



# BECOME ACTIVE GUIDE



## ASSET | INTERNATIONAL BUSINESS & MARKETING



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# Welcome

Welcome as a potential new active member at Asset | International Business & Marketing. It is great that you want to join our study association as an active member in one of our various committees. We hope that you will have a wonderful time at Asset | International Business & Marketing!

Asset | International Business & Marketing is one of the 4 departments which are part of Faculty Association Asset. As you might know, we focus on the Bachelor International Business Administration and the Master International Management & both Marketing Masters. In total, you can be placed in one of the 19 Committees.



“

**Being an active member helped me to develop skills I normally could not have developed, while expanding my social network at the same time.**

”

## **The board of 2024-2025**

Jeroen Muller (Chairman & Vice-Chairman)  
Evi Voermans (Secretary & Treasurer)  
Jasper Weultjes (External Affairs Officer)

## **The candidate board of 2024-2025**

Annemijn Nijhof (Chairman & secretary)  
Ravi Watzeels (Vice-Chairman & Treasurer)  
Maud Kooijmans (External Affairs Officer)

# ACTIVE MEMBERSHIP



When you are an active member of Asset | International Business & Marketing, you have the possibility to learn and apply skills that you usually do not learn in class. You will get the opportunity to organize formal and informal events, get in contact with companies, promote activities and improve many more skills. We offer you the advantage of acquiring these skills before you start your business career.

Furthermore, you meet many fellow students, so you have the possibility to make a lot of new friends. Moreover, you can contribute to your own study and to those of other students.

Lastly, as an active member you are allowed to participate in activities, which are solely for active members. We organize activities that will give you the opportunity to develop yourself further and meet a lot of new people. For example the Active Members Weekend, Active Members Day, Cycling Dinners and many others!.

We hope you will have an amazing time and a fruitful experience at Asset | International Business & Marketing!



## STATISTICS

**Members**



**150+**

**Committees**



**19**

**Events**



**100+**

## FUNCTIONS IN COMMITTEES



**Chairman**

The person responsible for the whole committee. They will prepare and chair the meetings, should have an overview of what the other committee members are doing and should also be able to delegate tasks to committee members.



**Treasurer**

The person responsible for the budget and therefore should always have an overview of all the revenues and costs of the activities organized. They will also have regular contact with the treasurer of the board.



**Secretary**

The person responsible for minuting during meetings. Furthermore, if there are subscriptions involved in your event, the secretary is responsible for processing this smoothly. This also means that the secretary will do the communication with subscribers.

