Information
Communication and Information (CI) Club
26th CI Club Rally 2018

“Hi everyone! My name is Lim See Neei, and you can call me Madeline.

Today, I’m here to talk about business. I’m not great at public speeches, and I will stutter, or I will pause at the most awkward moments before the climax. But let’s talk business.

Just for today, listen to me talk, because if you choose me as your Business Manager in the 26th CI Club, I will spend my time in CI listening to you.

As a business manager, I come to you prepared to go dumpster-diving for each hard-fought opportunity and source out sponsors. I am prepared to scratch the \$100 manicure I got yesterday to present you with that last box of Apollo layer cakes.

But listen to me, because listening is the hill on which I will stand out.

As biz mag, I pledge to listen to our seniors with all my heart. Our seniors are Wee Kim Wee’s greatest treasure. They were in the shoes we stand in today. They are in the shoes we will stand in in the future. They are the wisdom in the uncharted territories where we only have guesswork. I come to you, the seniors, as a blank canvas – free from preconceived notions of how things have always been done. I am here to listen and learn about how they should be done.

As biz mag, I pledge to listen to our sponsors with all my soul. And I will listen not because I’m interested about the 23 times they had diarrhoea today. I’m listening so that later, I’ll slide them a pack of extra-soft 4-ply toilet paper right before they go back to Hiroshima the toilet bowl. I’ll slide straight into their DMs, and asses, and hearts. Because sometimes, the sponsors might care more for luxurious toilet paper at the time they need it the most, than the number of Instagram posts we’ll put up for them. And the only way to understand what they need the most and bring that to the negotiating table in my favor, is through listening.

As biz mag, I pledge to listen to all of you, with all of me. Allow me to be your champion and go on this journey with you.

Because sometimes, you might want Dewberries, not Apollo Cakes.

Because sometimes, you might want Laksa flavoured Potato Chips, not Hainanese Chicken Rice flavoured Potato Chips.

Because if you vote for Lim See Neei Madeline, it’s not about me, it’s about you.”

Kwot Suet Ying, a candidate running for 26th Communication and Information Club’s Business Manager, made her speech.

“Good evening my fellow wkw students,

My name is Charlotte Kwok. I'm going to tell you one thing about myself. I'm like a good fart, silent, but deadly. I know a lot of y'all don't know of me, but please give me a fighting chance for this role.

As Eddie Rickenbacker, once said, "courage is doing what you're afraid to do. There can be no courage unless you're scared." I feel like this quote resonates with me and possibly all of you as well, because everyone feels scared sometimes, scared that people don't like them, that they aren't enough for the world, and that's perfectly normal. It just makes you courageous. I suppose that after 18 years of being scared, I've learned to live with this constant fear that I have, which in turn, no matter how debatable, makes me courageous.

However, if asked to describe me, I doubt that anyone who knows me will describe me as courageous. This is something that I have recently decided to change. Running for a spot in the CI club is definitely something that scares me, so I guess that's the reason why I'm standing here today, presenting myself to be judged by all of you. I believe that this would make me more courageous, and would help overcome my fear of people and social situations.

I'm going to tell y'all straight up that I have limited experience when it comes to being a Business Manager, so this role is going to be a challenge. However, it is a challenge that I am willing to take in order to keep all of you WKW kids happy. At my first WKW event, I saw how much effort was put in by the current Business Managers to give us such wonderful perks and it immediately sparked my interest in the role. I believe that the business manager is an important role as it without sponsors, y'all will have to pay more for an event, and I know all of us are kinda broke. Additionally, I want to make sure that all WKW events are as accommodating to your needs as the ones we have gotten so far.

From my past leadership experiences, which includes being in the student council for 4 years, and having a secretarial position in a Model United Nations Conference, I have acquired many skills that I believe are suitable for this role, in which I will continue to improve. nevertheless, new skills can also be learnt, all of which I think will be beneficial for me AND YOU if you choose to vote me into this role.

Now, I could continue to stand here and tell you why you should vote for me, but honestly, trust your gut and just vote for the person that you think will do the best job. And if you decide that this person might not be me, i'll be sad, but that's perfectly fine, i'll get over it. Afterall, wkw deserve the best. But if you do vote for me, it will be much appreciated and I will promise to give all of y'all sweet deals.

Thank you."

Chew Yi-Xinn, Business Manager of the 25th Communication and Information Club, asked, "As Communication students, why did you choose the role of the Business Manager?"

Lim See Neei, the candidate running for Business Manager of the 26th Communication and Information Club, replied, "To answer your question, as a WKW I'm interested in specialising in the PR Advertising track so being a business manager it will give me the platform to hone my skills or at least provide with a foundation to better prepare me for this specialisation track."

Kwok Suet Ying, the candidate running for Business Manager of the 26th Communication and Information Club, replied, "For me the reason why I chose the Business Manager is because I'm really interested in the whole business world and all of what it has to offer us. Because I was a business student before this, and so learning business gave me a business mindset and I guess this works, this is why I wanted to be a business manager."

