Model ASEM Spin-off Manual
FOR ORGANISERS

© Asia-Europe Foundation (ASEF) 2020

This publication and its contents are the property of ASEF.

No part of this publication may be copied, republished, stored in a retrieval system or otherwise reproduced or transmitted, in any form or by any means, without the prior consent of the Asia-Europe Foundation (ASEF).

The Model ASEM Spin-off Manual was created by the Model ASEM Alumni Mr Andy CHAN (Singapore) & Mr Michal BRICHTA (Slovakia) with the support of members of the ASEF Education Department Mr Oscar BOJE, Ms Freya CHOW-PAUL and Ms Leonie NAGARAJAN.
Contents

Definitions and Acronyms ............................................................................................................. 3

About this Manual .......................................................................................................................... 4
   What is Model ASEM? ............................................................................................................. 4
   Who is this Manual for? .......................................................................................................... 4
   How Should You Use this Manual? .......................................................................................... 5
   What is the Approach? ............................................................................................................. 5

The Asia-Europe Meeting (ASEM)................................................................................................. 6

Model ASEM .................................................................................................................................... 7
   2.1 Background & Objectives ................................................................................................. 7
   2.2 ASEM Foreign Ministers’ Meetings (ASEMFMMs) .......................................................... 8
   2.3 Model ASEM Delegate Handbook .................................................................................... 8
   2.4 Model ASEM Programme ............................................................................................... 9

Organising a Model ASEM Spin-off .............................................................................................. 29
   3.1 First contact with ASEF .................................................................................................... 29
   3.2 Location ............................................................................................................................. 30
   3.3 Key partners ....................................................................................................................... 31
   3.4 Timing & Timeline ............................................................................................................. 32
   3.5 Team .................................................................................................................................. 32
   3.6 Event Size .......................................................................................................................... 32
   3.7 Conference Theme & Sub-Topics ..................................................................................... 34
   3.8 Other Partners & Fundraising ........................................................................................... 35
   3.9 Logistics ............................................................................................................................ 37
   3.10 PR & Communication ................................................................................................. 39
   3.12 Online Preparatory Phase .............................................................................................. 42
   3.13 Evaluation & Reporting ................................................................................................. 43

Useful Resources ........................................................................................................................... 44
   4.1 Templates .......................................................................................................................... 44

Coordinator & Points of Contacts ................................................................................................. 45
   5.1 Asia-Europe Foundation (ASEF) ....................................................................................... 45
   5.2 Past Model ASEM Spin-off Organisers ........................................................................... 45
## Definitions and Acronyms

<table>
<thead>
<tr>
<th>Acronym</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASEF</td>
<td>Asia-Europe Foundation</td>
</tr>
<tr>
<td>ASEFEdu</td>
<td>The Education Department of the Asia-Europe Foundation</td>
</tr>
<tr>
<td>ASEM</td>
<td>Asia-Europe Meeting</td>
</tr>
<tr>
<td>ASEM Coordinators</td>
<td>Partners who are appointed by their respective regions to facilitate the coordination of the ASEM process</td>
</tr>
<tr>
<td>ASEM Process</td>
<td>Refers to ASEM as a platform for political dialogue and collaboration, with its informal and flexible characteristics</td>
</tr>
<tr>
<td>ASEMFMM</td>
<td>Asia-Europe Meeting Foreign Ministers’ Meeting</td>
</tr>
<tr>
<td>ASEMFMM Chair</td>
<td>The country which chairs the ASEMFMM, sometimes could also be the ASEMFMM host</td>
</tr>
<tr>
<td>ASEMFMM Host</td>
<td>The country which hosts the ASEMFMM</td>
</tr>
<tr>
<td>Delegate</td>
<td>Members of a delegation</td>
</tr>
<tr>
<td>Delegation</td>
<td>Refers to the entire group role-playing the ASEM Partner; the delegates and the Head of Delegation</td>
</tr>
<tr>
<td>Head of Delegation</td>
<td>The Head of the Delegation, role-playing the Foreign Minister</td>
</tr>
<tr>
<td>MFA</td>
<td>Ministry of Foreign Affairs</td>
</tr>
<tr>
<td>Model ASEM</td>
<td>The biennial large-scale Model ASEM conferences organised by ASEF in conjunction with the real ASEM Foreign Ministers’ Meetings (ASEMFMMs).</td>
</tr>
<tr>
<td>Model ASEM Spin-off</td>
<td>Local Model ASEM Spin-off conferences often organised by local student and youth associations. Adapted to the local setting, Model ASEM Spin-offs are smaller in scale and serve as local community engagement and ASEM promotion</td>
</tr>
<tr>
<td>Moderators</td>
<td>See Chapter 2.4.1</td>
</tr>
<tr>
<td>Plenary Session</td>
<td>Refers to sessions where all participants are required to attend. This includes the opening ceremony and the discussion on the Chair’s Statement</td>
</tr>
<tr>
<td>Rapporteurs</td>
<td>See Chapter 2.4.1</td>
</tr>
<tr>
<td>Senior Officials</td>
<td>A senior civil servant of the Ministry of Foreign Affairs who works in the Asia or Europe Directorate</td>
</tr>
<tr>
<td>Senior Officials’ Meeting (SOM)</td>
<td>Senior Officials of various ASEM Partners meet to coordinate on ASEM activities</td>
</tr>
</tbody>
</table>
I. About this Manual

What is Model ASEM?

The Model Asia-Europe Meeting (Model ASEM) is a youth conference and political simulation of the ASEM Foreign Ministers’ Meetings (ASEMFMMs). It is a platform for students to exchange perspectives on Asia-Europe collaborations, promote the ASEM Process and build long-term relations between the youths of the 2 continents. Through role-play, research, case-studies and practical trainings, students enhance their diplomacy, negotiation, consensus-building and public-speaking skills.

The Education Department (ASEFedu) of the Asia-Europe Foundation (ASEF) organises biennially the main Model ASEM conferences in conjunction with the actual ASEM-FMMs. These large-scale conferences bring together students from all 51 ASEM Partner countries, and include, besides the Model ASEM simulation, direct interactions between ASEM Foreign Ministers and the Model ASEM participants.

Local student associations and/or ASEF partners organise Model ASEM Spin-off conferences. Adapted to the local setting, the Model ASEM Spin-off conferences are smaller in scale and promote ASEM among local students and communities. ASEF support in various ways the organisation of the Model ASEM Spin-off conferences.

For more information visit: http://bit.ly/modelasem

Who is this Manual for?

Generally, anyone with a keen interest to organise a Model ASEM Spin-off should benefit from this manual. Probably, you would be:

▸ An ASEF Alumnus who has benefitted from ASEF projects and wishes to provide a similar opportunity to other youths
▸ A partner of ASEF who wishes to bring this opportunity to their students
▸ An individual or an institution interested in promoting the ASEM Process
How Should You Use this Manual?

Before you dive deep into the material, it is important you understand how you should use the manual in order not to be overwhelmed by the large quantity of content and information. In this introductory section, we explain the structure of the manual and the approach taken.

The 1st chapter gives you a brief introduction to the Asia-Europe Meeting (ASEM) and its relevant stakeholders, providing you an idea of the framework within which Model ASEM takes place.

The 2nd chapter introduces you in detail to the Model ASEM project, expanding on the procedures and how it seeks to simulate the ASEM Foreign Ministers’ Meeting (FMM). As Model ASEM simulations are heavily based on the ASEMFMM proceedings, your organising team should familiarise yourselves with the entire process. We also recommend familiarising yourself with the Model ASEM Delegate Handbook, which will give you detailed information on the Model ASEM – from a Delegate’s perspective.

The 3rd chapter covers the practical aspects of organising a Model ASEM Spin-off. After exploring the chapter, you should be able to grasp the relationship between the programme, timeline and administrative matters.