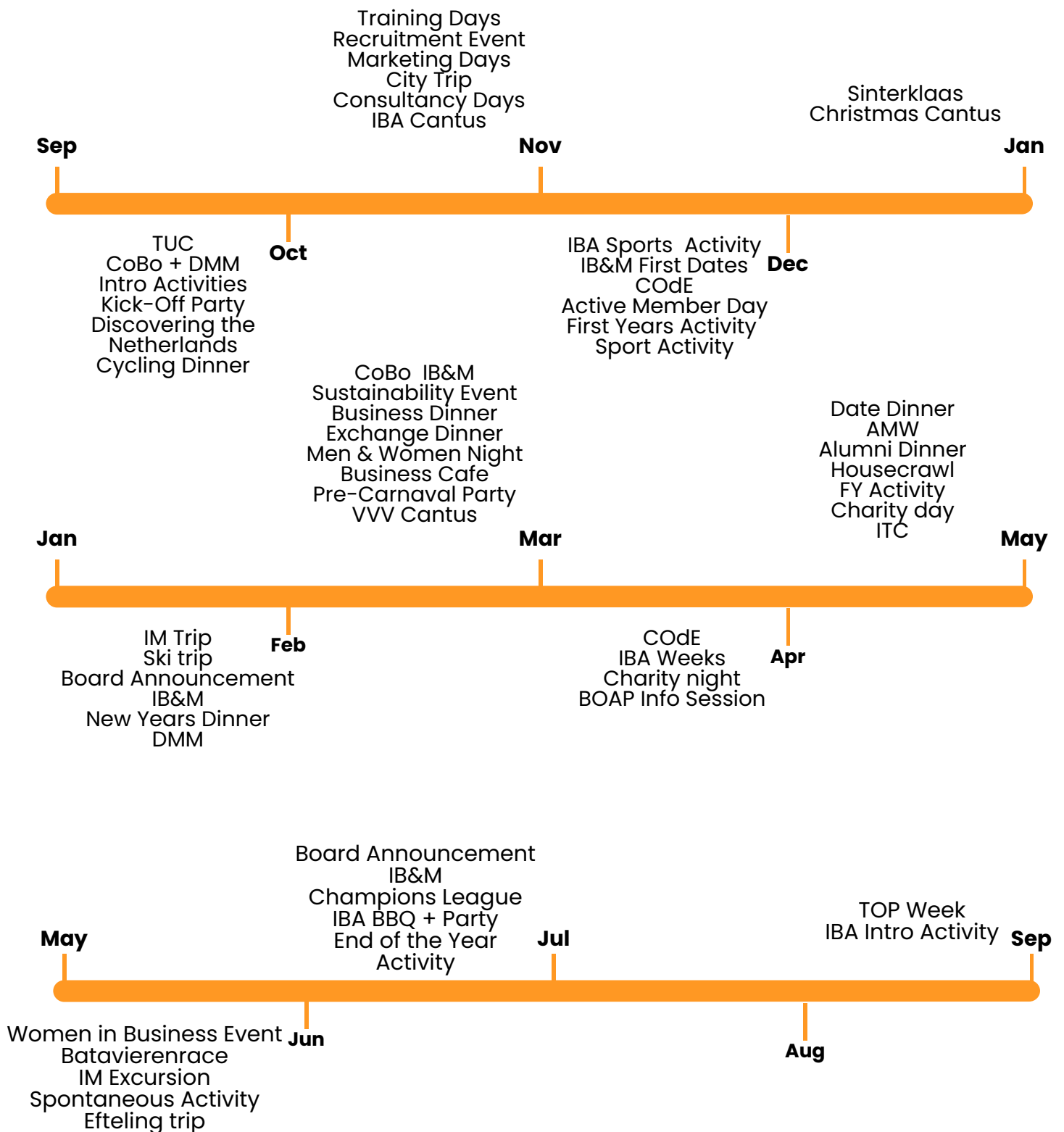


**External**

The person responsible for the acquisition of companies/organizations for the activity organized. They should convince companies to join the activity and maintain all the contact afterwards. They will also have regular contact with the external affairs officers of the board.

# EVENTS ASSET | IB&M

Since we have many events we want to give you an overview of our biggest event and of course we will have a Monthly Drink every month at our bar, Cafe the Boekanier!



# ACTIVITIES COMMITTEE



## ABOUT:

The Activities Committee organizes various informal activities for the active members of Asset | IB&Marketing. Through these activities, the group of active members can get to know each other and experience a great time at our association.



7 Members



1-2 Hours



Sep - July



Informal

## Events

### Housecrawl

- Cycle to different houses during the evening for a drink and a drinking game.

### Cycling Dinner

- Host a fun dinner with each course served at a different member's house.

### End of the Year Activity

- Organize a nice activity to celebrate the end of the academic year.



## Skills & Learnings

Creativity, Planning, Promotion,  
Teamwork & Time Management

# SPECIAL EVENTS COMMITTEE



## ABOUT:

The Special Events Committee organizes two key events each year: Active Members Day and the Active Members Weekend. These gatherings offer a great chance for members to connect, unwind, and strengthen the sense of community within our organization.



7 Members



1-2 Hours



Sep - July



Informal

## Events

### Active Members Day

- Organize an awayday for the active members, with games in another city.

### Active Members Weekend

- Organize an amazing weekend filled with fun activities and a great stay. It's your responsibility to make it truly unforgettable.



