

NANYANG TECHNOLOGICAL UNIVERSITY
31th Accountancy and Business Club
AY 20/21 Accountancy and Business Club Rally

Date: 9 September 2020

Time Started: 1900

Venue: Zoom

Election Committee	Position
Javier Lee Wei Jun Chan Li Xuan Athena Ong Jing Yee	Chief Returning Officer Election Officer Election Officer
Nominees for AY20/21 Management Committee	Position (Nominated For)
<ol style="list-style-type: none"> 1. Shaun Sim Jia Xing (435D) 2. Chiong Hao Zu, Jordon (339D) 3. Tham Wen Xian Kimberly (747H) 4. Sun Yanting (885D) 5. Goh Pearl Lyn (550A) 6. Ser Junjie Joseph (490D) 7. Ng Kha Yun (593H) 8. Mu Xing Jia (203K) 9. Jordon Low Cheng Lin (804E) 10. Chia Yi Min, Laetitia (865F) 11. Tan Hui Shan (719E) 12. Sheryl See Toh (093J) 13. Martin Chan Jie Kang (570F) 14. Chloe Ng (958L) 15. Yew Kai Qi, Shannon (858C) 16. Shanon Tang Hao Jun (761D) 17. Ethan Ong Sze Rey ((183H) 18. Eliza Wong En Xin (852B) 19. Catherine Teo Wanting (760J) 	President Honorary Financial Controller Honorary General Secretary Vice-President of Corporate Liaison Vice-President of Marketing Vice-President of Events Corporate Liaison Director Corporate Liaison Director Corporate Liaison Director Corporate Liaison Director Marketing Director Marketing Director Marketing Director Marketing Director Events Director Events Director Events Director Events Director Events Director
Nominees for AY20/21 Union Executive Committee Representative	Position Held
<ol style="list-style-type: none"> 1. Loh Mei Ling (319H) 2. Shermaine Lim Pei Xuan (485E) 	Union Executive Committee Representative Union Executive Committee Representative
Outgoing Management Committee Members	Position Held
<ol style="list-style-type: none"> 1. Lee Wei Jun, Javier (832A) 2. Ong Jing Yee (383H) 3. Chan Li Xuan Athena (408J) 4. Emily Ng (860B) 5. Myat Yamin New (531L) 6. Shiori Ishiwata (370G) 7. Sun Yanting (As above) 8. Lee Wei Jun, Eugene (028B) 9. Chean Shao Jie (074F) 10. Goh Pearl Lyn (As above) 	President Honorary Financial Controller Honorary General Secretary Vice-President of Corporate Liaison Vice-President of Marketing Vice-President of Events Corporate Liaison Director Corporate Liaison Director Corporate Liaison Director Marketing Director

11. Chiong Hao Zu, Jordon (As above)	Marketing Director
12. Teh Wey Shuen, Celestine (550J)	Marketing Director
13. Chen Jun Hua (027A)	Marketing Director
14. Shaun Sim Jia Xing (As above)	Events Director
15. Ser Junjie Joseph (As above)	Events Director
16. Tham Wen Xian Kimberly (As above)	Events Director
17. Patricia Ter Chye Wei (071L)	Events Director



Meeting Agenda

1. Regulations Governing the Rally
2. Nominee for Events Director - Catherine Teo Wanting
3. Nominee for Events Director - Eliza Wong En Xin
4. Nominee for Events Director - Ethan Ong Sze Rey
5. Nominee for Events Director - Shanon Tang Hao Jun
6. Nominee for Events Director - Yew Kai Qi Shannon
7. Nominee for Marketing Director - Chloe Ng
8. Nominee for Marketing Director - Martin Chan Jie Kang
9. Nominee for Marketing Director - Sheryl See Toh
10. Nominee for Marketing Director – Tan Hui Shan
11. Nominee for Corporate Liaison Director – Chia Yi Min, Laetitia
12. Nominee for Marketing Director – Jordan Low Cheng Lin
13. Nominee for Marketing Director – Mu Xing Jia
14. Nominee for Marketing Director – Ng Kha Yun
15. Nominee for Vice-President of Events – Ser Junjie Joseph
16. Nominee for Vice-President of Marketing – Goh Pearl Lyn
17. Nominee for Vice-President of Corporate Liaison – Sun Yanting
18. Nominee for Honorary General Secretary – Tham Wen Xian Kimberly
19. Nominee for Honorary Financial Controller – Chiong Hao Zu, Jordon
20. Nominee for President – Shaun Sim Jia Xing
21. Nominee for Union Executive Committee Representative - Loh Mei Ling
22. Nominee for Union Executive Committee Representative - Shermaine Lim Pei Xuan

	Agenda
1.	<p><u>Regulations Governing the Rally</u></p> <ul style="list-style-type: none"> - All Candidates shall be entitled to 5 minutes for rally speech and 15 minutes of Question and Answer session. - Only the President, Vice-President(s), Honorary General Secretary and Honorary Financial Secretary (or equivalent) shall be entitled to 10 minutes for rally speech and 30 minutes of Question and Answer - A proposer and seconder is required to pass the motion for a 5 minute time extension for Question and Answer. - All questions should be posted on the link provided by your election officers. - The Returning Officer shall have the right to reject a proposed question or time extension. All decisions made shall be binding and final. - The minutes and recording of the rally should be adopted by the candidates and vetted by the Election Committee before submission. Submission of materials should be done within twenty-four (24) hours after the end of the Rally. - The election officers have the right to declare the election of any candidate of its Constituent Body's Management Committee due to procedural irregularities according to the Election Regulations.
2.	<p><u>Nominee for Events Director</u> Candidate Name: Catherine Teo Wanting Proposer: Lim Zhi Qi Seconder: Jamie Chin</p> <p><u>Speech</u></p> <ul style="list-style-type: none"> - Gained interest in events planning back in secondary school as she witnessed her school councillors planning many different school events - Wants to gain the experience and feel satisfied with the success of events. - Planning events is a rare opportunity to learn unique skillsets that cannot be learnt in a normal school curriculum