The 4th chapter contains essential resources, including templates, samples and reading materials. It contains the links to downloadable documents, which are mostly in Microsoft Word format, hence allowing you to edit them.

The 5th chapter contains the contact details of people who can potentially guide you in your journey of organising a Model ASEM Spin-off. Past Model ASEM Spin-off organisers as well as the ASEF staff are here for you: to share their experiences and resources.

What is the Approach?

This manual is designed to provide Model ASEM Spin-off organisers with a practical toolkit. On the one hand, it aims to be as comprehensive and detailed as possible so that organisers can make the most informed decisions. On the other hand, it also acknowledges Model ASEM Spin-offs are organised taking into consideration local contexts, and improvisation is hence required. Each Model ASEM Spin-off is therefore unique. In this sense, Model ASEM Spin-off organisers are allowed a fair amount of flexibility and discretion, without, though, compromising the essence and principles of the Model ASEM simulation.

To assist you with striking this balance, we have created some visual cues.

A light bulb denotes suggestions and ideas which you can consider. These are often areas within which you could potentially exercise some creativity and discretion.

A book with magnifying glass denotes case studies. Wherever relevant, good practices from other Model ASEM Spin-offs will be showcased here.

Disclaimer: All the information contained in this manual is for general information purposes only. The material serves as a base of information, ideas and hints that aim at making the organisation of a Model ASEM Spin-off conference easier and more efficient. However, the decision-making responsibility lies with each Model ASEM Spin-off organising team. The organising team should therefore carefully analyse all the aspects (including legal) of its activities and should work in compliance with local and national legislation, and also with due respect to ethical and customary matters. Neither the Asia-Europe Foundation (ASEF) nor the authors of the manual are responsible for any damages or losses caused by following the recommendations presented in this manual.
1. The Asia-Europe Meeting (ASEM)

The Asia-Europe Meeting (ASEM) is an intergovernmental process established in 1996 to foster dialogue and cooperation between Asia and Europe. Presently it comprises 53 Partners: 30 European and 21 Asian countries, the European Union (EU) and the Secretariat of the Association of Southeast Asian Nations (ASEAN). ASEM addresses political, economic, financial, social, cultural, and educational issues of common interest in a spirit of mutual respect and equal partnership.

For a detailed introduction to the ASEM Process, including its history and procedures, please see the 1st chapter in the Model ASEM Delegate Handbook ("Introduction to the Asia-Europe Meeting (ASEM)") as well as the ASEM InfoBoard website.
2. Model ASEM

2.1 Background & Objectives

Introduction
Model ASEMs are youth conferences and political simulations of ASEMFMMs. They are platforms for students to exchange perspectives on Asia-Europe collaborations, promote the ASEM Process and build long-term relations between youth of the 2 continents. Through role-play, research, case-studies and practical trainings students enhance their diplomacy, negotiation, consensus-building and public-speaking skills. The Model ASEMs conference series was initiated by the ASEF University Alumni Network (ASEFUAN) in 2004 and has been managed by ASEF’s Education Department since 2014.

The agendas and programmes of the Model ASEMs conferences are closely based on the actual proceedings of ASEMFMMs, which gather the Foreign Ministers and Leaders of Foreign Affairs of all ASEM Partners.

There are 2 types of Model ASEMs conferences:
1) The Main Model ASEM conferences organised by ASEFEdu biennially in conjunction with the actual ASEMFMMs, and
2) Model ASEM Spin-off conferences organised by local student associations and/or ASEF partners.

Main Model ASEMs vs Model ASEM Spin-offs
While both the main Model ASEMs conferences and Model ASEM Spin-off conferences are simulations of ASEMFMMs, their size, scope and complexity differ due to the financial and human resources available and allocated to each of them respectively. Model ASEM Spin-offs are usually attended only or mostly by local students and students from neighbouring countries, while the main Model ASEMs conference has participants from all 51 ASEM Partner countries.

Taking into consideration these differences in available resources and the scope of the projects, although they are similar, the Model ASEM Spin-off conferences are not expected to be an identical replica of the main Model ASEMs conference. Instead Model ASEM Spin-off conferences should be organised in a manner that takes into consideration local contexts as well as available resources. In other words, most important is not necessarily the size or complexity of the Model ASEM Spin-off conference, but rather the offered learning as well as exchange opportunities it offers its participants.

Programme Components
Model ASEM Spin-off conferences usually include the following 2 programme components:

Online Preparatory Phase
In this virtual phase, participants will be given the opportunity to learn more about ASEM, the ASEM Partners they each represent, as well as potentially also about diplomacy and international relations in general. The phase serves as preparation for the upcoming conference, and can e.g. include online research and training modules, as well as specific individual and team (Delegation) tasks.

Conference
Based on the ASEM Process of the ASEM Foreign Ministers’ Meeting (ASEMFMM), the on-site conference programme consists of Plenary Sessions, ASEM Senior Officials’ Meetings (ASEM SOMs) and Bilateral Meetings, all with a focus on the specific theme selected for each Model ASEMs conference edition. The ultimate objective of the conference is to develop a Model ASEM Chair’s Statement summarising the discussions and decision of the conference.

In addition, for participants to further engage with ASEM stakeholders, participants might visit ASEM Diplomatic Missions (Embassies and/or Consulates), as well as attend or even join thematic panel discussions or practical trainings on various topics.
2.2 ASEM Foreign Ministers’ Meetings (ASEMFMMs)

Compared to other government meetings in the international arena, the ASEM FMMs do not follow a stringent set of rules and procedures.

The programme of the actual ASEM FMMs usually includes the following elements:
- Opening & Closing Ceremonies
- Family Photo (Group Photo)
- Plenary Sessions
- Gala Dinner
- Retreat(s)
- Press Conference(s)

Bilateral meetings between ASEM Foreign Ministers and officials take place on the sideline of the main programme, as an informal part of the agenda.

Furthermore, each ASEM FMM is prepared more than a year in advance through ASEM SOMs. At these high-level meetings, the programme, agenda and the draft ASEM FMM Chair’s Statements are discussed and prepared.

The main Model ASEM conferences and Model ASEM Spin-off conferences adapt and incorporate most elements of the actual ASEM FMMs, but also adds a few additional components which are relevant for the youth.

You can refer to the Model ASEM Delegate Handbook (chapter 2 “The Model ASEM”) or to the table in Appendix 1 to explore the similarities and differences between Model ASEM conferences and the actual ASEM FMMs.

2.3 Model ASEM Delegate Handbook

While this Manual for Model ASEM Spin-off Organisers is your primary source of information on how to organise a Model ASEM Spin-off conference, the Model ASEM Delegate Handbook is the primary source of information for your participants on how to successfully participate in the simulation.

The Delegate Handbook contains background information on ASEM, the ASEM FMM and the various stakeholders that form part of the ASEM Process. It is also a practical guide for the participants on their participation in your Model ASEM Spin-off conference, as it details the various sessions of the simulation and explains the expected outcomes, as well as shares examples of previous Model ASEM editions.

While the Model ASEM Delegate Handbook is drafted in such a generic way that it does not necessarily requires adjustments for each Model ASEM Spin-off conference, an editable Word version of it is provided in the Resource Folder, in case you would wish to make certain amendments to it so that it fully reflects your conference.

It is crucial that you send the Model ASEM Delegate Handbook to all your participants at least 1-2 months before your conference so that they have sufficient time to explore its content. We recommend sending the Handbook to all participants as a first step of the Online Preparatory Phase.
2.4 Model ASEM Programme

In this section, you will learn about the Online Preparatory Phase, the various roles and the proceedings of Model ASEM.