## Skills & Learnings

Creativity, Planning, Promotion,  
Teamwork & Time Management



# (DATE) DINNER COMMITTEE

## ABOUT:

After last years big succes we will once again have a lovely date dinner. As the committee you will be the matchmakers of IB&Marketing, you will be in charge of organizing the date dinner and New years dinner as well.



5-7 Members



1-2 Hours



Sep - July



Informal



## More Information

Apart from being the host of the event, you will be able to choose the theme of the date dinner. You can pick the location for the date and new years dinner. For the date dinner you are in charge of arranging dates! Some people will bring their boyfriends or girlfriends, but luckily we have many single members for whom you can arrange blind dates.

## Skills & Learnings

Planning, Promotion, Socializing, Teamwork, Time Management

# DRINKS & THEMES COMMITTEE



## ABOUT:

The Drinks & Themes Committee organizes social activities, especially for active members. Throughout the year, the committee organizes activities like the pre-carnaval party and is responsible for the Thursday Afternoon Drinks and themes during the Monthly Drink.



6 Members



1-2 Hours



Sep - July



Informal

## Events

### Thursday Afternoon Drinks

- When it is possible, the committee can organize a spontaneous Thursday Afternoon Drink at our rooms and also organize themed Monthly Drinks

### Men and Women Night

- Organize a classic Men & Women Night: an evening where the genders split up for their own fun and chaos.

### Pre-Carnaval drinks

- Organise a fun party in the rooms to kick-off carnaval!



## Skills & Learnings

Creativity, Planning, Promotion,  
Teamwork & Time Management



# FIRST YEARS COMMITTEE



## ABOUT:

The First Year committee organizes all kinds of, mostly informal, events for first year IBA students. This is to make the first year IBA students familiar with Asset | International Business & Marketing and for the group to get to know each other.



6 Members



1-2 Hours



Sep - July



Informal

## Events

### First Year Cantus

- Organize a cantus for all First Year IBA students.

### First Year activities

- Plan activities where first years can get to know each other. You have a lot of freedom in what you want to organize.

### IBA BBQ

- Organize a BBQ to celebrate the end of the academic year together.



## Skills & Learnings

Communication, Creativity, Planning, Promotion, Teamwork & Time Management

# INFORMAL COMMITTEE

## ABOUT:

The IB&M Informal Committee is the connecting dot between committees. Once a month, the committee invites a few other committees for a fun date. You as a committee will be the host for the evening. So make sure to make it the best date ever!



6 Members



1-2 Hours



Sep - July



Informal



## More Information

You are in charge of arranging the committee dates. This means you get to choose the activities the committees and you will be doing! The dates are the perfect opportunity for members to meet each other, so you arrange the perfect activities for this to happen.

This is always a fun committee since it is quite big and organizing informal activities is always fun!

## Skills & Learnings

Planning, Promotion, Socializing, Teamwork, Time Management

# PROMOTION COMMITTEE



## ABOUT:

In this committee, you will make sure that all members know about all Asset | IB&Marketing's events and help them with promotion. Additionally, you will be responsible for making the designs of our Asset IB&M merchandise.



5 Members



1-2 Hours



Sep - July



Informal

## More Information

The tasks of the committee include making a monthly events calendar for the rooms. This is a good way to promote Asset IB&M events. Also, the committee will support the Vice-Chairman with making content for social media.

This committee is also concerned with designing banners and clothing. They sell all limited edition IB&Marketing products to our members.



## Skills & Learnings

Creativity, Designing, Promotion & Teamwork



# SPORTS COMMITTEE

## ABOUT:

In the sports committee you will learn how to plan events and how to get our members excited about sports. Next to regular events you will be free to organize your own sport activities.



5 Members



1-2 Hours



Sep - July



Informal



## Events:

### Batavierenrace

- Help with all logistics for our team during the biggest relay race in the world, running from Nijmegen to Enschede.