	<ul style="list-style-type: none"> - As the head of logistics committee of a self-initiated service-learning project has helped her to brush up her decision-making skills - Can learn and adapt to changes quickly - As a team player, she would consider all feedback and ideas coming from the committee - Compassionate and cares for the well-being of both the NBS committee and the team - Wishes to understand the needs of the NBS community, represent the community and materialise their wants and needs through the fun-filled events to enhance a stronger NBS culture - Confident in strengthening our school bond to be “One NBS” - Resilience is the quality that makes her stand out from other candidates as someone planning events for the NBS community <p><u>Question and Answer</u> Q: If you are tasked to run an event to promote cohesiveness and bonding among the NBS community, what activities would you organise in the event and how will you encourage students to participate? A: <ul style="list-style-type: none"> - Events should be held online due to COVID-19 - Up to the students if they would like to participate online as they might not feel incentivised to join - Online games should be held to relieve their stress during exams period, e.g. telegram games - As it is online event, we can attract students with vouchers and use ABC’s social media accounts to promote the events Q: What will do if your sub-committee bails out on you during an event and you need help with heavy logistics? A: <ul style="list-style-type: none"> - Call the missing member and wait for a reply first - If there is no response from the member, approach other members from another department as she believes that all ABC sub-committee members should help one another out </p>
3.	<p><u>Nominee for Events Director</u> Candidate Name: Eliza Wong En Xin Proposer: Li Zirou Seconder: Jared Aw Yong</p> <p><u>Speech</u></p> <ul style="list-style-type: none"> - Part of student council in JC and a part-timer at an event company as project manager - Has gained some insights on the skills needed to run events through her experiences - Effective communication and flexibility to react quickly to unexpected situations during events - Generally practical and able to assess feasibility of ideas well - Hopes to bring relevance, fun and cohesiveness to the NBS community - Will listen to the needs of NBS students - Would like to serve the school with her past experience serving at different projects <p><u>Question and Answer</u> Q: If the school is planning to run an event to promote mental health and wellness, what activities would you suggest to include and how would you promote the event?</p>

	<p>A:</p> <ul style="list-style-type: none"> - Making the event a competition and have prizes to motivate students to stay healthy - Suggest that tokens can be given out when students purchase fruits at the canteen and these tokens can be used to redeem healthy snacks or prizes <p>Q: What will do if your sub-committee bails out on you during an event and you need help with heavy logistics?</p> <p>A:</p> <ul style="list-style-type: none"> - Find help from other people from the ABC committee and students from NBS - Talk to the absent sub-committee member and find out the situation at hand before proceeding to decide on what to do from there
4.	<p><u>Nominee for Events Director</u> Candidate Name: Ethan Ong Sze Rey Proposer: Alven Lee Sheng Cheng Secunder: Glen Lee Jia Jun</p> <p><u>Speech</u></p> <ul style="list-style-type: none"> - Reason for running for ABC is that he is proud of being a NBS student and wants to serve with his time, creativity and talent. - ABC is a great place to make student life more vibrant and cultivate stronger school pride - Would like to give back to the NBS community after all the help and care he has received from the start of university life - Believes that the NBS community must have a voice - As the Events director, he would like to plan events that can cater to the students' choices, concerns and considerations - If elected, his first priority would be to collaborate with other committees in ABC to turn ideas into reality - Wants to set up processes and sub-teams that focus on feedback from NBS students - Believes that listening to the students is the most important way to stay relevant and make informed choices that add value and vibrancy to NBS - Wants to build on what previous batches have done with their innovation and creativity - Despite the restrictions COVID-19 brings about, he is motivated and able to bring fresh and student-centred ideas to the table <p><u>Question and Answer</u></p> <p>Q: How would you organise a specialisation fair with other clubs, given that the event will be held online?</p> <p>A:</p> <ul style="list-style-type: none"> - Should be held over a few days as people have limited attention span and do not wish for people to have to sit in through a long call - Have the specialisation clubs to talk about the different specialisation - Would recommend having seniors or current students from each specialisation coming on the call to share their experiences as it would be more relevant for students <p>Q: In your personal opinions, would you prioritise pushing for more activities that are beneficial to the NBS community despite exceeding the budget allocated, or consider other measures?</p> <p>A:</p> <ul style="list-style-type: none"> - Personal take is to do his best to respect the budget and work within the budget