2.4.1 Roles & Responsibilities

<table>
<thead>
<tr>
<th>ROLES</th>
<th>DELEGATE</th>
<th>RESPONSIBILITY</th>
</tr>
</thead>
</table>
| Chair                | Foreign Minister / Head of Delegation of the ASEM Partner that hosts the ASEMFFMM | ▶ Supported by the Moderators and Rapporteurs, provides a first draft of the Model ASEM Chair’s Statement  
▶ Assesses and shortlists best Interventions  
▶ Chairs the Opening Ceremony and all Plenary Sessions  
▶ Gives the floor to ASEM Partners to intervene during the Plenary Sessions  
▶ Hands over the Model ASEM Chair’s Statement to the Guest of Honour during the Closing Plenary Session (if applicable)  
▶ Leads and participates in the Model ASEM Press Conference (if applicable) |
| Head of Delegation   | Foreign Minister / Head of Delegation of an ASEM Partner                  | ▶ Leads the Delegation’s preparations for the Model ASEM Spin-off conference  
▶ Leads the drafting and submission of the ASEM Partner Brief  
▶ If applicable, intervenes during the Opening Plenary Sessions to present the ASEM Partner’s position  
▶ Intervenes during the other Plenary Sessions, on behalf of the Delegation  
▶ Intervenes during the ASEM SOMs and presents the ASEM Partner’s position  
▶ Leads the Delegation’s discussions with other Delegations during Bilateral Meetings |
| Delegates            | ASEM Senior Official (Advisors to the Head of Delegation)                 | ▶ Do research and support the Head of Delegation in the drafting of the ASEM Partner Brief  
▶ Support the Head of Delegation in the drafting of the Plenary Session Intervention  
▶ Intervene during the ASEM SOM and present the ASEM Partner’s position  
▶ Substitute the Head of Delegate in Plenary Sessions during his/her absence  
▶ Support the Head of Delegation during Bilateral Meetings |

(We recommend having 1 or 2 Chairs. While one person is the always the Main Chair, the Vice-Chair can support taking minutes or replacing the Chair in this person’s absence.)

(Model ASEM Delegations that have a Head of Delegation and at least 1 additional Delegate can choose to rotate the roles if they wish to do so, e.g. during Plenary Sessions)
### Roles

<table>
<thead>
<tr>
<th>ROLES</th>
<th>DELEGATE</th>
<th>RESPONSIBILITY</th>
</tr>
</thead>
</table>
| **ASEM Coordinators** | Foreign Minister / Head of Delegation of the ASEM Partners which currently coordinate the activities of the ASEM Process | ▶ Deliver an ASEM Coordinator-inspired Intervention during the Opening Plenary  
▶ If required, coordinate the simulation participation of the ASEM Partners in their respective ASEM region |
| **Moderators**      | Considered to be part of the Delegation of the ASEM Chair but do not participate as a delegate | ▶ Support the Chair(s) in providing the first draft of the Model ASEM Chair’s Statement  
▶ Assist the Chair(s) in assessing and shortlisting the best Interventions  
▶ Moderate the ASEM SOMs  
▶ Provide the Chair(s) with the ASEM SOM’s negotiated key points to be discussed by the Plenary Session  
▶ Clarify at the Plenary Sessions thematic topics discussed during ASEM SOMs  
▶ Intervene, if necessary, on procedural or content matters |
| **Rapporteurs**    | Considered to be part of the Delegation of the ASEM Chair but do not participate as a delegate | ▶ Support the Chair(s) in providing the first draft of the Model ASEM Chair’s Statement  
▶ Assist the Chair(s) in assessing and shortlisting the best Interventions  
▶ Take minutes of the deliberations within the ASEM SOMs  
▶ Support the Moderators and replace them in case of absence  
▶ Together with the Moderators clarify at the Plenary Sessions thematic topics discussed during the ASEM SOMs  
▶ Together with the Moderators, intervene if necessary, on procedural or content matters |
2.4.2 Rules of Model ASEM Spin-off conferences

**GENERAL RULES**

**Language**
As for all ASEM Meetings, English is the official working language of Model ASEM Spin-off conferences.

**Delegations**
Each ASEM Partner (53 in total) is represented by 1 Head of Delegation and up to 2 Delegates. The Model ASEM Delegates usually represents a country different than their own nationality.

**Simulation**
The Model ASEM Delegates are expected to play their role as Delegates during the entire duration of the Model ASEM Spin-off conference, including during breaks and social programme.

**Mutual Respect**
The ASEM Process is a forum where all ASEM Partners can voice their concerns on any topics and in a spirit of collaboration identify potential ways forward as partners. The same spirit shall also be observed in the Model ASEM Spin-off.

**Fairness**
With all ASEM Partners being equal partners, all Delegates should also be given a fair opportunity to express themselves during Plenary sessions and ASEM SOMs.

**Realism**
Even though the Model ASEM Spin-off conference is a simulation of the ASEM Process, the Delegates are expected to adopt the actual positions of the ASEM Partners they represent. No personal position shall hence be presented, and the Chair(s), Moderators and fellow Delegates are allowed to remark on a Delegate’s potentially incorrect positions on a topic.

2.4.3 Chair’s Statement
A Chair’s Statement is a formal written document adopted by the ASEM Partners during an ASEM Summit. It is the primary outcome of various ASEM summits. A Chair’s Statement typically contains all the clauses which ASEM Partners have agreed on through consensus and can also be interpreted as a unanimous declaration by ASEM partners.

The objective of a Model ASEM conference is also to produce a Chair’s Statement. The major difference is that the Model ASEM Chair’s Statement is wholly drafted by youths. If delegates stay true to their roles and country positions, the Model ASEM Chair’s Statement should resemble the Chair’s Statement of the ASEM FMM.

We have provided some example documents to give you an idea of the structure of a Chair’s Statement.

**Example documents**
- ASEM FMM13 Chair’s Statement
- ASEM FMM12 Chair’s Statement
- ASEM FMM11 Chair’s Statement
- 8th Model ASEM Chair’s Statement
- 7th Model ASEM Chair’s Statement
- 6th Model ASEM Chair’s Statement
2.4.4 Online Preparatory Phase

The Online Preparatory Phase simulates the pre-ASEMFMM phase where the Foreign Ministries of all the respective ASEM Partners begin to prepare their positions for the upcoming ASEM Familiarisation Meeting (FMM). During this period ASEM Senior Officials across all ASEM Partners will attend the Senior Officials’ Meeting (SOM) – not to be confused with Model ASEM SOM – to coordinate ASEM related activities, including the ASEM-FMM. The purpose of the SOM includes framing the agenda for the next ASEM Familiarisation Meeting. For more information on SOM and Model ASEM SOM, refer to the subsection on Model ASEM SOM in Chapter 2.4.5.

The Online Preparatory Phase is a compulsory element of the Model ASEM as it is crucial for the participants’ preparations for the conference. The objective of the phase is to encourage delegates to conduct research on their respective ASEM Partners and the themes of the Model ASEM, as well as to already get in touch with other participants to initiate the exchange among students.

To facilitate communication and group work, ASEFEdu uses the free Slack web platform for all its Online Preparatory Phases. You could also consider using Slack. If you are familiar and more comfortable with another online collaboration platform similar to Slack, you are definitely encouraged to do so. Most importantly, it has to be a solution for all participants and organisers to be in touch with each other online, and that your participants use it actively.

A typical Online Preparatory Phase for a Model ASEM Spin-off conference usually last for about 4-6 weeks and includes the below-listed components.

---

1 Slack is an easy-to-use team collaboration tool which allows your participants to connect with the rest of the participants to work together, upload assignments, participate in conversations, and gear up for the upcoming Model ASEM Spin-off conference. Slack is available as a free app for mobile and as a desktop programme.
1. INDIVIDUAL TASKS

Writing the ASEM SOM Position Paper
After each student has been allocated to an ASEM Partner Delegation and a Model ASEM SOM, the Delegates have to prepare a 1-2-page document explaining the positions that the ASEM Partner is taking on the set topic of the Model ASEM SOM.

