

CASE STUDY

A Crazy Thing Called AIESEC

This is Ewa. One day in calculus class, Ewa's colleague that usually sits next to her did not show up. When he returns one week later, she asks "Where were you!" He replies, "An AIESEC conference....in Brazil!"

Ewa thinks "Brazil? Conference? In middle of school year? Are you crazy? What is this AIESEC?"



Ewa decides to check AIESEC out and she joins the committee at her university. She begins to work on the Learning Team, taking responsibility for the mentorship program that helps her fellow members to develop a personal vision for their future.

Within one year, she is in charge of the whole members area, leading a team of 8 people to ensure the personal development and motivation of the 35 members in her committee.

Her favorite part is the AIESEC conferences. She attends every national conference and tries to go to one international conference per year. The best part of the conference is meeting people from all over the country and world it is such an intense experience to be working from 9am to 9pm, having great discussions all day, and then dancing and partying until 3am.

After a few conferences, Ewa starts to take on leadership roles within the conferences. She volunteers to lead discussion groups and soon enough, she is selected as one of the trainers at a conference of 200 people. She is now planning to have her local committee be the host of the next national conference...with her as the president of the organizing committee.

And then, if things go well, she will consider working for AIESEC at the national level on a team that coordinates the activities of 22 committees and runs the agenda of 10 conferences. That is if she does not go on an exchange to China.

Through AIESEC, Ewa has done things she never thought she would do: travel to foreign countries, be a trainer of diverse audiences, speak effortlessly in public, lead teams, and have a network of friends all over the world.

But really what Ewa likes best is when she can casually tell her friends, "Oh, this weekend, no I can't, I will be going to an AIESEC conference!"

Will you keep on dreaming or live your dream?

What is AIESEC?

AIESEC is an international platform for young people to discover and develop their potential to have a positive impact in society.

AIESEC in Numbers

- ✓ Since 1948
- ✓ 89 countries and territories
- ✓ Over 800 universities
- ✓ 18,000 members
- ✓ 5,000 leadership positions
- ✓ 3,500 exchanges
- ✓ 350 conferences

What can I do in AIESEC?

- ✓ Develop your leadership
- ✓ Gain practical skills
- ✓ Work abroad
- ✓ Attend conferences
- ✓ Build a personal network
- ✓ Explore yourself and your future

And much more...

Learn more about AIESEC at

It's up to you!