



GROW, GUIDE, GEZELLIGHEID

Policy Plan

ESTIEM LG Groningen 26-27

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Vision

The goal for ESTIEM LG Groningen 26-27 is to renew ESTIEM and streamline events' organization for the years to come. Last year, making ESTIEM larger was a success in terms of the number of events organized, with 2 exchanges (and their respective re-exchanges), TIMES, Circular Economy, and 3 other exchange-related events being organized by our Local Group. Nonetheless, we did not manage to extend our reach and really create an active and large Local Group.

This year, our main goal is to renew ESTIEM, since no first-years joined the committee, and most of us will not be a part of it next year. With this in mind, we aim to improve the number of participants on the exchanges and in the exchange announcement event, focusing on the involvement of first-years in these activities as well. This is crucial for the sustainability of our Local Group. If committee members only stay on the board for a year, they will not have enough time to learn ESTIEM's structure and rules or understand how to organize events in collaboration with central ESTIEM, such as Circular Economy and Lean Six Sigma.

Moreover, we plan to streamline events' organization for the years to come. In other words, we want to start organizing LSS, Circular Economy, and TIMES before the new committee is transferred, making it a standard procedure for the future. We believe this would allow the new committee members to focus more on organizing and advertising the exchanges, creating an opportunity to expand our Local Group and ensuring its long-term stability. To ensure this is done, we plan on doing the following:

- An acquisition training and transfer document for the new ESTIEM committee, with company information and personal experience from the people responsible for it in the previous year. This way, acquisition for TIMES can start before summer.
- A transfer document for Circular Economy, as well as contacting Professor Gerald Jonker, and asking if he would be available to organize this course's content next year.
 - In case Circular Economy cannot be hosted by LG Groningen in the future. Another event involving central ESTIEM has to start being organized by both new and old committee members before summer. This way, this event can be held in the first months of the new academic year, and it would not interfere with potential exchange dates.
- Start the organization of LSS, and transfer the contact information of the organizers before summer.

- Since last year the LSS course was organized through the university, and not central ESTIEM, no trainers had to travel to Groningen to do this week-long course. Since this is not possible this year, and might not be in the years to come, it is important that LSS's organization stays as simple as possible.
- Contact information of other Local Groups that might be interested in having an exchange with Groningen in the years to come. Ensuring quality exchange locations.

The slogan of Grow, Guide, Gezelligheid that was introduced 2 years ago, sticks with ESTIEM! As these three G's are the foundation of LG Groningen. Growing refers to the personal development of our members, Guiding refers to their professional development and Gezelligheid refers to ensuring fun! These G's are the goals of LG Groningen, not only this year but for every year to come.

With the frameworks set in place by the previous board, this board aims to organise the standard events that are set for LG Groningen. The Circular Economy Course will be organized again with participants across Europe attending and mingling in the Groningen IEM life. While the aim is to organise this event throughout Europe in the future, in Groningen we have developed this course in close collaboration with central ESTIEM. Lean Six Sigma, was organised for the first time last year in the second year Learning Communities, but this year this will not be possible anymore, as no one in the committee is qualified to give the training sessions; thus, this will be organized with the help of central ESTIEM. The aim is to continue that in the years to follow. We will also organize 2 exchanges, same as last year.

Budget

An amount of €1620 was allocated to ESTIEM this year. €460 is allocated for travelling fees for the exchange, since only 350€ were spent last year. We are expecting around 25 first time travellers and this participation fee (€20 per new traveller) is a nice discount for cheaper travelling! €250 is allocated for TIMES in total. It consists of the participation fee (€90) we pay central ESTIEM to organise the local qualification case. In addition, we allocate €40 per person of the winning team that travels to the semifinal. €360 is allocated for the participation fee of the Council Meetings which are required to be attended. This amount is €90 per delegate per CM, which is 10€ more than last year, since the participation fees for it have increased. An amount of €300 is allocated for exchange related activities. We allocated €200 to organise two pre-exchange activities, one for each exchange. For each re-exchange we have €50 assigned. The total costs for the re-exchanges are higher than €100 but it is hoped they will be covered by the participation fee charged by the participants coming to Groningen. The allocated money for the re-exchange is aimed for one International Night per exchange, on which we invite any travelling Lugians. Lastly, €250 has been assigned to an inclusion event to promote ESTIEM and announce the exchanges that will take place, which is a 50€ increase compared to last year.