During the ASEM SOM sessions at the Model ASEM Spin-off conference, Delegates should present a brief summary (up to 1 minute) of the ASEM SOM Position Paper as part of the ASEM SOM sessions.

An example ASEM SOM Position Paper can be found in the Resource Folder.

Fun/Informal Task
It would be too mundane if all the tasks are about writing Model ASEM documents. Hence, we also encourage you to consider planning to include some fun tasks, not necessarily related to the Model ASEM Spin-off simulation.

An idea could be asking participants to upload content on social media related to the themes of the conference, or to interview a diplomat in their city and write an article which could be published in print or on social media.

This could potentially increase the visibility of your conference and encourage interaction among the participants.

2. TEAM TASKS

Writing the Opening Remarks
Each Delegation has to draft (in written) a 2-min Opening Remarks on the ASEM Partner’s position, providing recommendations on strategic goals for the ASEM process, in relation to the theme of the Model ASEM Spin-off conference. The content should be agreed upon within the Delegation.

An example of an Intervention can be found in the Resource Folder.

Once the written drafts are submitted to the Model ASEM Chair(s), he/she could pick the best ones to be delivered during the first plenary session. The number of opening remarks that can be delivered during the opening plenary session is up to the organisers and also depends on the time scheduled.

The opening remarks should never be publicly shared or published during the entire Online Preparatory Phase.

3. WEBINARS (WEB-BASED SEMINARS)

Introduction Webinar on the ASEM Process
ASEF has recorded a generic 1-hour webinar to introduce Model ASEM Spin-off participants to the ASEM Process and the proceedings at ASEMFMMs.

We strongly recommend sharing this resource with your participants in the beginning of the Online Preparatory Phase.

Other Webinars
In case you want, you could invite other guest speakers to share with the participants through additional webinars their insights and experience on diplomacy and the themes of the Model ASEM Spin-off conference. Guest speakers can include scholars, diplomats, representatives of academic institutes or think-tanks, representatives of the media, and more.
### Agenda of Sessions
- With the ASEM Process being an informal process, there are no specific standard agendas during the sessions.
- The Chair(s) and Moderators may propose the agendas of the Plenary Sessions and Model ASEM SOMs.
- The Chair(s), Moderators and Delegates can at any time propose adaptations to the agendas.

### Plenary Sessions
- The Chair(s) opens and closes and leads all Plenary Sessions.
- Only Head of Delegations are allowed to intervene during the Plenary Sessions.
- All Head of Delegations can propose adaptations to any point being negotiated or discussed.

### ASEM SOMs
- The Moderators open and close and lead all ASEM SOMs.
- All Delegates are allowed to intervene during the ASEM SOMs.
- All Delegates can propose adaptations to any point being negotiated or discussed.

### Bilateral Meetings
- With meeting being informal, there is no formal agenda.
- The Head of Delegations can propose the meeting agenda and can at any time adapt it if accepted by both parties.
- Only Head of Delegations are allowed to intervene during the Bilateral Meetings.

### Voting
No voting takes place within the ASEM Process. The Chair’s Statement has to be reached by consensus, which means that the Chair(s) has to find the right balance among all ASEM Partners’ positions. Points not agreed upon by all ASEM Partners have to be negotiated until consensus is achieved or alternatively until it is decided the topic is too controversial to be included, i.e. until the ASEM Partners decided to not include the topic in the Model ASEM Chair’s Statement. To make an intervention, Delegates have to raise their table tent.
WELCOME CEREMONY

Purpose & Objective
The Chair and Host shall acknowledge the presence of the delegates by welcoming each delegation personally.

Topics
- 

Participants
All Head of Delegations and Delegates should attend and be ready for the official handshake.

During the Welcome Ceremony, each Delegation, comprised of the Head of Delegation and Delegates (if applicable), will meet the Model ASEM Chair where welcome greetings are exchanged. Delegates will be called to the front in alphabetical order based on the ASEM Partner’s name (i.e. ASEAN, Australia, Austria... to... Thailand, United Kingdom, Viet Nam). Upon hearing their ASEM Partner being called, the entire delegation will walk towards the Model ASEM Chair and the Head of Delegation will shake the hands of the Chair while the delegates will stand beside them.

When announcing the ASEM Partners, the emcee shall call out the ASEM Partners as following, using the real names and positions of the ASEM Foreign Ministers / Leaders of Foreign Affairs, i.e.:

▸ “His Excellency, the Secretary General of the Association of Southeast Asian Nations (ASEAN), Le Luong MINH”
▸ “Her Excellency, the Minister for Foreign Affairs of the Commonwealth of Australia, Julie BISHOP”
▸ “His Excellency, the Federal Minister for Europe, Integration and Foreign Affairs of the Republic of Austria, Sebastian KURZ”

A full list of all ASEM Foreign Ministers and Leaders of Foreign Affairs is available in the Resource Folder but you will need to update the names of the Foreign Ministers, as they will likely have changed since the list was drafted.
It is also customary to take an **individual photo** of the handshake between the Chair(s) and the Head of Delegation/the whole Delegation. Often the Model ASEM Spin-off organisers place a roll-up or flag in the background to enrich the content of the photos.

After a Delegation has been greeted by the Chair(s), they move into the Plenary Room to take their seats at the negotiation table.

Before ending the Welcome Ceremony, it is also customary to take a **Model ASEM Family Photo** (group photo) once the Chair has welcomed all Model ASEM Delegations. This photo usually includes all Model ASEM Participants as well as guests, partners and organisers.
OPENING CEREMONY

OBJECTIVE

Purpose & Objective
To mark the official start of the conference

Topics
Based on the theme of the conference

Participants
All Head of Delegations and Delegates should attend.

During the Opening Ceremony, the Chair(s) officially open the Model ASEM Spin-off conference with a speech on the importance of the ASEM Process, the significance of the upcoming ASEMFMM and the ASEM Partner’s views on the theme. Usually the Chair is allocated 3-5 minutes speaking time.

After the Chair, the Heads of Delegations of the 4 ASEM Coordinators will deliver their respective welcoming remarks (Interventions). The ASEM Coordinators are:

1) The High Representative of the European Union for Foreign Affairs and Security Policy
   - ASEM Coordinator for Europe
2) Foreign Minister of the country that holds the Presidency of the Council of the European Union
   - ASEM Coordinator for Europe
3) Foreign Minister of the country that holds the Chairmanship of ASEAN
   - ASEM Coordinator for Asia
4) Foreign Minister of the country that coordinates the North-East and South Asia (NESA) region
   - ASEM Coordinator for Asia

The interventions of the ASEM Coordinators should not be longer than 2-3 minutes, and they should cover the theme of the Model ASEM Spin-off conference, as well as welcoming remarks on behalf of the regions they represent/coordinate.

In addition, a limited number of ASEM Partner Delegations should be invited to deliver their Interventions, based on the drafts they submitted in written during the Online Preparatory Phase. The Chair(s) and/or Moderators can select the 5-10 best Interventions submitted and request them to deliver them during the Opening Plenary Session. Each of these Interventions should not be longer than 2 minutes.

MODEL ASEM SENIOR OFFICIALS’ MEETINGS (MODEL ASEM SOMS)

OBJECTIVE

Purpose & Objective
Delegates will present their ASEM Partner positions, exchange ideas and seek consensus through negotiation, with the aim to develop content for the Chair’s Statement

Topics
The topics discussed within each Model ASEM SOM are based on ASEM’s 3 Pillars (Political; Economic; and Social, Cultural & Educational), which are further narrowed down by the Model ASEM Spin-off conference organisers.

Participants
The Model ASEM SOMs are open to Heads of Delegations as well as Delegates. All Delegates are invited to make interventions. Moderators and rapporteurs will be facilitating each Model ASEM SOM.