### TSZV & Asset Champions League

- Guide our soccer teams during the two summer soccer tournaments

### Sports Activities

- You have a lot of creative freedom to organize your own sports events like a beach volleyball tournament or Boxing lesson.

### Sports Ladder

- Create special rules and engaging challenges where points can be earned for the sports ladder.

## Skills & Learnings

Communication, Creativity, Planning, Promotion, Teamwork

# ORANGE PRIDE COMMITTEE

## ABOUT

In cooperation with the IBA program at Tilburg University, the Orange Pride Committee gathers articles and takes care of the website business blog. Furthermore, a taskforce within the committee will publish an informal newspaper 2-3 times a year and once a year a yearbook with information and stories about our active members at Asset | International Business & Marketing,



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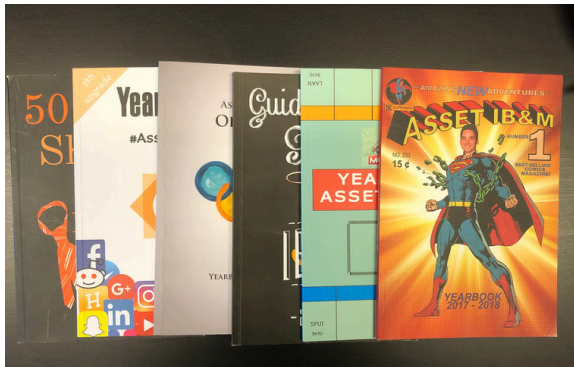
1-2



Sep – July



Inform



## More Information

As part of the Orange Pride taskforce, you'll create the Yearbook from start to finish — from choosing a theme and collecting stories to designing the final product. You'll interview alumni, staff, and students, and you have the freedom to organize a fun hand-out moment like a picnic. You'll also write for the Asset | IB&M business blog, choosing your own mix of formal and informal stories. This committee is all about creativity, storytelling, and capturing the spirit of our community!

## Skills & Learnings

Creativity, Designing, Teamwork

# EXCITING EVENTS COMMITTEE

## ABOUT:

As a member, you'll have the opportunity to organize three fantastic events for our active members. You will be responsible for shaping these events, from concept to execution. This is your chance to bring all your fresh, creative ideas to life and make each event unforgettable.



6 Members



1-2 Hours



Feb-Nov



Informal

## More Information

In this committee, you have the freedom to infuse your creativity into every event. Imagine organizing fun activities you've always dreamed of or introducing unique events that haven't been seen at IB&Marketing, such as beer biking or a huifkar cantus.

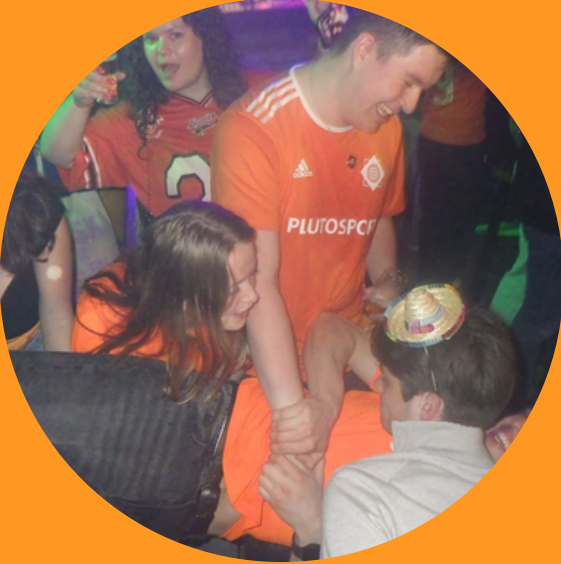
Additionally, you will be responsible for organizing our annual Efteling trip, which includes various challenges within the park. This is your chance to create memorable, informal events that bring everyone together.



## Skills & Learnings

Communication, Creativity,  
Planning, Promotion, Teamwork

# CHARITY COMMITTEE



## ABOUT:

The Charity Committee is a newly formed group committee to organizing various fundraising events, including the popular charity auction, which will help us earn a great number of TUC tickets.