PROPOSED BUDGET ESTIEM 2026-2027

ASSIGNED BUDGET FROM LUGUS		€1,620.00
EXCHANGE	NUMBER	ASSIGNED BUDGET
FIRST TIME PARTICIPATION FEE	23	€20.00
REGULAR TRAVELLERS PARTICIPATION FEE	5	€0.00
TOTAL ASSIGNED BUDGET		€460.00
TIMES	NUMBER	ASSIGNED BUDGET
LOCAL QUALIFICATION CASE	1	€90.00
SEMI FINAL TRAVEL FEE	4	€40.00
TOTAL ASSIGNED BUDGET		€250.00
COUNCIL MEETING	NUMBER	ASSIGNED BUDGET
PARTICIPATION FEE	4	€90.00
TOTAL ASSIGNED BUDGET		€360.00
EXCHANGE	NUMBER	ASSIGNED BUDGET
PRE-EXCHANGE ACTIVITY	2	€100.00
RE-EXCHANGE ACTIVITIES	2	€50.00
TOTAL ASSIGNED BUDGET		€300.00
LUGUS EVENT		ASSIGNED BUDGET
EXCHANGE ANNOUNCEMENT EVENT		€250.00
TOTAL ASSIGNED BUDGET		€250.00
TOTAL BUDGET		€1,620.00
RESULT		€0.00

Activities

Circular Economy Course

The Circular Economy Course has already been confirmed and it is currently being advertised through Central ESTIEM. It is going to take place from the 8th until the 11th of December, with participants arriving a day earlier, and leaving a day later. As in previous years, Professor Gerald Jonker is organizing the course's content.

Lean Six Sigma

Last year, the LSS workshops were organized alongside the second year Learning COmmunities. However, the certificate obtained, and the program itself, were not related to or organized with central ESTIEM. This year, as we also do not have anyone qualified to give the LSS training, we are organizing this event alongside central ESTIEM. This workshop will take place in the first week of February.

TIMES

At the time of writing, a company has been found and discussions are underway to make the event official, nonetheless, we are still contacting other companies as backup options. There is still no set date for the event, but we expect it to take place within the first two weeks of December. To make acquisition more efficient, an adequate transfer will be made with next year's committee, so companies can start being contacted during/before summer.

Exchange

As said before, two exchanges this year! One exchange will be organised with the students from Groningen going in February and the exchange students coming in mid-April. For the other exchange the students from Groningen will be going in March and the exchange students will come here around Kingsday (late April). Both locations are secured (99%) and they will be revealed at the ESTIEM event. Similar to last year, a pre-exchange activity will be organised per exchange as it proved to be a success in participants getting to know each other and being informed about the exchange.

ESTIEM Event

The exchange announcement will take place in late November. The aim of this event is to promote the exchanges while also bringing together members of LG Groningen and raise awareness about ESTIEM in an informed and fun manner. The event will be in the form of a pubquiz and announcement of the exchanges at the end!



Policy Plan

Lugus Congress '26-'27

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Introduction

This document is the policy plan for the 2027 edition of the Lugus Congress (LC). It describes the goals of the congress and what is new this year. LC is an annual event organised by the Lugus Congress Committee (formerly the TaSC committee) of TBV Lugus, the study association for students of Industrial Engineering and Management (IEM), Systems & Control, and Mechanical Engineering. LC 2027 will be held on Thursday 22 April 2027.

This year, the committee consists of the following members:

Seán Bane-Coy
Linnae Ribbe
Catalin Juncu
Bram Hof

Chairman
Secretary
Treasurer
Public Relations Officer

Core Goals

The goal of LC is to inform students about current developments in industry, helping them discover their interests within IEM, and see how the study is applied in practice. LC also brings students and companies together, so students can find internships and jobs and companies can find new employees. Finally, LC strengthens Lugus's reputation and relationships within the business world.

Modules

Lecture: Lectures will explore the congress theme from each company's perspective, so participants learn about both the companies and the theme. To ensure this, the Committee will brief the lecturers and check the slides and presenters in advance. Each lecture should last around 35 minutes, and at least one should be given by a company in an industry related to Sustainable Process Engineering (SPE). All lectures will be given in English so that every student in the programme can take part.

Business Cases: Companies will provide a problem or idea related to the congress theme, which students will work on in small groups. There will be a case tailored to first year students, one SPE related case, as well as cases for IEM in general, which will be assigned to students on a preference basis at least 5 working days before the event. The cases will take place in the lecture halls of Feringa.