Gan Hui Min, the candidate running for Business Manager of the 26th Communication and Information Club, replied saying, "Building on to what they said, PR advertising is also a track I'm interested in, and it's the perfect platform to hone your communication skills and knowing how to liaise with people. And it's also a very good way to start networking."

Tiffany Lim Tien Yi, Business Manager of the 25th Communication and Information Club, asked, "So as you know, the business manager has to pitch to a lot of sponsors. There are so many universities and faculties and courses. How would you differentiate us with the rest of them? And what makes us so different? What would you put in your pitches?"

Gan Hui Min, the candidate running for Business Manager of the 26th Communication and Information Club, replied saying, "I think first and foremost we are a communications and information school so that itself already shows that we can broadcast information well. Also this school has a large database of influencers that we can leverage on and sell people's products and stuff like that."

Lim See Neei, the candidate running for Business Manager of the 26th Communication and Information Club, replied saying, "for me firstly I think that WKW is obviously a very loud school like everyone likes to put themselves out there for people to see, so I think that the sponsors can leverage on that for us to help them publicize their brand and products. And then secondly, because we are a communication school, precisely we have the skills in all forms of media spanning from broadcast to writing to social media so it's not just publicity we can offer but it's good quality publicity. That sets us apart from all the other schools."

Kwok Suet Ying, the candidate running for Business Manager of the 26th Communication and Information Club, replied saying, "I think WKW is already a very established platform. And it's not - I think what I want to specify is upholding the social status we already have and possibly improving it if there is space for improvement. And I think WKW students are very

outgoing and very...yeah so, it will help the WKW students because I think we already are a very successful bunch and it's just upholding that kind of status."

Chew Yi-Xinn, Business Manager of the 25th Communication and Information Club, said, "as you guys rightly pointed out we do work with influencers within the school to sometimes post for certain sponsors when need be. But let's be real, we're WKW, we care about aesthetics. So some people are actually very picky about what goes on their feed. So in that, how would you manage, plan and liaise with your school mates to make sure whatever they post comes out on time and it meets the sponsors' demands?"

Gan Hui Min, the candidate running for Business Manager of the 26th Communication and Information Club, replied saying, "I think for that, it comes with a lot of time management with ourselves as business managers to give them ample time to come up with the product that they are willing to give out to the public on their feed. So maybe certain people with certain feeds that they're particular on, they could do the publicity for certain products that matches with their feed ideals and what they want to do."

Lim See Neei, the candidate running for Business Manager of the 26th Communication and Information Club, replied saying, "building on her point, I think yea, like she said just now we have a huge database of influencers so like I think we can confirm find someone who is willing to put up the product on their feed or we have the skills, we have the creativity to make something out of it that fits into their feed."

Kwok Suet Ying, the candidate running for Business Manager of the 26th Communication and Information Club, replied saying, "building up on both their points I think it's more about adapting different products and different ways of sponsoring that will help wkw students because a lot of them are picky when it comes to their feed so I think it's more adapting to their style as well to promote. They will be more inclined to promote these kinds of products."

Gan Hui Min, the candidate running for Business Manager of the 26th Communication and Information Club, said, "Building up on what she has said I think during the planning process, we also need to know the people, the influencers we already have, get to know them personally, get to know what's their style and stuff so when we are planning to pitch, we know how to pitch. And how it goes around all these people."

Chew Yi-Xinn, Business Manager of the 25th Communication and Information Club, asked, "On top of liaising with sponsors there's also the part where we need to collect the items and the logistical side of it. So let's say hypothetically you screwed up collection, like you're busy, it's crunch time, none of you can make it for the collection, your sponsor has been waiting for you for one hour what will you do?"

Gan Hui Min, the candidate running for Business Manager of the 26th Communication and Information Club, said, "I think in the end, it comes down to our responsibility. So if everyone else cannot, then it's us to the job. Like if need be we can go hire a mover or something to help us move the products if not we just go down there ourselves there really is no excuse for saying we don't have time, we need to do this we need to do that, 'cause it's our responsibility and it's something we need to do so we do it."

Kwok Suet Ying, the candidate running for Business Manager of the 26th Communication and Information Club, replied saying, "Yeah I think it's more of a time management skill, so it should never be a situation where that happens so it's more of planning your time or if we're not free, getting someone else to help us and everything, to ensure that our sponsors are always happy."

Lim See Neei, the candidate running for Business Manager of the 26th Communication and Information Club, replied saying, "I think for me right, building up on what she said, it's our responsibility to actually plan this out properly beforehand so maybe have at least one backup person who, like maybe we have appointed someone to go and collect the sponsored items but then you should at least have a backup so if she suddenly cannot collect the stuff, the backup can fill in to collect the stuff. But if it comes down to the point where really no one can collect the stuff in WKW, I think we have friends from other faculties in the school who can help us out."

Eugene Tang, Social Secretary of the 26th Communication and Information Club, asked, "Maybe you put in a feminine hygiene pack in your exam welfare pack, which makes sense since there are a lot of females, what would you do if some people complain that there are feminine hygiene products, for example males?"