	<ul style="list-style-type: none"> - Believes that the money is taken out from a source and allocated across different batches of the ABC committee, hence they should be considerate and plan within the budgets for the long run
5.	<p><u>Nominee for Events Director</u> Candidate Name: Shanon Tang Hao Jun Proposer: Nicole Lai Wei Wei Seconder: Rengasamy Narendra Kumar</p> <p><u>Speech</u></p> <ul style="list-style-type: none"> - Has the relevant skills and passionate for this role - Head of E-commerce and Events Management in NYP, worked with big brands to promote their products in NYP - Has experiences facilitating events/ photo shoots for products and sales marketing - Worked with clients across Singapore and sharpened people skills, which he believes would give him an edge over other candidates - Plans for NBS students: <ol style="list-style-type: none"> 1. Create more interactive online events/ content to connect and improve quality of student life 2. Source for more interesting/ interactive webinars, partnering with institutions to promote/ improve NBS 3. Leverage on technology and create something to connect with NBS students better through Apps etc 4. Work on ABC's website 5. Work on E-commerce, scout for suppliers 6. Leverage on technology to collect and analyse data for consistent feedback by students <p><u>Question and Answer</u> Q: Describe one team event that you have recently organised or participated in and what sort of activities did you include in the event to compliment with the team. A: <ul style="list-style-type: none"> - As the leader of the programme, he hosted many games and activities frequently with members to break the ice and encourage bonding - Organised presentations for sales reporting and worked well together </p>
6.	<p><u>Nominee for Events Director</u> Candidate Name: Yew Kai Qi Shannon Proposer: Lim Wan Yu Grace Seconder: Tan Wei Jun</p> <p><u>Speech</u></p> <ul style="list-style-type: none"> - Main platform of communication will be social media - Suggest video games tournaments to connect with students - Sharing of music online - Unique selling points is her past experience in the events field - Hopes to do better in events planning in NBS <p><u>Question and Answer</u> Q: How would you plan an event to promote mental health? A: <ul style="list-style-type: none"> - Online event will be able to be more catered to each students, e.g. google form for students to talk about their own problems. - Event can then be held with the information collected from the survey held. </p>

7.	<p><u>Nominee for Marketing Director</u> Candidate Name: Chloe Ng Proposer: Joshua Lam Ju Wen Seconder: Sherri Ong Huei Min</p> <p><u>Speech</u></p> <ul style="list-style-type: none"> - Hopes to have the opportunity to listen to the NBS community and help voice concerns out - Believes in servant leadership and wishes to help students - Imaginative and outgoing, suitable for the role of a marketing director - As the Public Relations Manager of Theatres in ACJC, she has equipped skills that are essential for a marketing director - Done marketing materials in the past <p><u>Question and Answer</u> Q: What would you do if there is insufficient turn up and sponsors are unhappy with the lack of promotions? A:</p> <ul style="list-style-type: none"> - If there is insufficient turn up at an event, we can hold a secondary event to satisfy the sponsors' needs through online social media promotions or other platforms in school
8.	<p><u>Nominee for Marketing Director</u> Candidate Name: Martin Chan Jie Kang Proposer: Koh Pei Wen Seconder: Lim Tze Hui</p> <p><u>Speech</u></p> <ul style="list-style-type: none"> - Wants to join marketing to develop his creativity and work with like-minded people. - Wants to work with a team to improve NBS experience and make the short 3 years as enriching as possible. - Would like to enforce an event to help students to decide their specialisation - Another recommendation would be an event/ help ABC can start to help students understand internships in NBS - Work on a better platform to help students and seniors to sell their textbooks to one another <p><u>Question and Answer</u> Q: What other ways can you promote events other than the usual methods of email blasts and Instagram promotions? A:</p> <ul style="list-style-type: none"> - Students may not check their emails often and miss out information of events - Make use of OGs/ CGLs to help ABC pass down information to students
9.	<p><u>Nominee for Marketing Director</u> Candidate Name: Sheryl See Toh Proposer: Sherilyn Sim Kailin Seconder: Sarah See Toh</p> <p><u>Speech</u></p> <ul style="list-style-type: none"> - Was an EXCO member in student council in Secondary school, responsible for heading events and learnt how to market events through this experience - Was a social media intern at Prudential and got the chance to try out social media marketing

	<ul style="list-style-type: none"> - Learnt how to do social media marketing effectively through proper aesthetic representation to cater to specific target audience - Has a passion for marketing and wishes to learn more through this role - Creative and has a talent in designing - Plans in mind to improve NBS and ABC: <ol style="list-style-type: none"> 1. Make sure that communication goes both ways, where ABC communicates our goals to students and students get to voice out their opinions as well 2. Marketing content to be appropriate and portray events as they are - Willing to learn and adapt <p><u>Question and Answer</u> Q: Assuming there are too many online events from one same sponsor, how will you differentiate similar promotions for similar events? A: Emphasize the differences and being clearer about the purposes of each events</p>
10.	<p><u>Nominee for Marketing Director</u> Candidate Name: Tan Hui Shan Proposer: Brian Au Yong Kah Jun Secunder: Chee Shao Bin, Walayuut</p> <p><u>Speech</u></p> <ul style="list-style-type: none"> - Hopes to create more engagement with the student body to provide them more opportunities - Daring enough to make a change and help the club reach greater heights - As the Vice-President of a student club in JC and an OGL, she acquired the skills to lead - Communication with the student population will be her top priority - Wishes to put out content that is both beneficial and entertaining - Looks to focus on digital marketing due to the pandemic <p><u>Question and Answer</u> Q: What would you do if there is insufficient sign-ups for an event held by a sponsor, on top of the social media promotion efforts? A: <ul style="list-style-type: none"> - Other than the usual online approach, the next step would be physical promotion by spreading the words among friends during classes - Schedule more posts as reminders to students - Sign-ups should be done via a link directly instead of linktree </p>
11.	<p><u>Nominee for Corporate Liaison Director</u> Candidate Name: Chia Yi Min, Laetitia Proposer: Lam Hui Qing Secunder: Lock Xue Hua, Chanel</p> <p><u>Speech</u></p> <ul style="list-style-type: none"> - Believes in investing time and effort on people - Plans to apply her people skills on her role as a CLD - Hopes to source for more opportunities for students, proactively search for more sponsors for diversity and creating good relationships with sponsors to make sustainable plans - Has many experiences seeking and handling external vendors - Enjoys connecting with different people and hopes to continue doing so through the role of a CLD - Defines the role of a CLD as more than just renewing old contracts, cold-calling and waiting for sponsors to contact ABC, it is establishing and maintaining relationships with the right goals and intentions in mind