Company Fair: The fair should feature many different companies, most of which will also give a lecture or provide a case. Each company will have its own stand, where students can talk to representatives about the company, its work, and open internships and jobs. The fair will take place in the main atrium of the Feringa Building. .

Moderator and Guest Speaker

Choosing the right Moderator and Guest Speaker is important, as they have a big impact on the mood and direction of the event. Both are chosen by the Committee and should be charismatic, strong public speakers.

The Moderator guides the event throughout the day:

- **Start:** introduces themselves and the plan for the day.

- **After the first modules:** reflects on the day so far, introduces the Guest Speaker and leads a discussion with them on a preselected topic.
- **End:** wraps up and closes the event.

The Moderator should also bring energy and inspiration to the audience. One past Moderator, a former IEM student who also took part in TaSC, shared industry and career insights and is currently our top choice for LC 2027.

The Guest Speaker gives a thought-provoking talk on a topic related to the theme. They should also have an interesting background. Previous Guest Speakers include a former IEM student now working on green heating technologies in Delft.

Location

The location of this year's event will be Feringa Building on Zernike Campus, as the previous venue, Flonk Hotels Groningen Zuid, would be prohibitively expensive. The Feringa Building is large enough for our goal of 120 student participants. This goal is in line with that of TaSC 2025 and we believe it is reasonable and achievable. Rooms and lecture halls cannot be reserved yet; this will be done as soon as bookings open, at the beginning of 2027. Rooms will be chosen to suit the needs of each module.

Acquisition

This year, acquisition is the responsibility of the Lugus Board. It is a goal to have a range of companies with different industry perspectives. The theme of the event will then depend on the background of these companies. In other words, the theme will be selected based on the companies, rather than the companies being selected based on the theme.

Since the cost of the event will be much lower than previous years, it is not necessary to reach the same level of acquisitions. However, this does not mean we are aiming for fewer companies, as that would make for a weaker event.

A possible acquisition route is to let some smaller companies attend the event for free, or under a non-standard contract. At another career event in Groningen, for example, a company offered to take LinkedIn headshots for students in exchange for attending for free. This kind of exchange benefits everyone involved:

- **Students**, many of whom are first-years, receive professional photos for their LinkedIn profiles.
- **The LCC and the board** can fill more company stands on the event day.
- **The company** can attend the event and meet students without paying a fee.

Discussion on this approach still needs to take place and must consider companies' end-of-year finances and the long time they often need to make decisions.

Promotion & General Promotion Plan

Promotion towards companies is the responsibility of the Board and is done through a brochure outlining the opportunities and benefits of working with LC.

Promotion towards Lugus members started on social media in September. The Committee sees the Lugus Congress Instagram account as the first point of contact for potential attendees. It will be used to share updates on the event, a look behind the scenes of the Committee, announcements of signed companies, and engaging content that gets members excited to attend. It will also help recruit next year's committee.

The Committee believes that the Lugus Congress Instagram account is a good first contact point for potential student attendees, being used to share general updates on the event, insights into the Committee, announcements on signed companies and general engaging content to excite members to attend, as well as recruiting a new committee for next year.

LinkedIn is another focus of promotion this year. While Instagram can be more creative and playful, LinkedIn will take a more professional tone, highlighting the career benefits of attending LC

In the final stretch before the event, promotion will become more personal, through face-to-face conversations, announcements in lectures and LC sessions, and a dedicated Theme Announcement Social. While social media gets students' attention, in-person promotion makes sure they know the details of the event and helps convince those who are still unsure about attending.

Laid out below is a general plan for promotion throughout the year. It is subject to change where a different strategy may be more effective.