In Chapter 2.4.3, we explained that the Online Preparatory Phase is meant to simulate the preparations of the ASEMFMM. However, in reality, the preparation takes more than a year where Senior Officials meet a few times at SOMs to deliberate over the agenda and issues. As it is impossible to closely simulate the SOM by making participants meet a few times over a year, the deliberations over the content and issues will be conducted over one day in a series of Model ASEM SOMs.

There is no formal procedure in a Model ASEM SOM. However, there is a general flow of how the session will be like. The Moderator and Rapporteur formally opens the sessions, presenting the discussions of the Online Preparatory Phase. The moderator will call on each delegate to put forward the positions of the ASEM partner they are representing according to alphabetical order. Delegates who wish to speak can signal their intention to the moderator by raising their hands or table tents. By the last session, the moderator and rapporteur should ensure that there are at least 2-3 key points agreed by the whole room. These key points will be included in the Chair Statement. The content will be further deliberated during the final plenary session.
The number of Delegates attending your conference will determine the number of Model ASEM SOMs you will need to arrange. Usually, the number of ASEM SOMs matches the number of ASEM Pillars, therefore you could multiply the number of ASEM SOMs as the number of participants grow.

We recommend the following:
- In case your event has less than 60 participants: organise 3 Model ASEM SOMs
- In case of having over 60 participants, consider having up to 6 Model ASEM SOMs

**Important Note:** Number of Model ASEM SOM refers to the number of parallel sessions happening simultaneously. It does not refer to the number of time period (or sessions) catered in the programme. The number of time period catered in the programme depends on how long you wish the discussion should take place.

---

### DELEGATION MEETINGS

**Purpose & Objective**
To ensure that the whole delegation is engaged and aligned; it also sets the tone of the bilateral meeting and final plenary session.

**Topics**
The Head of Delegation shall organise a short meeting with his fellow delegates.

**Participants**
Delegates should discuss the draft Chair Statement and finalise their position for the final plenary session.

Delegation meetings are internal meetings conducted to align the whole team leading up to the final plenary session. It is also when information from different ASEM SOMs are consolidated and shared. This is also a good opportunity for delegates to advise their respective Head of Delegation on the potential difficulties in getting certain clauses to be accepted by some ASEM partners.

There are no strict formats on conducting delegation meetings as it is an internal meeting among each delegation. However, it is recommended that each delegate shares their findings and perspectives of the ASEM SOM they attended. The Head of Delegation will facilitate the discussion and make any relevant decisions.
Delegation Meeting at the 8th Model ASEM
**BILATERAL MEETINGS**

<table>
<thead>
<tr>
<th>Purpose &amp; Objective</th>
<th>To discuss topics of mutual interest and produce an agreement on concrete points of action.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Topics</td>
<td>A broad topic is set by the organisers but the specific agenda is pre-set or agreed upon when starting the meeting.</td>
</tr>
<tr>
<td>Participants</td>
<td>The Heads of Delegations lead the meetings. Other Delegates serve as advisors and note-takers.</td>
</tr>
</tbody>
</table>

Before the start of the Model ASEM conference, all delegates should already know which ASEM Partner they will engage with during the bilateral meeting. This means that necessary arrangements should be decided and communicated during the Online Preparatory Phase.

There are no strict formats on how to conduct bilateral meetings as they are intended for delegates to speak discuss certain issues with less formality. However, it is recommended to begin the session by having both Heads of Delegation agreeing on the agenda and scope of cooperation. Once the agenda is set, the Head of Delegates can proceed to discuss the specific items while the rest of the delegation can start drafting an agreement. By the end of the bilateral meeting, one of the parties can publish a communique on what was agreed upon.

The content can also potentially be used for the final plenary session.
FINAL PLENARY SESSION

Purpose & Objective
For all ASEM Partners to review and finalise the Chair Statement, subsequently, adopting it.

Topics
The main discussion will be the draft Chair Statement based on ASEM’s 3 pillar and the discussion from the ASEM SOM.

Participants
The Head of Delegation can speak in favour of or against the clauses when the Chair opens the floor. Delegates can occupy the seat of the Head of Delegation to raise any points or simply advise the Head of Delegation from the back seat.

Before the Final Plenary Session commences, the draft Chair Statement should be consolidated and distributed to all delegates. Once the Chair and his/her rapporteur is ready, he/she can announce to the room how the proceedings will be.

The Chair will go through each clause one at a time and moves to the next clause only if the clause is accepted by all ASEM Partners. This is crucial as ASEM works on consensus basis rather than voting, hence there should never be a call for a vote. If no consensus can be reached, the clause could be revisited again (if time permits) or removed. After all the clauses are agreed on by all ASEM Partners, the Chair can announce the formal adoption of the Chair Statement.
Photo of the Final Plenary Session during the 9th Model ASEM in Madrid, Spain, the Chair was going through the bullet points of the Chair’s Statement, one at a time.
CLOSING CEREMONY

Purpose & Objective
To mark the official end of the conference

Topics
- 

Participants
All delegates will be present to observe the closing ceremony and witness the presentation of the Chair Statement.

The Chair Statement will be presented after closing speeches by the Model ASEM Chair, the Model ASEM Delegate of the country that will host the next ASEMFM, and the official Guest of Honour (if applicable).

The following Delegates and Guest of Honour deliver their speeches, in the following order:

1. **Model ASEM Chair** (Model ASEM Delegate)
   a. The Model ASEM Chair's Statement is handed over by the Model ASEM Chair to the Guest of Honour at the end of the Chair's speech. Usually there's also a photo shoot at the moment of handing over the Chair's Statement.

2. **Guest of Honour** (usually real ASEM Official)

3. **Host of next ASEMFM** (Model ASEM Delegate)

Handing of the Chair Statement to a representative from the Ministry of Foreign Affairs, European Union and Cooperation, Spain, at the 9th Model ASEM
OPTIONAL PROGRAMME ELEMENTS

Visits to ASEM Diplomatic Missions

Model ASEM conferences, including Spin-offs, aim to include visits to ASEM Diplomatic Missions (in other words: Embassies, Consulates, EU Delegations, Offices of International Organisations, etc.) before the official Opening Ceremony.

Visits to ASEM Diplomatic Missions are common at Model ASEM and Model ASEM Spin-off conferences. These visits are meant to raise awareness about the ASEM Process and to connect the participants with ASEM diplomats and officials.

Typically, a visit to the various Diplomatic Missions will be scheduled for two hours, excluding travelling time. However, this is also subject to the availability of the various Diplomatic Missions, the duration of the visit can vary. You are strongly advised to express your interest to bring a Model ASEM delegation to visit them via email as soon as possible. In your email, you should clearly state your intention and ask for them to host the participants.

The participants are encouraged to think of questions to ask the Ambassador. Discussions centre around the topic of the Model ASEM conference.

If you and your team are keen to organise visits to ASEM Diplomatic Mission, you may contact a team member of ASEFEdu. ASEFEdu is able to contact the relevant parties.

- 7th Model ASEM – Study visits to ASEM Diplomatic Missions
- 8th Model ASEM – Study visits to ASEM Diplomatic Missions
- Model ASEM Spin-off Chengdu 2019 – Study visits to ASEM Diplomatic Missions
- 9th Model ASEM – Study visits to ASEM Diplomatic Missions

Trainings/Workshops

Workshops are meant to make the programme more rewarding and attractive, with the aim to let participants gain something practical out of the conference. They can be conducted by partner organisations or University Alumni who are verse in their field and have much to impart.

Some interesting workshops/trainings held in the past were:
1) Diplomacy skills training
2) Negotiation skills training
3) Cultural workshops
4) Policy Drafting
5) Intercultural communication workshops
6) Topics related to the theme

Delegates discussing the ASEM process with Ambassador Paolo CRUDELE at the Embassy of Italy – Model ASEM Singapore 2015

Delegates participating at a workshop during the 8th Model ASEM
Delegates participating at a workshop on Fake News conducted by ASEF Edu Alumni, Paul and Johannes (centre), during the 9th Model ASEM
Panel Discussions/Forums

A good way to engage participants during the conference is to arrange for external (VIP) speakers to give a keynote speech or participate in a panel discussion. They would ideally discuss issues related to the overarching theme of the conference, or simply give the students the opportunity to interact and ask questions on the topics of their expertise.