Lim See Neei, the candidate running for Business Manager of the 26th Communication and Information Club, replied saying, "Maybe for the first 5 Exam welfare packs don't all have the same items. Some products we have lesser, some products we have more. It comes down to organising and allocating resources properly. If you have a lot of feminine products, put in for those for girls and the rest of the packs won't have feminine hygiene packs so they won't get."

Gan Hui Min, the candidate running for Business Manager of the 26th Communication and Information Club, said, "First you sort and distribute accordingly. If a guy gets it, then you just say sorry and ask them to pass it to their mom or female friend."

Kwok Suet Ying, the candidate running for Business Manager of the 26th Communication and Information Club, replied saying, "It's about allocating resources. It's kind of immature to complain about that when the majority of the school is female. If you have a problem with it,

just give yours to a female friend or ask it's more of like give and take. I will listen to their complaints and perhaps talk to them and talk about how WKW students are female and if they have problems, we will change the products.”

Tiffany Lim Tien Yi, Business Manager of the 25th Communication and Information Club, asked, “For Char, you said you have some skills from MUN that can be applied to this role. So what are those skills?”

Kwok Suet Ying, the candidate running for Business Manager of the 26th Communication and Information Club, replied saying, “I mass emailed all of the schools to bring them to MUN and that they flew in at the right time to make sure they came on time. I was also their personal driver if they couldn't get a grab. I was able to get GRAB as a sponsor.”

Michelle Racho, Sports Secretary of the 24th Communication and Information Club, asked, “What if on the day of the event, say Reverb, the beer sponsor pulls out. What would you do?”

Lim See Neei, the candidate running for Business Manager of the 26th Communication and Information Club, replied saying, “From my understanding, CI has surplus inventory in case sponsors really do pull out.

Gan Hui Min, the candidate running for Business Manager of the 26th Communication and Information Club, said, “Don't go with beer or see whether the finances can be pulled out. Otherwise you just make do.

Kwok Suet Ying, the candidate running for Business Manager of the 26th Communication and Information Club, replied saying, “Liasing with the fincon to ensure that there's always money to buy beer for everyone. Also call them to see why they pulled out.”

Chew Yi-Xinn, Business Manager of the 25th Communication and Information Club, asked, “There's a surplus but beer has an expiry. So if the beer has expired, and the sponsor pulls out, what would you do?”

Lim See Neei, the candidate running for Business Manager of the 26th Communication and Information Club, replied saying, “Honestly I know alcohol is an important necessity in wkw events, like we have to have them but then I'm not going to give them expired beer. No beer no alcohol.”

Edwin, a Year 2 Student, asked, “If some big company comes on board, but they are very demanding in their deliverables and want back-to-back deliverables - 30 posts on social

media, 20 stories, instagram live, just non-stop, how do you balance between wanting to keep the sponsors and not overstretching the student population?"

Gan Hui Min, the candidate running for Business Manager of the 26th Communication and Information Club, said, "Through communication with the sponsors and finding who is willing to do it to find a balance with the sponsors.

Kwok Suet Ying, the candidate running for Business Manager of the 26th Communication and Information Club, replied saying, " It is our job to keep the sponsors happy and fulfil all their needs."

Lim See Neei, the candidate running for Business Manager of the 26th Communication and Information Club, replied saying, "The number of posts and demands is not the problem. The time they give us is the issue."

Hemant Mathy, Social Secretary of the 25th Communication and Information Club, asked, "Who would you co-opt from any portfolio? It can be anyone running for CI, so long as they aren't elected yet."

Gan Hui Min, the candidate running for Business Manager of the 26th Communication and Information Club, said, "I would co-opt Jon because we worked together and because we clicked well."

Kwok Suet Ying, the candidate running for Business Manager of the 26th Communication and Information Club, replied saying, "I would co-opt Darryl as he is quite suitable for the role."

Lim See Neei, the candidate running for Business Manager of the 26th Communication and Information Club, replied saying, "For me, I'll be honest, I don't think i'll co-opt anyone that is not running for bizmag. There's a reason why they ran for that portfolio and I would not pull them into doing the portfolio they don't want to do. I'm not experienced in external liasing and networking and more organised in the internal managing. I see the potential in Clarisse to network externally. To maximise efficiency, One bizmag should liase externally and the other should liase internally."

Willie Tan, a Year 2 Student, asked, "Would you foresee yourself providing any form of assistance to any other ad-hoc business managers?"

Kwok Suet Ying, the candidate running for Business Manager of the 26th Communication and Information Club, replied saying, "Yes. I would liase with ad-hocs and ask sponsors if

they're interested to help. As long as we keep our sponsors happy, the sponsors should be willing to look into other adhoc's to see what they can offer."

Gan Hui Min, the candidate running for Business Manager of the 26th Communication and Information Club, said, "It's very possible - there are overlaps in our jobs. It depends on liaising with the other committees, to see how we can meet the comm and sponsor's demands."

Lim See Neei, the candidate running for Business Manager of the 26th Communication and Information Club, replied saying, "CI club serves the whole school. As a business manager and with other business managers, we should pool together our resources and share contacts. Ultimately our products are for wkw students and not just individual events. It is very possible for us to help."

