

## **Smarketing Project Recife**

The Smarketing Project aims to develop an international environment into the NGO, magnifying its social promotion through implementing inovative marketing concepts.

You'll be responsible for breaking paradigms and making the NGO's work more visible to the community and abroad, getting a bigger number or partners for the project in local and international level.

### **To have a successful project, you can follow these 3 steps:**

#### **Step 1 - Analysis:**

Understand the situation of the NGO. Evaluate all the critical points of the NGO through tools and techniques that help to unravel possible local solutions for the problems found, or possible development tools to improve the NGO's plan.

#### **Step 2: Implementation**

Organize the operational plan that you will follow and invest in each goal with commitment and always thinking about your role as a change agent that location. The weeks of implementation should have clear measurable for each activity you perform. You can also develop short to long term activities for the following points:

- Human Resources
- Financial
- Communicative

#### **Step 3: Consolidation:**

To ensure the long-term effectiveness: Making sure that the tools and general techniques you brought through the project are easily accessible and passed on to the head of the NGO, enabling him to use them.

### **What we expect from you:**

- 1- Prepare and develop the 4-week period of specific material for each of the stages of the project thinking about its excellence;
- 2- Provide support to the local administrator, prioritizing the proper development of the operational plan;
- 3 - Participate in the IPSO before arrival to Brazil, IPS in the first week and specific training throughout the project, as well as official events of AIESEC.
- 4 - Participate in weekly meetings of project planning, recording the Activities Performed;
- 5 - Act with commitment, ethical and pro-activity in all actions performed.
- 6- Participate of the activities planned by the LC and/ or the NGO during the internship. Also be prepared to present your country during Global Villages.

## **Schedule of Activities you can use:**

Week 0 (Before Arrival) - Study, preparation and talks with AIESEC

Week 1 - Incoming Preparation seminar and analysis of the NGO's reality

Week 2 – Implementing the plan you built based on the observations and studies

Week 3 – Checking on results and fixing gaps while following the activities determined

Week 4 – Check of the final results brought from your activities, organization of materials and reports to be left as your legacy to the NGO

## **Doubts?**

In case of any doubts, feel free to contact us at:

[Felipelira.aiesec@gmail.com](mailto:Felipelira.aiesec@gmail.com)

[Saranumeriano.aiesec@gmail.com](mailto:Saranumeriano.aiesec@gmail.com)

[Glauce.moraes@aiesec.net](mailto:Glauce.moraes@aiesec.net)