While this part of the programme can be educating and useful for the participants, you will need to consider how it will fit within the general timeframe of the programme, so sufficient time is still made available to the Model ASEM simulations.

The 9th Model ASEM experimented with a new format known as the “Ambassador Panel”. It was met with great success with many participants who found it one of the highlights of the programme. 4 diplomats were invited from 4 different embassies. They were given a case study and had to simulate a bilateral meeting. Participants were invited afterwards to also simulate a bilateral meeting of another topic. The diplomats would give advice to the participants during the latter’s simulation.
Press Conferences
The press conference is the last segment of the Model ASEM simulation where the hosting country, the EU and the next hosting country is on the panel. They each will deliver a speech on the process and the outcome of the conference. Representatives from the Model ASEM Media are also allowed to ask questions.

Excursions & Tours
ASEF incorporates cultural elements into their various projects and Model ASEM and Model ASEM Spin-off conferences are no exception. You are therefore strongly encouraged to plan activities that could foster a better cultural understanding, however this is not mandatory and the feasibility to organise it will depend on the resources (human and financial) you have available for the event.

By including short tours or excursions, the programme might become even more rewarding for your participants. Youth often expect to learn about different cultures and the values that underpin the societies they are visiting. You’re therefore not only creating memorable experiences for your participants, through the activities you’re also enhancing greatly the awareness about your culture and country. Some examples are walking city tours, visits to museum and food tasting.

These types of optional elements could also attract more students to be interested in your conference, potentially increasing the number of applications. Furthermore, photographs and videos of cultural segment are always useful for publicity and reporting on the conference.

At Model ASEM Spin-off Hanoi 2016, the organising team planned a 3-day cultural programme for foreign Delegates, giving them an immersive experience of Vietnamese culture. Such programmes are great ways to spread awareness about local culture.
Photo of a cultural tour conducted by a youth volunteer during the 7th Model ASEM
3. Organising a Model ASEM Spin-off

3.1 First contact with ASEF

Model ASEM Spin-offs are independently organised conference, with ASEF playing the role of a core partner that advises and supports the organisers of the events.

While you are the organiser of the conference and the owner of it, your project needs to still be officially approved and recognised by ASEF to be included in their official list of Model ASEM Spin-off conferences for each respective year. ASEF is also only able to support intellectually and/or logistically for activities which ASEF have pre-approved.

You can find the list of past and future Model ASEM conferences and Spin-off conferences in the Education section of the ASEF webpage. On the website you will also find the contact information of the ASEF staff member responsible for the respective year’s Model ASEM Spin-off conference(s). Getting in touch with this person is the very first step you should take when you’ve developed an interest in potentially organising a Model ASEM Spin-off conference in your city/country. If you’re unsure whom to contact at ASEFEdu, you can always send a message to the general Model ASEM email address (E: modelasem@asef.org).

This first contact is crucial, not only for ASEF to know about your plans, but also for you to be informed about other Model ASEM Spin-offs that might be under work. You need to keep in mind 2 things:

1) ASEF can only (intellectually, financially and human resource wise) support a limited number of Model ASEM Spin-offs conferences each year. In the past ASEF usually supported 2-3 Model ASEM Spin-offs conferences per year. Hence, in case several Model ASEM Spin-offs conference are already planned for the upcoming months, ASEF might ask you to postpone your plans a bit.

2) There is always the hypothetical possibility that someone else is already working on the preparations of a Model ASEM Spin-off in your country or region. In that case it would make more sense to join the efforts and work together on one event instead. In that case ASEF will of course put the both parties in touch with each other.

Practical example: For the Model ASEM Spin-off conference held in Bratislava in October 2018, the first discussions with ASEF were held a year earlier, during early fall 2017. At that time, there were only 2 Model ASEM Spin-offs being planned for 2018, with both of them taking place in Asia. As ASEF seeks to host/support an approximately equal number of projects in Asia and Europe, they were happy to go ahead and support the Model ASEM Spin-off conference in Bratislava.
3.2 Location

If you’re an individual organising the Model ASEM Spin-off conference (i.e. not a university), we would still recommend you considering partnering up with a university as it can help you in many aspects. This includes providing you venues for the event, recruiting fellow team members and volunteers, potentially covering some of the costs (e.g. catering, local transportation or accommodation), identifying and inviting speakers, connecting with their network of partners, sharing of information and guiding the process, etc.

There is no real limitation to where in your country the Model ASEM Spin-off can take place, however, you may want to keep in mind that capitals are usually the easiest as this is where your Ministry of Foreign Affairs (MFA) and ASEM Diplomatic Missions (Embassies or Consulates) are based. If you have international participants based in other countries, capitals may also be the most affordable location, considering transport costs. Nevertheless, if you have found a highly suitable university or other partner in another city, it definitely makes sense to consider this option.

Model ASEM Spin-off Chengdu 2018 was held in Chengdu, the capital city of Sichuan Province in China, instead of in Beijing. The success of the Spin-off can be credited to the strong support given by Sichuan University and its staff. As Sichuan province is one of China’s major industrial zones, Chengdu naturally houses many ASEM Consulates-Generals. This made the diplomatic visits possible, which remains an important part of the Model ASEM Spin-off programme.
3.3 Key partners

Once you have decided to organise a Model ASEM Spin-off conference and have gotten a preliminary approval from ASEF, next it’s time to find other key partners.

You do not only want to seek partners for their financial or logistic support, but also to engage them meaningfully in the preparation and realisation of the project. This means involving them also in coming up with ideas, suggestions or requirements for the conference. Taking this into consideration, the earlier you approach your potential partners, the better.

Your potential partners can include Universities, your country’s Governmental Bodies and other official Institutions (such as MFA, Ministry of Education (MOE), Ministry of Culture, or the President’s/Prime Minister’s Office), International Organisations (such as European Commission, ASEAN secretariat, or UN institutions), private companies, and more.

Below are some ideas on the possible partner stakeholders and ways in which they can be involved in your conference:

3.3.1 ASEF
ASEF is your number one key partner that not only helps you with setting up the theme, but also gives you important organisational support by providing valuable consultations during the preparation and sending representatives to the event. Last but not least, ASEF can also provide financial and material support including some collaterals for participants and prizes for the two best delegates (fully funded participation in the upcoming regular Model ASEM).

3.3.2 Universities
How should you go about convincing a university to get interested in supporting your Model ASEM Spin-off conference?

Organising the conference is a good opportunity for the university to enhance its international visibility and present its programmes and expertise to an international audience. Hosting/Supporting the conference can also potentially lead to a closer collaboration and visibility among national authorities as the respective MFAs usually supports the Model ASEM Spin-off conferences. Finally, and maybe most importantly, the conference is an excellent opportunity for the university to give its students the opportunity to learn about other cultures, as well as practice their negotiation, research and public speaking skills. This practical learning is much appreciated by students and complements the academic learning.

When approaching the universities, you can consider either approaching central administrative/support bodies such as e.g. the International Relations Office or the President’s/Rector’s Office, or you can present your project to specific, relevant faculties such as faculties for International Relations, Political or Economic Sciences, Asian/European Studies, etc.

3.3.3 Ministries
The Ministry of Foreign Affairs (sometimes known by other titles) is a natural partner, as it forms the link between ASEF and the respective Government. Firstly, they can potentially give you vast organisational support, especially when it comes to side-events (panel discussions, embassy visits, etc.). Secondly, all ASEM Partner countries have a Governor in the ASEF Board of Governors (usually an MFA Official), hence they are aware of ASEF and often of the Model ASEM project, and you should therefore approach them regarding the potential cooperation. Your country’s ASEF Governor can also give you a good overview of all the ASEM related activities in your country, including other events that were or will be organised. Often it is best to request ASEF to approach the ASEF Governor of your country, as they have contacts with him/her.