	<p><u>Question and Answer</u> Q: How would you approach a situation where a sponsor is unhappy with the lack of promotions on ABC's platform as compared to other sponsors although there is lesser materials from them? A:</p> <ul style="list-style-type: none"> - Be upfront and explain the situation to the sponsor regarding why their promotion on ABC's pages appears to be lacking compared to other sponsors - Apologise and offer to help generate more content for them, explain the misunderstanding
12.	<p><u>Nominee for Corporate Liaison Director</u> Candidate Name: Jordan Low Cheng Lin Proposer: Chua Waverly Seconder: Lee Su Qin Michelle</p> <p><u>Speech</u></p> <ul style="list-style-type: none"> - Organised events in schools such as camps, service-learning and community engagement at RCs and CCs - Has contacted and liaised with external sponsors such as NEWater, Singapore Zoo and Subway previously - After running events for the past years, would like to try out the position of a CLD to do more for an event - Realised that sponsors play a big role in making events more impactful - Would love to make people feel happy with the sponsored items ABC can secure for them - Having worked in, with and under a myriad of people, he will be able to adapt to most people and situation - Goals for the year: <ol style="list-style-type: none"> 1. Maintain the sponsorship and relationships that ABC currently have 2. Find ways in which ABC can leverage on the opportunities that comes during this period, such as internship sharing 3. Expand NBS and ABC's connections with potential vendors/ sponsors <p><u>Question and Answer</u> Q: A long term sponsor suddenly requests for more regular social media promotion (e.g. once every two weeks), however this may be unfair to other sponsors. How would you handle this situation? A:</p> <ul style="list-style-type: none"> - Talk to the sponsor and explain our situation - Story highlights instead of posts - If the situation cannot be compromised, we should talk to other sponsors and manage our relationships with them
13.	<p><u>Nominee for Corporate Liaison Director</u> Candidate Name: Mu Xing Jia Proposer: Akshaya Awasthi Seconder: Delwyn Ong</p> <p><u>Speech</u></p> <ul style="list-style-type: none"> - Would like to pick up persuasive and people skills through this role - Wishes to create more memorable events for NBS with her passion in events planning and hopes to make events better with sponsorships - Has relevant skills and experiences as the president of a student club in Secondary school and house coordinator in JC

	<ul style="list-style-type: none"> - Adapts fast to situations - Responds to emails fast and feels that it is a good habit that can translate to good relationship management with sponsors - Would fight for the highly desired sponsors for NBS <p><u>Question and Answer</u> Q: If an ad-hoc sponsor suddenly pulls out on sponsoring an item such as foolscap for the EWI event, what would you do? A:</p> <ul style="list-style-type: none"> - If there is no way to persuade the sponsor to get the item or find another sponsor in a short period of time, would consider purchasing large quantity in bulk prices
14.	<p><u>Nominee for Corporate Liaison Director</u> Candidate Name: Ng Kha Yun Proposer: Teh Wey Shuen, Celestine Seconder: Sun Han</p> <p><u>Speech</u></p> <ul style="list-style-type: none"> - Has experience liaising with external vendors and community as the Vice-President of Student Council in her JC - Plans as a CLD: <ol style="list-style-type: none"> 1. Job-specific talk involving recent NTU graduates working in investment Banking, Management Consulting, Finance etc 2. Mentorship Programme where ABC acts as a platform to pair up NBS students with alumni working in the mentees' dream company for them 3. Industry Insights Event, a 2-day event for participating teams to pitch their ideas and solutions to companies from different industries <p><u>Question and Answer</u> Q: A long term sponsor suddenly requests for more regular social media promotion (e.g. once every two weeks), however this may be unfair to other sponsors. How would you handle this situation? A:</p> <ul style="list-style-type: none"> - Negotiate with the sponsor to lengthen the frequency - Draw up a new plan to promote sponsors of the same tier equally on the same frequency
15.	<p><u>Nominee for Executive Committee – Events Vice-President</u> Candidate Name: Ser Junjie Joseph Proposer: Ng Jia Xuan Jaren Seconder: Cheng Shu Xin</p> <p><u>Speech</u> Dear fellow NBS students,</p> <p>Thank you for taking your precious time off to attend our e-rally. Your attendance is deeply appreciated tonight.</p> <p>During my tenure as an Events Director in the previous academic year, I had organized Exam Welfare Initiative 1 and NBS Day 2020. As the University pushed to minimize wastage and promote environment-friendly initiatives, I had proposed NBS Goes Green as a theme for Exam Welfare Initiative 1. The items that we sourced were eco-friendly products such as reusable cup holder and collapsible mugs which were fully redeemed within two hours. These products were useful in our daily student life and aligned with the University's goal to promote environment-friendly initiatives. We also understood the importance of</p>