6 Members



1-2 Hours



Feb-Nov



Informal

## More Information

The Charity Committee organizes events to support great causes, like visiting a senior home to entertain the elderly or any other creative way to give back. We also host the annual Charity Auction, where all committees auction something off, with all proceeds going to charity. By joining, you'll make a real difference while also supporting the association. And with every event, you earn tickets for the legendary TUC!



## Skills & Learnings

Communication, Creativity,  
Planning, Promotion, Teamwork

# IBA COMMITTEE



## ABOUT:

The IBA committee is there to offer additional value to the study program of IBA. In close cooperation with TiSEM (the Faculty for all economic students), they are responsible for the guidelines, many activities and an excursion.



5 Members



2-3 Hours



Sep - July



Mixed

## Events

### IBA Cantus

- Organize a cantus for all IBA students

### IBA party

- Organize a themed party for all IBA students

### IBA Winter intro party

- Organize a themed party for all IBA students

### Guidelines

- Providing and checking of all the guidelines we have for IBA students.



## Skills & Learnings

Acquisition, Critical Reading, Cross Cultural Communication, Planning, Promotion, Teamwork

# INTERCONTINENTAL TRAVEL COMMITTEE

## ABOUT:

Every year Asset | International Business & Marketing organizes a big study trip, the Intercontinental Travel. The Intercontinental trip takes approximately two weeks, to one or two countries outside Europe.



8 Members



2-3 Hours



Sep - July



Mixed



## More Information

The committee will first think of an interesting destination. This will be far outside of Europe! When they decided upon the destination they will start with contacting companies for the company visits. In the meantime, they will start promoting the trip and the subscription takes place.

A total of 25 participants can join. The committee will also arrange all the transportation, accommodation and cultural visits.

## Skills & Learnings

Acquisition, Cross-cultural Communication, Leadership, Organization, Planning, Research, Teamwork, Time Management

# MASTER COMMITTEE



## ABOUT:

The Master Committee organizes activities for master students of the master International Management & Marketing. Through these activities, they can get in contact with companies and recruiters as well as their co-students. This helps the IM students to gain a greater network for their career.



5 Members



1-2 Hours



Sep - July



Mixed

## Events

### After Exam activities

- Organize two nice activities with all master students after your exams to relief some stress.



### Master Intro activities

- Organize two fun intro activities with all Master students, where they can get to know each other.



## Skills & Learnings

Acquisition, Communication, Planning, Professionalism, Teamwork

# INTERNATIONAL MANAGEMENT TRIP

## ABOUT:

The International Management Trip is a study trip that takes place in January every year. During this trip, several companies will be visited. Furthermore, there will be cultural activities and the nightlife will be explored. The idea is to get the know the (business) culture of the country and, of course, have lots of fun! Previous trips went to for example Hong Kong, Tokyo and Dubai!



6 Members



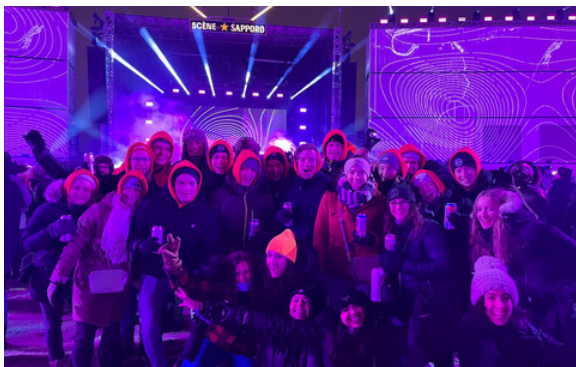
3-4 Hours



Feb - Dec



Mixed



## More Information

The committee is responsible for the complete organization of the study trip. This means that they really get to organize it from picking a destination to the realization of the travel. Their tasks range from promoting the trip to students to get enough participants to arranging company visits and from coordinating all the transportation to organizing cultural activities. All of this in close collaboration with the academic director of International Management.