3.3.4 International Organisations
You might want to engage bodies and agencies of international organisations to prepare for your event, such as ASEAN, EU or UN. Engaging UN makes great sense especially when there are some thematically relevant UN bodies located in the city where your event takes place or in its relative proximity, so you are able to invite their representatives or arrange a visit as a part of the optional side-programme. Engaging ASEAN and/or EU is logical since they are both partners of the ASEM process. Moreover, they also have a wide network of offices and commissioned representatives around the world which again makes it easier for you to cooperate with them. For organisations which do not have an office in your city, you may wish to engage them with content (written materials, consultancy for the organisation team, webinars for delegates, etc.) or creation or funding.

3.3.5 Private Companies
See section 3.8 (Other Partners & Fundraising) below.
3.4 Timing & Timeline

When picking suitable dates for your Model ASEM Spin-off, it is always good to start with checking the timing of upcoming ASEF events, other ASEM related events, as well as other larger events taking place in your country or nearby. While on one hand you may want to prevent having a high concentration of similar events simultaneously, you could on the other hand though consider organising your Model ASEM Spin-off as a side-event to some other, relevant ASEF or ASEM events in order to attract more attention to all events. Also, do not forget to take into account other important time-related factors such as school holidays or examination periods.

There is no particular guideline on when you should start the preparation process of the event, however, in an ideal case you should be ready to launch the open call (which means most of the back-end preparations should be done by that time) around 3 months prior to the planned event date.

3.5 Team

You should estimate how many people you will need to organise the event and assemble a team, defining each of the team member’s respective roles.

It is always hard to figure out how many people you will need for your project, when you are just starting the preparation. You would probably need to make some changes to the team structure while you progress with the preparations. There is no formal requirement regarding the team structure, however, based on the experience from the previous Model ASEM Spin-offs, you will need competent people dealing with logistics and protocol, PR and communication, academic issues, and financial issues (please see the Team Diagram in the Annex section). This will give you some 4 or 5 sub-teams in total.

You could allocate
- 4-5 people in the logistical team (if it covers also protocol and entertainment)
- 4-5 people in the academic team
- 2-3 people in the PR team
- 1-2 people in the economic team

Again, there is no formal requirement regarding the team structure nor size, so you can adjust it according to your needs and the size of your event.

A detailed breakdown of each team’s usual tasks is included in an Annex at the end of this Manual. This example list can help you, but you will most definitely also need to adjust it based on the specific characteristics of your event.

3.6 Event Size

While the scale is large, biennial Model ASEM conference organised by ASEF gather about 170 students, you can adjust the number of participants of your Model ASEM Spin-off conference to fit your capacity and framework. In order for all ASEM Partners to be represented at the simulation, your conference should have at least 53 participants: 1 Delegate per ASEM Partner. From there you can scale up, in case you have the capacity.

We recommend opting for 1 of the following 3 options:
1) Having a minimum number of 53 participants, who all are the Head of Delegation of their respective Delegations;
2) Doubling the number, with a Head of Delegation and 1 more Delegate in each Delegation, i.e. 106 participants; or
3) Tripling the number, with a Head of Delegation and 2 more Delegates in each Delegation, i.e. 159 participants.

Besides the Delegates you will also need to take into consideration that in addition to the Delegates you will also have 1-2 handfuls of Resource Persons (Chairs, Moderators, Rapporteurs), as well as volunteers, partners, etc., whom you will all increase the total number of persons being involved in the project, and whom you will also need to take care of.

As a general comment, we would say that more participants doesn’t necessarily mean better. While having more participants of course creates more opportunities for students...
to join the experience, ultimately the quality of the content of the conference is equally important, and you should try to avoid a situation where the experience for everyone is compromised due to unrealistic high number of participants. You can always consider starting smaller and build from there for future editions of the conference.

When assessing how many participants your event is interested and able to host, you should therefore take into consideration at least the following aspects:

1) How many organisers and volunteers do you have?
The size of your organising team as well as the number of interested volunteers will define quite significantly the number of participants you will be able to handle. The higher the number of organisers, volunteers, and partners are, the higher the number of participants you will most probably be able to take care of.

Consider first the size of the organising team and the number of volunteers you can expect will help you before and during the event itself. Then, you may decide the maximum number of participants you would like to involve.

2) How much funding do you have available?
Even though Model ASEM Spin-off conferences are relatively affordable to organise, you will still need to assess the overall budget required for various group sizes and estimate how much financial and other support you can expect from your partners.

While venues, accommodation, catering and local transport (bus rentals for e.g. Study Visits to Diplomatic Missions) are usually the highest expenses of the conference, some of them can potentially be covered by partners’ in-kind contributions. It is therefore important to secure your partners early, in order to have a realistic estimation of your available funds, and hence also the number of participants you can take care of.

3) How many participants can your venues host?
One last aspect to take into consideration is space limitations for the various conference sessions. You will need to assess in advance the facilities available (offered by your university/faculty/others) and their willingness to lend them to your conference (either free of charge or with a certain fee).

Further below you can find an estimate on the number of venues you will require for the project, based on which you can also assess your overall participant capacity.

The organisers of Model ASEM Bratislava Spin-off 2018 purposefully decided to host a limited number of delegates (1 person per Model ASEM Delegation), after assessing the above-mentioned circumstances, and in particular their university partners’ limited venues.

Having more than 53 participants means that they will have to be divided into heads of delegations and delegates. While based on merit and being completely fair, this division still makes participant engagement unequal, which can possibly lead to an increased number of delegates dropping out. It is therefore important to pay extra attention to engaging the ‘ordinary’ delegates as much as possible (e.g. via emphasizing importance of the working groups where heads of delegations and delegates participate equally both during the preparatory phase and during the event).
3.7 Conference Theme & Sub-Topics

The theme of the Model ASEM Spin-off conference is basically the title and main topic you want the Delegates to discuss and negotiate on. Choosing the theme is an important formal step since it is an inseparable part of the event’s identity. While the large, biennial Model ASEM conferences use the same theme as the ASEMFMM meeting it simulates, as a Model ASEM Spin-off organiser you can yourself choose the theme you wish to highlight through the conference.

When deciding on a suitable theme, you should take into consideration that as the conference is a simulation of the ASEMFMM, the Delegates are expected to discuss topics related to international relations in multilateral frameworks. Often the theme chosen by the organisers highlights an area of current political discussion or an area of expertise or interest of the host country.

Besides deciding on a conference theme, you will also need to identify 3-6 sub-topics which will be discussed during the ASEM SOM sessions, as well as be included in the Model ASEM Chair’s Statement. These sub-topics usually fall under ASEM’s 3 Pillars: Political, Economic, and Social, Cultural & Educational.

For your inspiration you can:
1) Explore in the Model ASEM Background Brief the themes of all past Model ASEM and Model ASEM Spin-off conferences
2) Use the theme of the most recent (or upcoming) ASEM Summit or ASEMFMM (you can find this information on the ASEMFMM website). In case you decide to use the same theme as a past or upcoming ASEM Summit or Ministerial Meeting, do not forget to mention this connection in your official conference materials and/or during the event itself
3) Read the latest ASEMFMM Chair’s Statement and/or ASEM Summit Chair’s Statement, to see which topics were discussed and are on the ASEM Process’ agenda

Finally, once you have decided on a potential theme and sub-topics, please approach the ASEFEdu team with your suggestions, to seek their guidance and confirmation on their relevance and suitability within the topics actually being currently discussed within the ASEM Process.

