**Проектное предложение/ project description**

|  |  |
| --- | --- |
| **Type of project** / Тип проекта | *Applied project* |
| **The name of project** / Название проекта | *Organization, holding and support of the Russian-Chinese youth international forum* |
| **Department of university** /Подразделение инициатор проекта | *Department of Political Science and International Relations*  *Department of recruiting international students* |
| **Project supervisor** / Руководитель проекта | *Liudmila S. Veselova*  *Maria Shchennikova* |
| **Project summary** /Подробное описание содержания проектной работы | 14-16 March 2022 it is planned to hold the Russian-Chinese youth international forum in hybrid format.  The main idea of the Project is to create a platform for interaction of young people from Russia and the PRC with each other, as well as with representatives of business, authorities and government agencies of these states.  The main work will be carried out by the Organizing Committee, which organizes the entire process of preparation and official opening.  There are also several directions into which the Project participants will be divided.  **Media:**  1. Website development and content filling;  2. Creation of accounts on social networks and filling with content (Insta / Vk / WeChat);  3. Setting up target advertising;  4. Development of a logo, creation of printed and electronic products for the Forum participants.  **External Relations:**  1. Creation of partnership / sponsorship packages, agreements;  2. Search and negotiation with potential partners / sponsors;  3. Search for a venue for an offline event, technical support, simultaneous translation.  4. Accompanying partners / sponsors throughout the Forum.  **Case championship:**  1. Search for companies to create a joint case (2 pcs.);  2. Search for mentors;  3. Organization of training;  4. Carrying out a case championship (all stages of selection, final pitch, rewarding);  5. Work with participants / case partner company / mentors / jury.  **Accelerator:**  1. Drawing up a list of priority areas for selection;  2. Drawing up an example of a project proposal for participants;  3. Search for experts for training, project selection and final acceleration.  4. Organization of an accelerator, communication with experts and participants during the Forum.  **Round tables:**  1. Definition of topics in the stated direction;  2. Search and work with speakers;  3. Organization and moderation of the round table during the Forum. |
| **The goals and objectives of the project** /Цель и задачи проекта | The goals and objects of this project are:   * Identification and coverage of the main areas of cooperation between Russia and the PRC, as well as assistance in the inclusion of young citizens from Russia and the PRC in projects in these areas; * Assistance in unlocking the potential of young people in Russia and China in obtaining knowledge and skills for self-realization and creating projects in the interests of economic, scientific, civil, cultural cooperation between the two countries; |
| **Project’s tasks** /Проектное задание | * Advisory, methodological, expert support of ideas and initiatives successfully formed and (or) presented within the framework of the Forum; * Formation of social lifts and mechanisms of interaction between young people from Russia and China with representatives of business, authorities, government agencies to participate in the formation of a joint agenda for the future; * Creation of a single information space for participants, speakers and listeners of the Forum; * Preparation of research work following the results of the Forum. |
| **Project implementation period** / Сроки реализации проекта | *06/01/2022-01/04/2022* |
| **The number of credits** / Количество зачетных единиц | *6* |
| **The form of the final control (exam or test)** /Форма итогового контроля | Individual Report with the description of the results |
| **Entry requirements for student** /Требования к студентам, участникам проекта | *Good skills in information searching and analysis, team work, fluent English, Chinese on good level, skills in text writing and editing, organization skills, knowledge of marketing, experience in participation and organization of the forums or similar activities.* |
| **The results of the project** /Планируемые результаты проекта | * *Successful holding of the Forum* * *Preparation of material for the Forum* * *Website development and content filling* * *Creation of accounts on social networks and filling with content (Insta / Vk / WeChat);* * *Setting up target advertising;* * *Development of a logo, creation of printed and electronic products for the Forum participants.* * *Accompanying partners / sponsors throughout the Forum.* * *Carrying out a case championship (all stages of selection, final pitch, rewarding);* * *Work with participants / case partner company / mentors / jury.* * *Organization of an accelerator, communication with experts and participants during the Forum.* |
| **The presentation of the project’s results to estimate** / Формат представления результатов, который подлежит оцениванию | * *Texts for web-page* * *Quality of the posts in social networks* * *Report with the results of activity* |
| **Assessment criterion** / Критерии оценивания результатов проекта | *1) Received data is logical, valid and informative*  *2) Presented texts are well structured, logically based, carefully edited*  *3) All tasks within the projects done at time, all deadlines met* |
| **The number of vacancies** / Количество вакантных мест на проекте | *30* |
| **Selection criteria of students** /Критерии отбора студентов | 1. *Knowledge of English language* 2. *Ability to write texts dedicated to Asian countries and activity on the programme* 3. *Students of Master Program “Business and Politics in Modern Asia”* |
| **Educational programs for** /Рекомендуемые образовательные программы | * *MA Programme Business and Politics in Modern Asia, BA Programme “Востоковедение”* * *MA Programme Международные отношения: европейские и азиатские исследования* * *Международный бизнес (International Business)* * *Социально-экономическое и политическое развитие в современной Азии (Socioeconomic and Political Development of Modern Asia)* * *Международные отношения в Евразии (International Relations in Eurasia)* * *Экономика, политика и бизнес в Азии / Economics, politics and business in Asia* * *Международный бизнес /Master in International Business* * *Менеджмент в индустрии впечатлений* * *Менеджмент и аналитика для бизнеса* * *Медиапроизводство и медиааналитика* * *Сравнительная политика Евразии* * *Современная журналистика* * *Культурные исследования* * *Медиаменеджмент* |
| **Location** /Территория | *Office 309, Griboedova emb. 123, Saint-Petersburg. Internet* |