	<p>stationaries during preparation for finals. Along with my team members, we also managed to secure sponsored foolscap papers, stationaries and vouchers that enhanced the students' welfare during a stressful finals period.</p> <p>For NBS Day 2020, my team and I decided to go on an old-school themed carnival and partnered with various vendors to bring exciting activities to boost the vibrancy of the faculty. We brought in arcade machines, including the popular Bishi-Bashi, organized a free lunch buffet and old school games corner for students to relieve stress, partnered with various vendors such as SGAG for their Off Track! card deck and an on-the-spot print photo booth.</p> <p>I acknowledged that there were still some inadequacies in the previous events that we organized. My work in NTU ABC has not finished. I am once again, asking for your mandate to vote me as your Events Vice President so that I can fulfill my promise of bringing more exciting content, events and increase the vibrancy of NBS. I will serve you with a listening ear and a willing heart, because I know your voice matter greatly to me and I will work on pushing your feedback to the University as well.</p> <p>I would also like to take this opportunity to thank the previous 30th Executive Committee members for being a great mentor to us. They have nurtured me with their guidance and provided me a lot of insights and tips on how to cope with University life and commitments in ABC as well. They will be my role model to how I guide and care for my team of incoming Events Directors this year if elected.</p> <p>Once again, thank you for being an active listener. This election is about your life, your welfare and your future in NBS. Make your votes count and your voice heard.</p> <p><u>Question and Answer</u> Q: As more and more events are turning online and virtual, what can ABC do to better ourselves for future events in this situation? A:</p> <ul style="list-style-type: none"> - Seek the students' feedback and understand what are the sponsors' requirements - As suggested to the President and CL VP, we can hold an annual Accountancy day for the Accountancy students, similar to the Specialisation Fair for the Business stream - Address the uncertainties faced by students during this period
16.	<p>Nominee for Executive Committee – Marketing Vice-President Candidate Name: Goh Pearl Lyn Proposer: NICOLE LIM XUAN QI Seconder: Ryan Adrian</p> <p><u>Speech</u> Dear NBS,</p> <p>I am Pearl Lyn and I am honored to be running for the role of Marketing Vice-President. This is a rather unusual rally held online compared to the one i did in my first year.</p> <p>I have served ABC over the past one year as a marketing director. Initially when I first started, I actually backed out of ABC elections, but it was too late to do so so I stayed. Little did I know, I would be running for Vice-President in y2. I am thankful for my seniors, especially Yamin who was the one who pulled me in and inspired me to continue running for ABC. I don't think shes here tonight but its alright, shes also NBS Miss Popular 2018. Alongside with my batch mates, its honestly something I really appreciate doing cause it really is a part of my uni life.</p>

	<p>The NBS student body has always motivated me to be the better me and to always do better for NBS. Thank you for allowing me to be the bridge between you and the faculty. I remember the many moments I have with ABC, and how we planned events for the students, and how we truly had fun during our meetings. I remember how we would brainstorm and come up with ideas together as ABC. I remember how fulfilling it was to publicise events to benefit our students, be it welfare or academic. The last event I did, was NBS Day and it was really exciting and the theme was old school Singapore nostalgia! I know our Y1s did not experience it, but im pretty sure the excos and above did and it was honestly scary to plan such a large scale event, but it was rewarding and was an opportunity to hold something that huge for NBS.</p> <p>What I experienced during my time as a Marketing Director strengthened my decision to run as a Marketing Vice-President, so here I am. I look forward to a new ABC, in which we are able to serve the NBS student population even better despite the COVID-19.</p> <p>In ABC, i want to build on our publicity and publication, to make sure that more NBS students are well-aware of our initiatives and purpose. I want to continue to see through and build more events with better publicity and themes so as to enhance to voice, value and vibrancy of ABC. I want to continue to press for more creativity and opportunities for our students so that NBS students will not lack opportunities for improvements and upgrade.</p> <p><u>Question and Answer</u> Q: What are some ideas/ plans you have for the marketing department in the upcoming academic year? A:</p> <ul style="list-style-type: none"> - Open up more social media platforms such as TikTok, where other schools are also exploring such platforms - Revamp our social media pages such as Facebook and Instagram - Work with the new marketing directors to come up with fresher and more innovative content
17.	<p><u>Nominee for Executive Committee – Corporate Liaison Vice-President</u> Candidate Name: Sun Yanting Proposer: Daniel Lee Jiayong Seconder: Yong Wenyu Valerie</p> <p><u>Speech</u> Last year, I started off my rally by mentioning how I didn't imagine myself to run for Corporate Liaison. But right now, here I am, rallying for the position of VP CL.</p> <p>So just as a short introduction, I am Yanting, a Year 2 Accountancy and Business student. In Year 1, I was one of the Corporate Liaison Directors. Throughout my one year in ABC, there were ups and downs along the way. When I first entered, I was completely lost and did not know what to expect. It took time for me to get used to the whole liaising and building of relationships with our sponsors. As a Corporate Liaison Director, I came to strengthen my interpersonal and communication skills throughout this academic year. It was quite a rocky journey while trying to maintain the relationship between our main sponsor, however, I have learnt much throughout this process. I came to learn how to adapt accordingly, to maintain relationship, to source for ad-hoc sponsors etc. Throughout this one year, I am extremely thankful for the support of our seniors and batch mates, especially Javier, Emily and my fellow CL directors. Without them, I would not have been able to persevere through and continue my passion for ABC.</p>