Wee Xuan Yi, a Year 2 Student, asked, "Sometimes there are not a lot of people coming for wee kim wee events. How would you increase the attendance?"

Kwok Suet Ying, the candidate running for Business Manager of the 26th Communication and Information Club, replied saying, "I think communicating with other wkw students to make sure the dates that we have are suitable for their times as well. I know a lot of my friends were not free for the previous wkw events. We can send out a form to see when people are free and making sure to choose the date when most people are free."

Lim See Neei, the candidate running for Business Manager of the 26th Communication and Information Club, replied saying, "For me it depends on the reason why the attendance is not good. Sometimes, it could be the products that are sponsored are not good enough. Maybe it's the date, the timing, the photobooth or whatever. We need to ask for opinions and what they need to be able to do everything in our capacity to promote the event."

Gan Hui Min, the candidate running for Business Manager of the 26th Communication and Information Club, said, "Talking to the student body, knowing what they want, knowing why they can't make it. Appealing to them and arranging the suitable dates. Sometimes it's because they're friends aren't going. To create the ambience we need more people so we need to talk to them to convince them to come."

Position: Marketing Communications Secretary

Cheong Jun Rui, a candidate running for 26th Communication and Information Club's Marketing Communication Secretary, made his speech.

“Hi everyone, I’m Darryl and I was from School of the Arts and had my Arts education there for the past 6 years. And today I’m going to share with you why I want to be a Marketing Communications Secretary. Being a Visual Arts student, I’ve always been intrigued by the power of visuals and their ability to illuminate ideas and messages effectively to its audiences. I would like to share a personal experience I had before coming to Wee Kim Wee. I stumbled upon the Wee Kim Wee Instagram page and I saw the graphics and the entire feed was just very aesthetic and that was one factor that influenced me, and here I am today, in Wee Kim Wee. I think it’s just the impact of editorial art and its power to influence the people who come across it. You have platforms like magazines, publications, album art, book covers and posters; they all carry visual and graphic elements that convey their respective essences in a flash, I’m very interested to explore the boundaries of visual communication, and how it can be a platform for expression and engagement. Ultimately my aim is to create visuals that make people happy, visuals that ignite cohesion and open unexpected and accessible opportunities for people come together, be happy and have fun. With this in mind, you have my best foot forward in coming up with visuals that best represent the zest of our community and the identity we hold so dearly in establishing who we are as a family.

My fervent passion brought me to the School of the Arts and I specialized in Visual Arts for 6 years. I was provided numerous opportunities to hone my craft and artistic sensibilities, and participated in several prestigious competitions, including the Louis Vuitton SG50 Trunk Design competition, and attended masterclasses held by renowned artists from around the world, including Japanese sculptor Tadashi Kawamata and British installation artist Isaac Julien, whom imparted valuable tips and advice in the process of art-making. I’ve also touched graphic designs minimally, but I had opportunities to submit book covers and poster designs too.

To those who visited my Bandung booth the past 2 days and collected your Bandung and stickers, I’m very very thankful, and those who took my stickers too, I appreciate the support. They’re actually my pioneer Wacom creations, I just bought a Wacom tablet and these are my very first creations. At the end of the day, I wish to create more of such illustrations for all enjoy, and I hope you guys will give me the chance to be your eyes, one who opens new opportunities for everyone to bridge bonds and forge a cohort identity. And besides that, not just including us freshies but also to the rest of the school and sustaining the true Wee Kim Wee spirit through Marcomms as a platform and as a facade for people to come for CI events that foster the school identity for who we are.”

Leong Zhen Cong, Calvin, a candidate running for 26th Communication and Information Club's Marketing Communication Secretary, made his speech.

"Hi everyone, I'm Calvin, I'm campaigning to be your Marketing Communications Secretary.

I'd first like to begin by thanking all of you for coming here, I know mine is the last speech, it is really late, it's a Thursday night and all of you are tired. So I really appreciate all of you for taking the time out to come down for mine and Darryl's Rally.

Secondly, I'd just like to give a recap of my campaign. I'm not sure if all of you have seen it, but I had a campaign video, I also had some animated posters, I had a portfolio presentation, and for some people I gave some cards with calligraphy - I pronounce it as 'CALLigraphy' on purpose. Also Darryl by the way sidebar, I had bandung in my video and it was not shade, I didn't know you planned your bandung party, just had to put it out there. But the shoe fits, it fits.

The main reason why I ran the campaign the way I did it is because I wanted to show everyone the scope of work that I can and is capable of delivering. I was from the Ngee Ann Mass Communication course and in my time there I ran the 'Radio Heatwave' as a business, not as a CCA and I had the opportunity to work with many different clients. Over the past three years I've been a freelance graphic designer so I've worked with many different clients and I know their needs.

And what I want to do in Wee Kim Wee is I want to communicate a design that is appreciated, that is digested, that will motivated action, and then light up smiles. Because I feel that through design it is the way where we can showcase the world what we are capable of and that is what I want to do.

And as the amazing Elle Woods said in the movie 'Legally Blonde', 'Always have faith in people. And most importantly, always have faith in yourself.' I hope that today, I am able to garner your faith in me as your new Marketing Communications Secretary. Thank you."