## Skills & Learnings

Acquisition, Cross Cultural  
Communication, Leadership, Planning,  
Promotion, Research, Teamwork

# IB&MARKETING CONNECT

## ABOUT:

One of the goals of our department is to connect our students with future employers. Therefore we need to stay in close contact with companies that can offer jobs and internships. Do you want to establish these company contacts? Then join the IB&M Connect Committee



6 Members



4-5 Hours



Sep - July



Formal



## More Information

In this formal committee you will first get a training in how to approach companies and how to profile and sell the students from our target group. You will organize 2 events named the IB&Marketing First Dates, Recruitment event and the Business Cafe. IB&Marketing First Dates is a kind of speed dating event with companies and the Business Cafe is a more informal setting where you can get to know companies out of multiple fields.

## Skills & Learnings

Acquisition, Professionalism,  
Promotion, Planning, Teamwork

# CONSULTANCY DAYS TILBURG

## ABOUT:

Every year in November, a new edition of the Consultancy Days will take place. During these days, several consultancy firms will introduce the profession of consultancy to students interested in this field of expertise. We organize this event together with Asset | Strategy & Logistics.



4 Members



6-8 Hours



Feb- Dec



Formal

## More Information

The tasks of the Consultancy Days committee consist of inviting companies for the event and maintaining contact with these companies. The committee will create and execute a promotional campaign on the University to get as many students to participate in the event as possible. Furthermore, the committee arranges the location and catering on campus and creates a detailed program of the days to ensure that it will be a success.



## Skills & Learnings

Acquisition, Communication, Organization, Professionalism, Teamwork



# IBA EVENTS COMMITTEE

## ABOUT:

During the year, the IBA events will take place. This is a relatively new concept, in which IBA students will have the opportunity to learn more about their minor and career possibilities. During these events, several firms will introduce themselves to students who are interested in their field of expertise.



6 Members



3-4Hours



Sep - April



Formal



## More Information

The tasks of the IBA events committee consist of inviting companies for the events and maintaining contact with these companies. The committee will create and execute a promotional campaign to get as many students to participate in the event as possible. Furthermore, the committee arranges the location and catering on campus and creates a detailed program and personal schedules of the days to ensure that it will be a success.

The events will be the following:  
Accounting day, Finance day,  
Management Expedition and Marketing Expedition

## Skills & Learnings

Acquisition, Organization, Planning,  
Professionalism, Promotion, Teamwork

# WOMEN IN BUSINESS COMMITTEE

## ABOUT:

Do you want to empower yourself and others? Are you interested in helping your fellow female students prepare themselves for their next career step? Or are you interested in hearing stories about women at the top of business life or other interesting stories? Join this committee and organize the Women Event to inform female students about possible difficulties as a women at the top!



5 Members



3-4 Hours



Sep - July



Formal

## More Information

This committee organizes an event where inspiring speakers will tell their stories about being a woman at the top of business life. There will be speakers and a panel in which the audience can ask questions. After an acquisition training, the committee will think of interesting women to call or message to participate in the event. After the acquisition period, the committee tries to get a goodie bag for the participating students and starts promoting.

## Skills & Learnings

Acquisition, Teamwork, Planning, Promotion, Creativity



# MARKETING DAYS COMMITTEE

## ABOUT:

The Marketing Days committee organizes one of the biggest marketing events of Tilburg! The committee is responsible for organizing various marketing related activities. The following activities take place during the week: Workshops, Cases, marketing business dinner and an Inhouseday



5 Members



3-4 Hours



Feb - Dec



Formal



## More Information

As committee member you have a diverse range of tasks. You have to acquire companies, make a logical planning for both days and do promotion. In this committee you get the chance to get in contact with a lot of different companies, such as DAF, McDonald's and Greenpeace.

## Skills & Learnings

Aquisition, Creativity, Planning, Teamwork, Professionalism