	<p>Not only did I liaise with sponsors as a Corporate Liaison Director, I had the honour to plan for NBS Day, along with my fellow directors (Pearlyn, Jordon, Kimberly and Joseph). Planning NBS Day was no easy feat, especially for the events directors, but it was a fulfilling experience while seeing the students enjoy themselves and sponsors giving great feedback as well. Within this one year, I had gain much, and I hope to continue serving the school and bridge the gap between the students and schools.</p> <p>Currently, due to Covid-19, all our physical events have to be moved to virtual events and this is definitely a unique situation right here. Due to this set-up, there will be fewer events for our long-term sponsors.</p> <p>While serving as Corporate Liaison Director, I came to notice the importance of a win-win situation and there are times we have to remind ourselves that we have to be ones that provide the benefit as well. Therefore, we have taken the initiative to host webinars and information sessions for our long-term sponsors. For example, we recently held an information session with ISCA. Thankfully, there was a positive response with more than 60 turn-ups, which is a much higher compared to previous information sessions. Simultaneously, there are plans undergoing for our other two long-term sponsors.</p> <p>While working closely as a ABC, I hope we are able to provide more creative ideas to bridge the gap between sponsors and our students, and to do our part as a partner.</p> <p>At the same time, it is equally as important to maintain our connections with our ad-hoc sponsors. For this academic year, other than our long-term sponsors, I hope to keep in contact with more of our ad-hoc sponsors and maintain a stronger relationship.</p> <p>As the new batch comes in, I am sure that this is a totally new experience for them and I hope to be able to lead them and provide a smooth transition during the handover period. To the new batch, I wish that through this experience, you have gained life lessons and grew as a person just like I did, and maintained that passion to serve the student body.</p> <p>As I run for the position of VP CL, I hope to provide support for the president and our directors, to bridge the gap between students and ABC. This is a definitely a tough time and provided us with new challenges ahead. However, I believe that we can tide through this together, and we can walk out stronger as a team.</p> <p><u>Question and Answer</u></p> <p>Q: You mentioned that you would like to forge stronger relationship with sponsors this coming year, but given this situation where many restrictions have been imposed on our events, what are your plans to mitigate this downside?</p> <p>A:</p> <ul style="list-style-type: none"> - Sponsors have been informed of the problems we are facing with our events - Offered alternatives such as online webinars and information sessions - Take the initiative to make more social media promotions for the sponsors - Negotiations with the sponsors regarding their budgets <p>Q: Under the Corporate Liaison department, you have to manage relationships with both the sponsors and the school. As the incoming CL VP, how do you think we can better maintain our internal relationship with the school?</p> <p>A:</p> <ul style="list-style-type: none"> - Resolve any misunderstandings between the school and ABC - Be clearer in what our sponsors are bringing to the school and our students
18.	<p><u>Nominee for Executive Committee – Honorary General Secretary</u></p> <p>Candidate Name: Tham Wen Xian Kimberly</p>

Proposer: Edmund Wong Yong Zhi

Seconder: Valerie Wong Jingxi

Speech

Hello! For those who already know me, I am Kimberly and for those who don't, well, I am still the same Kimberly, occasionally asking for help with my tutorials and staying up till 3am for supper. I'm a typical student, just like you. Today, I would like to start off with a confession.

When I was the Events Director last year, there were at least 15 times when I felt like giving up. Rejected proposals, late-night meetings, logistical nightmares, and as Joseph mentioned, being left with 4 queue poles all by myself, the list doesn't end. I remember planning my very first event, NBS Shirt Sale Day. I was so excited at our idea of making it pyjama themed. We submitted a detailed plan incorporating all the things we would do to make the event like a massive sleepover. We eagerly waited for approval by the school. But it got rejected. We were left with a tight deadline to come up with another theme. It was a frantic frantic rush but we eventually came up with Hall life as our alternative. Not only did it help with the introducing freshies to hall life, but it also had a bit of the pyjama vibes we were going for.

This set the stage of a resilient response in the face of the adversity throughout the year. Adversity really does make good teachers, because every time we encountered some form of adversity, we worked hard only to emerge better. We had our disagreements, struggles and bouts of desperation, but we learnt so much from the experience. Thus, we stand before you today, each running for an exco position we are passionate about.

I am running for Hongen. Why hongen, you might ask? A typical hongen maintains correspondence between ABC and internal stakeholders, like yourselves. But a good hongen communicates with you, empathises with you and supports you. I want to be the one you can easily approach whenever you need help. I want to connect you with everything you need, be it more information about our events or just a platform for suggestions. I want to be a catalyst for the projects you have in mind and bring your ideas to life. As the hongen of ABC, I promise to serve you wholeheartedly. No request is too large to handle because your concerns are my concerns.

Truth be told, I'm quite an extrovert. People are a significant source of motivation for me. The most important thing I value in life is the relationships I build with others. I hope I can build stronger relationships with you, but more critically, I want to help you build stronger relationships with the rest of NBS.

Last year, you have been the centre of what we did at ABC. This year, you still remain the centre of what we do. Right now, I want to assure you this. No matter how hard things get, I will not give up. Why? Because I want to do it for you, the NBS population. You have queued 2 hours just for the NBS Shirt every year. You have felt the pressure of finals every semester. You have frantically hustled for your group project every month. And most importantly, you feel like you need a holiday every week.

School isn't easy. Yet, we have to do it every day. Sleeping at 3am but then having to wake up at 8am for our lessons the next day. We have to balance fun, grades and CCA. It's not going to be a walk in the park, but I hope that that you will let ABC take this walk with you.

After an entire year in NBS, I have grown to love the school, with our diverse yet tight-knit student population, the hilarious inside jokes we share and the vibrant culture we can all be proud of.