Cheong Ning Xuan, Raphael, Marketing Communication Secretary of the 25th Communication and Information Club, asked, "What are your expectations for being a Marcomms Secretary and what is your understanding of the workload?"

Leong Zhen Cong, Calvin, a candidate running for 26th Communication and Information Club's Marketing Communication Secretary, answered, "My understanding of the workload is that we'll be managing the visuals, especially, so it's not just the different social media platforms but also the aesthetics of the social media platforms and also in a way to explore new ways we can market to our particular target audience so it's not just about one whole

homogenous target audience like just Wee Kim Wee students but we also have Year 1, Year 2, Year 3, Year 4 students so if I were to have this portfolio I would like to take up the challenge of specifically catering to each different year.”

Cheong Jun Rui, a candidate running for 26th Communication and Information Club’s Marketing Communication Secretary, answered, “I think for me I haven’t really explored that option yet but I know there is no one definite aesthetic. I’m still thinking of a way to collect feedback from people to see what they want because it’s the audience that matters, we’re doing it for the people and ultimately it’s for the experience if they want to be happy. So it’s about what we’re trying to do to cater to them. So that’s my rough gauge for now.”

Cheong Ning Xuan, Raphael, Marketing Communication Secretary of the 25th Communication and Information Club, said, “So for Marcomms what we do is predominantly posters and collaterals but there’s also other parts like photography, so you’ll have to get photographers for every event. And there’s also decoration, which doesn’t sound like a lot of work but it’s really a lot of work so it’s not just about design. You’ll have to handle other stuff also.”

Beverly Chew Xiu Qi, Marketing Communication Secretary of the 25th Communication and Information Club, asked, “So the second question right, I would just like you guys to describe your personal style to me, just tell me who you are.”

Leong Zhen Cong, Calvin, a candidate running for 26th Communication and Information Club’s Marketing Communication Secretary, answered, “I think I’m a bit more sassy. More pink, more ra-ra, that’s kind of me.”

Cheong Jun Rui, a candidate running for 26th Communication and Information Club’s Marketing Communication Secretary, answered, “For me, I don’t know, I like things that are very minimalistic. Things that have a personal touch to it. That people can relate and engage themselves to. So I think that’s very important for Marcomms. Because you’re engaging a target audience that is within this age group and people want things that are relevant. Things like my Teh Bing, things that people go to Koufu and get everyday. It’s just something like the subtleties and the very ordinary aspects of things you explore in school. And I think that’s what captures people’s attention and would entice them to go for CI events. Because ultimately Marcomms is literally the face of Wee Kim Wee, and that is a very important aspect to take note of.”

Beverly Chew Xiu Qi, Marketing Communication Secretary of the 25th Communication and Information Club, asked, “So you all will definitely be working together right, so how do you think you will leverage off each other’s skills? How do you all think you will work together?”

Leong Zhen Cong, Calvin, a candidate running for 26th Communication and Information Club's Marketing Communication Secretary, answered, "First off I think Darryl's much better at drawing than I am. I don't have a Wacom, I draw everything by mouse. It's quite hard sometimes. So definitely I think the drawing side he'll be able to do it much better than I do. But in other aspects I feel like I have the knowledge of how certain things work, having worked with different clients, I mean I used to work at a Poly radio station, so then again that was in Poly, University might be a little different. The target audience is definitely different. So I think those are aspects that we will have to explore. I think it will be an interesting journey."

Cheong Jun Rui, a candidate running for 26th Communication and Information Club's Marketing Communication Secretary, answered, "And I think like different events will have different aesthetics styles, so I guess we could complement each other in terms of our opinions and what we feel best suits the event. For me I like things that are more casual, and I've seen his portfolio and I've seen the posters that he's done and it's very professional. And I really admire his skills for that and his video skills so, as a SOTA student I was exposed to more hands-on experience for art so it's more crafty, rather than digital, so I don't really have a portfolio that speaks publicity and PR and posters but rather more of the artistic background in general. So I guess we could leverage off each other in terms of these aspects."

Cheong Ning Xuan, Raphael, Marketing Communication Secretary of the 25th Communication and Information Club, asked, "So maybe you all could tell us about one achievement in your portfolio that you're most proud of?"

Leong Zhen Cong, Calvin, a candidate running for 26th Communication and Information Club Marketing Communication Secretary, answered, "I think for me my most proudest achievement, okay this doesn't really have to do with design but my most proudest achievement was in Poly when I brought down two bands - The Vamps and The Tide to Ngee Ann Poly. The Vamps if all of you are not familiar they are a boy band. The Tide also boy they're a band, emerging ones, they're from under The Vamps, their record label. And I think working with Universal Music was an eye-opening experience and it was really really tough having the bands come down but somehow I don't know how we did, my lecturer didn't wanna do it but I pushed for it I managed to make it happen. And after seeing all the people who came, I think I had over 500 people crowded around my radio station, that made me so happy and so proud that I was able to achieve that kind of impact within the Ngee Ann student community. So I hope that by coming to Wee Kim Wee here I'll be able to bring that kind of impact to CI Club too I mean it's not just working with Darryl but also working with the rest of the CI Club. I hope I'll be able to help the Bizmags get sponsors, bring in people with my huge connection."