Period	Promotional Activity
September	<i>Start of online promotion</i> Instagram: → Committee Announcement Post → General story posts of the Committee working on the event LinkedIn: → Committee Announcement Post → A recap of previous years event Face-to-Face: → General promotion with IEM students
October, November	<i>Maintenance of online presence</i> Instagram: → Explaining the Event → Day in the Life → Testimonials from attendees of previous years → Weekly announcements of attending companies → Board room walk-in interview LinkedIn: → Testimonials from attendees of previous years → Weekly announcements of attending companies (Ask company representatives to repost) Face-to-Face: → General promotion with IEM students
December	<i>Pushing for applications, Start of in-person promotion</i> Instagram: → Explaining the Event → Announcement of applications opening LinkedIn: → Explaining the Event → Announcement of applications opening Face-to-Face: → General promotion with IEM students → Announcement in LC
January, February	<i>The Final Stretch</i> Instagram: → Outlining event day layout → Day in a Life → Testimonials from attendees of previous years → Weekly announcements of attending companies (Ask for them to repost) → Board room walk-in interview LinkedIn: → Testimonials from attendees of previous years

Period	Promotional Activity
	→ Announcements of all attending companies (Ask company representatives to repost) Face-to-Face: → General promotion with IEM students → Announcement in LCs → Lecture Walk-Ins → Call to Action posts → Student interviews → Company Representative interviews

Specific Goals

- Reach 120 registered attendees to the Congress
- Reach the minimum acquisition to cover the budget of LCC 2027
- Present 5 cases including one first year and SPE case (decided in collaboration with the board)
- Present 3 lectures (decided in collaboration with the board)
- Find a theme relevant to IEM, ME and S&C students and in line with attending companies

5th Lustrum Policy Plan

Hidde
Rens
Yoran
Niek
Joep
Rares
Ana
Cooper

Timing and Activities

The lustrum will start on a Friday and end the Friday after that, lasting a total of 8 days. This is because the committee plans to start with a opening party and end with a closing party. The courses of the studies that Lugus represent will still take place, therefore, the committee deems it unwise to plan the opening and closing parties on other weekdays.

Throughout the week, social activities, career activities and sports activities will be considered.

The committee, together with the Board will pick when the week takes place out of the following dates:

- 24th of September 2027 – 1st of October
- 1st of October 2027 – 8th of October
- 8th of October – 15th of October

The timing will depend on the timing of the exams of block 1, and, if possible, also on the timing of midterms or other big deadlines. The decision will be made in consultation with the board.

Costs and Acquisition

The plan for acquisition is as following:

Different kinds of sponsoring packages will be made, which will give companies a choice on how much they want to sponsor and how they want to be promoted. The idea is to have a main sponsor, which will yield most of the acquisition. The lustrum committee will look into companies that have previously worked with Lugus, and if they are willing to sponsor again. Beyond this, we will make a list consisting of companies which are related to the IEM course, and we will do as much outreach as possible to gather the acquisition money.

The most important part is to start as early as possible, to have as much time as possible for contacting companies.

Once the acquisition goal has been set up, the Treasurer of the Lustrum Committee will work together with the Treasure of the Lugus Board to make a budget for the Lustrum

Planning for the upcoming year

At the end of November

- Acquisition Goal is set

At the end of January 2027:

- Planning for the Lustrum week is finalised. Thus, also which activities will take place
- Theme of the Lustrum is set
- Started with contacting companies

At the end of February 2027:

- Finish savings plan
- Budgeting is done
- 40% of Acquisition target

At the end of March 2027

- Know which promotion material will be made

At the end of April 2027:

- 80% of Acquisition target
- Finish design promotion material
- 50% of activities planned

At the end of May 2027

- Start giving/selling promotional material
- 80% of activities planned
- Theme announcement
- Start signups (early bird/first x amount of members that sign up cheaper)

At the end of June

- All Activities planned

At the end of July

- Everything set
- Final adjustments if needed/room for error

At the end of August 2027:

- Promo banner
- Finish template for message (mail/text)
- Work on which committee members and board members will be responsible and sober during which activities

During September 2027:

- Promo!
- Finish deciding who is responsible and sober when
-

End September / October Lustrum!

Promotion Plan

The theme announcement will be in May 2027. The committee will look into the different possibilities on how to announce the theme (Extra social from Lustrum budget/WoMiBo/etc)

Instagram account/Stickers/Face-to-face

This ensures that first-years will already know what will happen before they start the studies, and also such that other members already become excited and keep their agendas for the Lustrum week free.

Goals

Activities

- Social events: at least 3
- Sports activities: at least 1
- Career events: at least 1

Member participation

Passe partout (also depending on budget and acquisition goal) - 80

Start and End party - 100 start, 100 end → 200 in total

Total entire week → 300 signups in total for all activities combined

Alumni

For alumni activity → at least 20

Acquisition

Ensure an acceptable maximum own contribution of participating members (in consultation with the board). Final amount has not been decided yet.