	<p>This brings me to the 3 dreams I have for NBS. Firstly, for every student to look forward to coming to school. School is a huge part of our lives. I hope, that despite the mounting workloads and monotony of the 4 hours seminar lessons we face, you will still feel excited to go to school because your joys are my joys.</p> <p>Secondly, I wish for every one of you to feel a sense of belonging to NBS. We are all part of one united community. I will never forget the story my prof shared during OB lesson in year 1. A sociologist visited an African tribe and gave the children there a contest. Whoever reached the fruit basket first could get all the yummy fruits in the fruit basket. To his surprise, all the children held hands and ran towards the fruit basket together, reaching it at the same time and then sharing the fruits. When asked why, these children simply replied, “Ubuntu”. Ubuntu is an African philosophy which means unity. All for one, and one for all. This is the vision I have for NBS. Even as we pursue our different passions, we are still in this walk together.</p> <p>Thirdly, I wish that everyone will take away fond memories from their time here in NBS. 50 years down the road, I hope that you will be sitting on a rocking chair, knitting a sweater and happily telling your grandchildren about all the fun you had in NBS. In NBS, we study hard, but we also play hard. Its more than just lectures and seminars. It’s a bittersweet journey. Within the bitter, we have the sweet taste of success when our group submits our report on time, or the literal sweet taste of the desserts at NBS Day.</p> <p>To be brutally honest, I don’t know exactly how I can make these 3 dreams a reality. But there’s one thing for sure. I will put in my very best effort to achieve these dreams, as well as the dreams you have for NBS. Your dreams are my dreams.</p> <p>Before I end, let me leave you with one more reason why you should vote for me. I’m a creative problem-solver, even when I’m tired. And let me prove that to you with a story. Two years back, I went trekking up the hills of Scotland. I was captivated by the views and took many photos on my way up to the peak. Then, when I began my descent down, I got lost. And worse still, I had my grumpy little sister with me. In the midst of my panic, exhaustion and dehydration, I thought of a great idea. I used the photos I took on the way up to retrace my steps and navigate my way back. Following the photos thankfully led me to where I started. So that’s one instance where I was creative enough to figure out a solution! If not, I would most probably still be lost somewhere in the hills of Scotland... So to end off for real, here are 3 things I would like you to take back.</p> <p>Your concerns are my concerns. Your joys are my joys. And your dreams are my dreams. Motivation got me started in this journey, but it will be my commitment to you that keeps me going. Vote for me and let’s take this walk together. Thank you.</p> <p><u>Question and Answer</u> Q: As the right-hand man of the President, in what ways would you help your president to manage the club on top of your usual duties? A: <ul style="list-style-type: none"> - Settle the admin matters the President might need help with - Liaise with other members for their feedback and work progress - Work with the President on any matters by providing solutions to the problems - Ensure clear and smooth communication with the President </p>
19.	<p><u>Nominee for Executive Committee – Honorary Financial Controller</u> Candidate Name: Chiong Hao Zu, Jordon Proposer: Chiong Kaiting Joey Seconder: Yap Shi Xuan</p>

	<p><u>Speech</u></p> <ul style="list-style-type: none"> - As the marketing director in Year 1, I did not just do marketing work, but also acted as a link between the school and students - Planned many significant events such as NBS Day with the team and learnt how to be more versatile - The reason why I would like to rerun as the Financial Controller is that this role is related to my penchant for finance and budgeting - Relevant experiences include internship with investment banks, client budgeting and case study competition - I look forward to working with the subsidiary clubs of ABCs <p><u>Question and Answer</u></p> <p>Q: What are the factors you would consider as you plan the budgets for ABC and the subsidiary clubs' events?</p> <p>A:</p> <ul style="list-style-type: none"> - Understand the needs and scale of each events to allocate appropriate budgets - Due to the changes in how events will be held this AY, budgets should be adjusted accordingly instead of following the previous years' allocations
20.	<p><u>Nominee for Executive Committee – President</u></p> <p>Candidate Name: Shaun Sim Jia Xing Proposer: Akshay Benedict Alphonse Seconder: Hebe Woon Kai Jing</p> <p><u>Speech</u></p> <p>My name is Shaun and I am running for the position of President of the Accountancy and Business Club. I was previously an Events Director of ABC. I participated in last year's NBS Bash and am currently in the sub-comm as a coordinator. I'm a GL for Zenith. I was also selected to be a GL for Sports Camp but that didn't materialise. And lastly, I've stayed in hall 16 since I matriculated.</p> <p>I personally feel that these connections I've formed with the people from Bash, Orientation and Sports Club have helped make my work in ABC last year easier and I believe that these networks will be very valuable moving forward with the club into the coming academic year.</p> <p>I'm going to be sharing with you my strategic direction for the club this year which is to develop a closer relationship with the students and also bridge the gap between them, us and the school. I personally felt this was increasingly relevant given the distance forced onto us by the pandemic.</p> <p>Transitioning to our events, as many of you may know, the school's stance on CCA gatherings and events has been to err on the side of safety and physical events are basically not allowed unless there is an extremely strong rationale for allowing it. What does this mean for the club? We have obligations both internally to deliver our events and impact to the NBS students, and externally to fulfil our contracts with our main sponsors. So the question is simple, how are we going to do that?</p> <p>Generally, I've plans for a three-pronged approach. The first will be the updating and development of our club website which will be central to our events in the coming semester and for the foreseeable future. At the very minimum, I want to be able to leverage on the website to deliver at least the same level of impact in terms of welfare, working around the physical restrictions on distribution.</p>

Secondly, we have been reaching out to source for and develop working relationships with sponsors such as Sea Group and P&G to diversify our current pool of main sponsors. This is so that we can offer a wider variety of academic and career-offerings to our members and is one of the more exciting things we have planned in our line-up.

Thirdly, this pertains more to sponsor-collaborated events when we engage the student community but we are brainstorming and thinking of creative ways to make webinars/zoom calls/online forums more fun and enjoyable for students beyond the tried and true methods that I'm guessing many of you have experienced such as Kahoot, orientation games and so on. Of course, in this aspect there is only so much we can do to stand out from the norm.

Finally, I'd like to address the question of why you should vote for me as President. I just want to say that the role of President is simply a title. The fact exists that it comes with a lot of responsibilities and the person holding the title needs to be able to exercise his authority for the betterment of the students and not let it go to waste. The second is that it doesn't mean I should be treated different from a regular student in any way.