Cheong Jun Rui, a candidate running for 26th Communication and Information Club's Marketing Communication Secretary, answered, "I think one concern was raised about how the ad-hocs would have their own publicity reps. So personally I went to think about ideas that wasn't really suited for CI for instance like Reverb, so I think it's really good to help one another because ultimately it's all for the school. And we just have to bear that in mind. And for my proudest achievement in my portfolio I would say I was shortlisted for Louis Vuitton's SG50 trunk design. But it wasn't the final design so I'm not allowed to show. That's the most remarkable thing that I've achieved so far."

Beverly Chew Xiu Qi, Marketing Communication Secretary of the 25th Communication and Information Club, asked, "Calvin, you keep mentioning your radio station experience, can you give me a specific example of how you will apply what you learned there to your role?"

Leong Zhen Cong, Calvin, a candidate running for 26th Communication and Information Club's Marketing Communication Secretary, answered, "What I did in the Ngee Ann Polytechnic radio station, I was the general manager there so I did a lot of management but on top of that I was also in charge of the Radio Heatwave social media so what I learned there was the different kinds of things that people like. So I would have to do a weekly social media report so the report just gives me insights and helps to analyse what students want. What things students are reacting to. So I feel like with that knowledge it'll be able to help us here in CI how we can reach the Wee Kim Wee community better. That's just one aspect of it."

Cheong Jun Rui, a candidate running for 26th Communication and Information Club's Marketing Communication Secretary, answered, "Actually I wanna add on to one aspect that I did like the stickers. There's actually one more sticker that I did and I printed it out before getting the approval from the student office and it had the words 'Wee Kim Wee, always so extra' like in a speech bubble but Sandra told me that there is no 'school' inside so I can't disseminate the stickers. So I think like the aspect of crisis management is very important and I'll like to take on that skill in the case of an event, touch wood, but if it happens I'd like to experience it for once to know how it's like."

Cheong Ning Xuan, Raphael, Marketing Communication Secretary of the 25th Communication and Information Club, asked, "On that topic right, so in CI it's inevitable that you will have conflicts and different people will have different opinions so how will you all go about de-conflicting say if someone says 'oh your posters aren't that good' or they take offence with whatever you have so how would you go about solving that situation?"

Leong Zhen Cong, Calvin, a candidate running for 26th Communication and Information Club's Marketing Communication Secretary, answered, "I think within CI ultimately the end goal is not about us it's about the students I think what we can do is we will take in the

feedback, whatever people say and continue to improve on future designs. If it's amongst ourselves I think at the end of the day we will still remember that it's ultimately for the student community it's not about us it's not about our ego it's about the student community."

Cheong Jun Rui, a candidate running for 26th Communication and Information Club's Marketing Communication Secretary, answered, "For me, I'm still trying to figure out a possible platform for feedback because I think the audience plays a very important role, I mean the general student body, so I'll work on that aspect."

Beverly Chew Xiu Qi, Marketing Communication Secretary of the 25th Communication and Information Club, said, "Okay we'll open it up to the floor. Anyone has any questions?"

Tan Yan An Lucas, Financial Controller of the 25th Communication and Information Club, asked, "For Marcomms you all are working on a budget because you all need to create items. So sometimes we run on a pretty tight budget because things need to go to catering, to food because honestly for events most people go there for the food not because they see posters, quite honestly. So what would you do if let's say you have very little budget like let's say you have no budget at all. How would you get the word out to the students in that case. How would you decorate to make the event look more lively without the budget?"

Leong Zhen Cong, Calvin, a candidate running for 26th Communication and Information Club's Marketing Communication Secretary, answered, "I think in Singapore there's a lot of thrift stores, a lot of free things you can get from everywhere. You can ask around from the different halls as well if you can borrow things. There's definitely always a way to make things happen without a budget. Back in Radio Heatwave I always worked on things with on budget. It was really hard. I had no pay as well for 6 months, the pay only came in like 3 months after I left Radio Heatwave. So I'm very comfortable working on things with no budget. I think if the event itself is good, like the content of the event itself is good, it will sell itself. I think our posters helps get the word out but if the event itself is good, the name itself will just sell. I think that's what the whole CI Club we have to work together to achieve."

Cheong Jun Rui, a candidate running for 26th Communication and Information Club's Marketing Communication Secretary, answered, "I think that aspects brings about the personal touch. So that's the fun aspect of it. You get to personalise your own deco but I haven't actually thought about that. Okay budget is important, yes, we'll definitely use the most cost efficient method to disseminate the information across through our visuals."

Tan Yan An Lucas, Financial Controller of the 25th Communication and Information Club, asked, "On that point of working within CI right, I'm not sure if you're aware but for some of the portfolios including Marcomms, you have a sub-committee under you. So what do you

think your ideal size is for your sub-committee and how do you think you can best use the different people in Wee Kim Wee to help value add to CI?"

Leong Zhen Cong, Calvin, a candidate running for 26th Communication and Information Club's Marketing Communication Secretary, answered, "I think, okay, on top of both of us, if we were to have a sub-committee, having a team of maybe 3 or 4, excluding us so about 6 people, would be helpful. And it's not just purely graphic designers. People of different disciplines, animators, people who have experience with photography, video, so all these artistic areas where they have knowledge of so we can pull our ideas and insights together. And I think with sampling we can just try within ourselves whether visuals can be improved before we actually send it out to our actual audience."

Cheong Jun Rui, a candidate running for 26th Communication and Information Club's Marketing Communication Secretary, answered, "He's mentioned whatever I wanted to add."

Rachel Angeline Chua, Social Secretary of the 25th Communication and Information Club, asked, "Okay so I have a question. I'm Rachel I'm the 25th Soc Sec. So I think Marcomms will work quite closely with your Soc Secs when it comes to events. Because you all are doing the visuals and the decorations. So it's quite an important thing that you all are on the same page for the theme of the event. But mainly the Soc Secs will come up with the theme that we want. So what will you all do if let's say the Soc Secs come up with a theme, and your posters or decorations is super conflicting to the idea that the Soc Secs had in mind. And then you all end up having a disagreement about it. How would you handle that?"

Leong Zhen Cong, Calvin, a candidate running for 26th Communication and Information Club's Marketing Communication Secretary, answered, "Well I think from the onstart there should be a creative brief that the Soc Secs should pass to us first. It's always good to start off with a creative brief and then from the creative brief we'll work on it. How I used to work with my clients or rather how I always work with my clients it that I'll give them 3 options to choose from. That's what I plan to do. Sometimes they can be very time-consuming, usually they're just drafts. From there I think we can combine different ideas together. In the situation that the Soc Secs are still not happy we can always talk it out, try to come up with something feasible that we can use. Ultimately at the end of the day I feel like it still goes back to the idea that it's still for the student body. So whatever the Soc Secs say, it might not be still very suitable for the student body and then it is up to us to justify why we feel that our designs should stand."

Cheong Jun Rui, a candidate running for 26th Communication and Information Club's Marketing Communication Secretary, answered, "I agree with what he says, for Social Secretary I think there has to be a consensus made because Marcomms is ultimately out to publicise your event so there has to be a general consensus to decide what's best and

appropriate where both people are on the same agreement, the same frequency, before we disseminate our posters out. And also take into consideration the audience, I mean the student body.”

Eugene Tang, Social Secretary of the 24th Communication and Information Club, asked, “Hi I’m Eugene, a concerned senior. I want to ask what are your plans to reach out to those above Year 2? So the year 3s and 4s. What are your plans to engage us?”

Leong Zhen Cong, Calvin, a candidate running for 26th Communication and Information Club’s Marketing Communication Secretary, answered, “I think a situation that we always face here is that we do marketing in a very macro manner. And I think in order to reach out to the Year 3s and Year 4s we need to go a little more micro. So from the onstart you know we can start compiling a list of people who are willing to participate in CI events because you don’t want to just take their emails and email stuff to them. So I think it has to come from a very micro level and if they are willing as well. Just try to engage them from there just go 1-to-1 interpersonal relationships if we can. I feel if the macro way doesn’t reach them then the macro way is definitely the way to go.”

Cheong Jun Rui, a candidate running for 26th Communication and Information Club’s Marketing Communication Secretary, answered, “I think every cohort has their own quirks. So I guess for every batch there is a Marcomms rep. So we could always liaise with the ex-Marcomms reps to get to know more about our seniors. Because we’re generally very micro level so in order to reach out I think one good way to start off is through our ex-Marcomms reps who hopefully will have a good understanding of what their cohort is like. So we can generalise and spread the message across effectively.”

Carrine Low, a Year 2 student, asked, “So this question is pretty similar to Raph’s but let’s just say it’s just between the both of you. The both of you end up working together and your co-partner comes up with a poster that you really think is really really ugly. You absolutely hate it but he spent a lot of time and effort working on it. So how would you react to the situation, would you redo the poster for him? Because it seems the both of you have very different aesthetics.”

Leong Zhen Cong, Calvin, a candidate running for 26th Communication and Information Club’s Marketing Communication Secretary, answered, “I think out of respect for my partner, I will still continue with his design. It is not about me, it is not about my ego and ultimately if he feels that his poster best serves the student community, why not. Just go ahead with it. Okay so Darryl is a Visual Arts students so definitely he will know more about aesthetics than me but I think what I can bring that compliments Darryl is what would be the best way to publicise it. What is the approach we can take to it.”

Cheong Jun Rui, a candidate running for 26th Communication and Information Club's Marketing Communication Secretary, answered, "I guess we could come down, sit and talk together about what we like and what we don't like about each other's works, maybe general consensus and then just go with it. But I mean we have to come together with the mindset that everyone has their own design style and charms. It's easier said than done but it's just about understanding what our purpose is as Marcomms."