So vote for me because I intend to position the club to succeed and grow in the coming years through developing our online presence, to close the gap in the relationship between the students, the club and the school and to deliver a similar level of impact in the larger scheme of things in spite of the difficulties, but also narrow down to seeing what we can do to reach out to and render help to individual students on a personal level.

I'm someone who invests my time into people and I hope that you share this view and invest in me by voting. Thank you everyone out there listening for your time and last but not least to end my speech on a lighter note, thank you to the outgoing 30th executive committee of ABC for your guidance, patience and everything else you've done for us. I personally am really grateful for approachable and warm seniors, and the club definitely wouldn't have grown to how it is now without you guys. As the incoming executive committee we will endeavour to bring the club closer to the hearts of NBS students and to greater heights.

Question and Answer

Q: How do you intend to greater incorporate ABC into student life other than through events such as EWI and NBS Day?

A:

1. Firstly, historically ABC's involvement in orientation has not been really significant, so there is one aspect I want to look into, especially so because this is the first point of contact between the club and the students coming in as freshies. I am considering things like the familiarisation of the physical school locations, useful resources such as printers and the add/drop or textbook sale spreadsheets being handled by ABC members to form that first link to the freshies.
2. Secondly, I personally feel that there is a lot of potential to be realised in reaching out to our alumni and providing opportunities for them to connect with current students. So this kind of kills 2 birds with 1 stone since current students get the chance to network with industry professionals and also our alumni get to set up talent acquisition channels, benefitting both parties.
3. Thirdly, the last idea I had was to really increase ABC's presence in daily student life. And to achieve this I am pushing to develop our online and social media presence so that students can easily be put into contact with an ABC member via our social media platforms. We intend to launch an online merchandising store on our club website once the admin details have been set in stone so as to enable

	<p>students to have access to NBS merchandise throughout the year to develop a stronger sense of belonging and identity. Aside from that the last thing I'm looking at is having open dialogue sessions with students regularly and opening it up to the entire NBS body to just talk and have a conversation about their lives. The aim is to really break down the barriers between students and student leaders and to allow for honest and meaningful communications on important issues and problems to be highlighted.</p> <p>Q: How can you use your role as president within council to effect positive change in NBS?</p> <p>A:</p> <ul style="list-style-type: none"> - As NBS is taking over the hosting of ISG this academic year, we are working with NIE on a charter for the handover of the ISG to be more formalised. As such, I have spoken to the Students' Union previously to propose the charter to have it approved. - Speak up during the council meetings regarding any issues faced by NBS students and the ABC committee
21.	<p><u>Nominee for Union Executive Committee Representative</u> Candidate Name: Loh Mei Ling Proposer: Ho Jiayi Rachel Seconder: Guo Yu Xin</p> <p><u>Speech</u></p> <ul style="list-style-type: none"> - Has experiences leading and planning events - Joined SU as a committee member and was involved in organising events such as the fireside chat where CEOs were invited to the talks - The skillsets gained in the last few years from various experiences and involvement in the SU team would lend a lot of guidance in this role to give back to the NBS community - Wishes to serve as an effective bridge between ABC and the Union where we can create a mutually beneficial relationship as the Union Rep in ABC - Sees a lot of potential for collaboration between ABC and the Union as the two clubs have similar objectives and goals - Wishes to work alongside ABC in realising new ideas in this state of pandemic where many of ABC's events are affected and support the club - Work on establishing a communication channel between ABC and the Union where ABC can approach the Union when problems arise <p><u>Question and Answer</u> Q: Could you list two examples of what you would do to help ABC as a Union Rep?</p> <p>A:</p> <ul style="list-style-type: none"> - I'll be an additional voice for ABC in the council. If ABC would like to raise a proposal in the council, I would be able to give new perspectives on what the Union or the school management might have on ABC's proposals and support the club. - Work on the collaborations between ABC and the Union on some events such as Webinar sharings
22.	<p><u>Nominee for Union Executive Committee Representative</u> Candidate Name: Shermaine Lim Pei Xuan Proposer: Moey Wen Lin, Mira Seconder: Jordan Lucas Chew Zhi Yang</p>

	<p><u>Speech</u></p> <ul style="list-style-type: none"> - Joined SU as the chairperson of the Digital Marketing committee and the NBS Markethink Club - Consistently honing leadership skills over the years - Well aware of the level of commitment it takes to understand concerns from the student body and the amount of work to communicate ideas to the relevant ideas - Would like to give back to the NBS community via this role - Would like to leverage on past experiences and skills to represent ABC and NBS' needs - Strongly believes in communication and trust <p><u>Question and Answer</u></p> <p>Q: Could you list two examples of what you would do to help ABC as a Union Rep?</p> <p>A:</p> <ul style="list-style-type: none"> - Safeguarding ABC's interest when there is any change in policy - Able to tap on past experiences as a Communications student to help ABC to engage students better through online activities with useful advices <p>Q: Given that you are running for a role in the Students' Union as well, how would you handle the situation if there is any conflict of interest?</p> <p>A:</p> <ul style="list-style-type: none"> - Be as objective as possible in any situation - Communication is the key in such cases - Understand the situation on both sides and work out a solution that is beneficial for both parties - Be the mediator and ensure that all relationships are managed well
23.	Mr Shaun Sim Jia Xing proposed the end of the meeting. Ms Jane Doe seconded the motion. The meeting was called to an end at 2200Hr, 9 th September 2020.

Minutes prepared by:

Minutes vetted by:



Chan Li Xuan Athena
Election Officer

Javier Lee Wei Jun
Returning Officer