Eugene Tang, Social Secretary of the 24th Communication and Information Club, said, "Just one last pointer it's not really a question but more of a sharing based on what we have done as the 24th CI. On the onset of our term, we had the Investiture event but we got complaints that there was too much yellow on our Instagram. We just took over it and there was no yellow on any of our posters but we got lambasted basically for whatever our seniors did. So I just wanna point out that Wee Kim Wee is a very opinionated bunch and you guys need to persist and not conquer."

Leong Zhen Cong, Calvin, a candidate running for 26th Communication and Information Club's Marketing Communication Secretary, said, "I understand. I got very persistent emails from fangirls when I banned them from The Vamps. Ultimately my goal back then was to serve the Ngee Ann community, if they're not from Ngee Ann I do not extend that privilege to them. So that was the way I saw it. Sometimes hard decisions have to be made."

Edwin Chan, a Year 2 student, asked, "So you know Wee Kim Wee has a lot of events. Sometimes not all the events will be managed by you guys. So every adhoc has their own publicity team and whatever they use to publicise their adhocs will be quite in-house. So let's say in the event that they come up with collaterals or designs that are not very nice, but as your position of Marcomms in CI, you don't exactly tell them what to do. But how would you go about solving that situation because people are still going to view these collats and when they see them they will have an overall impression of the school. So how would you try to work out with the adhocs?"

Leong Zhen Cong, Calvin, a candidate running for 26th Communication and Information Club's Marketing Communication Secretary, said, "I think right now a lot of things are in permanent form but a lot of things are also in transitory form. So we can always after the event take them down, so it won't affect our post. I think also I will ask the Bizmags but also ultimately we have to come to a compromise."

Cheong Jun Rui, a candidate running for 26th Communication and Information Club's Marketing Communication Secretary, answered, "I feel like at least for the visual aspect one has to take constructive criticism well. And this is very important. It's good to share your feedback to them for them to know what's good and what's bad or what can be improved on."

Beverly Chew Xiu Qi, Marketing Communication Secretary of the 25th Communication and Information Club, asked, "I have one last question. So you all have been to a few of our events I hope, seen our Instagram page and all right, so do you have any new ideas that you would like to implement or maybe something that you would do differently from us."

Leong Zhen Cong, Calvin, a candidate running for 26th Communication and Information Club's Marketing Communication Secretary, answered, "I think there are more publicity channels we can try. Firstly I noticed that the 24th CI Club had a Wordpress page, (looking at 25th CI Club) I don't think I've seen one from you all. So I feel like setting up a website would be good, and not just that, consolidating all the different clubs and adhoc in Wee Kim Wee on a webpage would be good. On top of that, newsletters would be another way to reach out to people. Personalised messages, bots, these are different things we could try. My main purpose of me being here in Wee Kim Wee, I mean not just to serve the student community but also to push the boundaries of what we can do in terms of media and publicity."

Cheong Jun Rui, a candidate running for 26th Communication and Information Club's Marketing Communication Secretary, answered, "I think e-newsletters could work. I think people like music, music brings people together. We could have, I don't know, K-pop night. Maybe different genres of a certain scope, that kind of thing. So we could reach out to more people. Homecoming is like you invite the seniors back, sometimes juniors may feel like 'Oh it's not so relevant because I don't really know my seniors' so maybe we could branch out. Ultimately I hope to step out of my comfort zone, I don't want to just focus on visuals that I like. Visuals that I feel represent me. Because I'm always all about minimalistic, cute, funky things. I think that are different aesthetics for different events so I wanna step out and try new things. And I hope to utilise this opportunity to build on my portfolio for that aspect."

Eugene Tang, Social Secretary of the 24th Communication and Information Club, said, "I just wanna follow up on something you said. You said that e-newsletters would work. I'm not sure about that because I know we get bombarded with emails, so what makes your email so special that I want to read it, what makes the content that you speak of relevant and worth my time reading. I'm not gonna ask you what other options you have, I just wanna throw this into your head so you can think about ways you can further reach out to the student population. As for our website, I want to point out that there is actually a CI Club webpage that is not fully utilised so that's an avenue for you to use. The Wordpress I want to say that it used to be a thing where we invite students to write articles and document experiences they've had in school. But what is journalism but a dying industry. So in that sense it's not working. The viewership if you look at the Wordpress when you get the account is 3 or 4. Who is reading it even? Why should you invest so much effort into it? I think the CI Club

Wee Kim Wee School of Communication and Information
Communication and Information (CI) Club
26th CI Club Rally 2018

Marcomms should be economical with their effort. To achieve the most reach with the least amount of effort. Don't put your effort into places where it doesn't make sense."

Wee Kim Wee School of Communication and Information
Communication and Information (CI) Club
26th CI Club Rally 2018

There being no other matters, the Communication and Information Club's Rally for the 26th CI Club ended on 6 September 2018, Thursday, at 1920.

The above minutes for the Rally are taken by:
25th CI Club's Honorary General Secretary, Lim Shi Ya Olyvia;
25th CI Club's Business Manager Chew Yi-Xinn;
25th CI Club's Performing Arts Director Wee Khee Xin Charmaine.

Total time: 180 minutes