You may refer to the suggested programme in the resource folder for a 3-day conference. You may wish to adjust the programme according to the number of days you plan for.
3.8 Other Partners & Fundraising

Along with ASEF and other key partners of a strategic importance, you will most probably also be engaging several ‘smaller’ partners that will not be directly involved in organising the project, but will still help you in certain way. In order to make things clearer and simpler, you can divide your potential partner list into 3 groups:

1) Those who can help you to create content (intellectual partners)
2) Those who can help you promote the event (communication partners)
3) Those who can help you funding (at least part of) the event (sponsors)

The 1<sup>st</sup> and 2<sup>nd</sup> category can include relevant faculties and universities, research institutions, international organisations, NGOs, media, youth organisations, etc. The 3<sup>rd</sup> group can be wider, including almost any type of private company, as well as international organisations, NGOs, funds, etc.

When it comes to funding, you could try to apply for a grant or directly approach potential sponsors with an ad hoc request.

Grants

Local or national authorities, as well as foundations, often have money allocated for youth, educational or cultural activities. Before applying for these grants, explore carefully the eligibility criteria (you don’t want to spend significant time on an application that is rejected simply because you didn’t read the instructions correctly), the complexity of the application process and the reporting, as well as the application and reporting deadlines.

Note that, considering all these factors, grants often require longer periods of application, waiting for results and reporting. You will consequently usually need to be early with your applications in order to secure the funding through this source.

Sponsors

Many large, international companies (banks, consultancy companies, HR companies, insurance companies, etc.) regularly sponsor youth projects and events. To get started, conduct a brief research on which companies could be interested in being presented as a sponsor at a Model ASEM Spin-off. Some initial ideas include:

- Companies with services/products in both Asia and Europe or Globally
- Companies with services/products for students and/or youth
- International Recruitment companies
- Companies with services/products for consumers in general

Do not forget to track your spending and to keep the originals copies of all receipts and invoices.

Timing

While it is crucial to engage key partners (universities, MFA, MOE, etc.) in the project as soon as possible, the same is not necessarily the case with other partners and sponsors. As they are not crucial for the content preparation (in other words, their presence or absence will not make a significant difference to the content of the programme) you do not necessarily need to secure them from the very beginning. Actually, sometimes it might be a better idea to only start contacting potential partners and sponsors when you already have something you can show them (support of key partners, draft programme, website, etc.).

But in case you have the opportunity to secure sponsors early, you should of course do so. Take also into consideration that e.g. grants usually require a significant amount of time from the moment of application until the announcement of the results, hence it will require your early action.

Finally, always think about finding partners as a chain reaction – getting new partners can increase or decrease your chance of winning a new one. Having an important governmental institution or well-known company as a partner can heavily boost your credit and thus also increase your chances of finding additional sponsors. On the other hand, having a company sponsor from a certain sector can decrease the chance of another company from the same sector joining the list. Therefore, do your research, prepare your strategy, and approach your partners systematically.
Practical example: Commercial sponsors will almost certainly want something in return for their contributions. This may range from simply placing their logo on visual materials, to their physical presence at the event (taking part in a panel discussion or having a company representative present to distribute marketing materials or to otherwise promote the company among the participants), or even requesting to be given the opportunity to run a specific part of the programme (e.g. workshops, presentations, etc.).

As in every negotiation process, it could happen that the visions of the 2 parties do not end up matching. During the preparations for Model ASEM Spin-off Bratislava 2018, an international HR company e.g. showed interest in being a sponsor of the event. However, they offered a low sponsorship amount in return for a request for extensive presence at the event. As a result, the offer was declined.

Do not be afraid hence to turn down a sponsor if the offer does not, in your opinion, match the requested visibility/services. A commercial sponsor taking up space at your venue or in your programme can harm the image of the event if the cooperation is not carried out strategically and with a logical link to the agenda. Make sure the collaboration goes well with the logic of the project and its main theme, and that the company at the same time significantly helps the project (either financially, with material support or with interesting content).
3.9 Logistics

3.9.1. Venues
The various programme sessions will require several halls/venues. We recommend having at least 3 different venues, but more would be even better.

The Plenary Session hall needs to have a roundtable (in reality rectangle or square, not necessarily an actual round shape) with 53 chairs, one for each Head of Model ASEM Delegation. In case each Delegation has more than one Delegate, additional chairs should be placed so the rest of each Delegation is sitting behind their Head of Delegation.

The Model ASEM SOM venues can be of a smaller size, as you will most probably only need to fit around 15 to 20 people in each one of them. Ideally, they would also be set up as a roundtable (in reality rectangle or square). Alternative shapes are also fine as long as everyone can participate in the conversations and see the projected content on the screen(s).

In case some of your participants are disabled (please pay attention prior to their arrival, you can find it out through the Registration Form – see Annexes section), keep in mind that the venues should be easily accessible. If you identify any obstacles on site, discuss the possible solutions with the venue manager prior to the arrival of the participants to smooth the arrangements on-site.

3.9.2. Technical Equipment
Considering the size of the group, if possible, microphones would be ideal for the Heads of Delegations during Plenary Sessions, and also for Moderators and Delegates during Model ASEM SOMs (in case the number of Delegates is large or the venue’s acoustics challenging). If the numbers of Delegates in Model ASEM SOM sessions are relatively low and the venues are not equipped with table top microphones, it would be best to have at least one portable microphone available in every venue, in case audibility, for whatever reason, is not sufficient.

Computers/Laptops are needed for Rapporteurs during Model ASEM SOMs and during the Closing Plenary Session where they will need to note down and edit the content discussed for the Chair’s Statement. As computers/laptops will need to be connected to video projectors, make sure either you or the Rapporteurs have the right converters/plugs to connect with the projectors.

The Plenary Session Layout from Model ASEM Spin-off 2015
As there are many types of sockets around the World, it is also good to have a few spare plug adapters for participants who did not bring theirs. There is nothing worse during a hectic working day than a laptop with dead battery and no options to charge it.

**Video projectors and screen(s)** are needed during ASEM SOMs and at least during the Closing Plenary Session, so that all the Delegates present can see the text editing in real time. You will also need to consider the placement of the projects and screens in such a way that everyone can see its content, no matter where around the table they are sitting.

Having a free **Wi-Fi connection** available at all the venues of the Model ASEM is highly recommended as the Delegates will often need internet for their participation in the sessions. If e.g. a project and screen is not available, the Moderators, Rapporteurs and Chairs can alternatively opt to use some live editing solution, such as Google Docs. This will though only work when everyone has access to internet.

### 3.9.3. Catering

The participants should be provided with meals and refreshment during the official programme of the event. The usual practice is having one coffee break in the morning, lunch, one coffee break in the afternoon and sometimes also dinner in the evening. Meals should be fresh, healthy and simple to eat. In order to save time during the working part of the programme (Plenary Sessions, ASEM SOMs), the best option is to have the catering as close to the venue as possible, preferably at a separate space right next to the Plenary Session and ASEM SOM venues.

For sustainability purposes ASEF only offers vegetarian meals, and they encourage also Model ASEM Spin-off organisers to consider doing the same, as well as in other ways assessing and minimising the impact of their events.

### 3.9.4. Visa Support

Since some of the participants might need a visa to enter your country, it is important you’re ready to provide them with an invitation letter that will serve as a proof of their attendance to the conference. You can find an example of such letter in the resource folder, but you will need to check the specific requirements of your own country and the information they request from applicants.

The letter needs to be sent to the participants requiring visa support, so they can attach it to their application. Usually, a scanned PDF version is enough, however some embassies might require an original copy and you will in this case need to mail the original copy to the participant or directly to the embassy.

### 3.9.5. Protocolyar Matters

Since high-level diplomats and/or governmental representatives might attend the conference, as well as representatives of international organisations or companies, it is important to set some basic protocol measures in place.

Educate your team on basic protocol (ask e.g. your University partners for support in case you do not have own experience in this area) and be ready to greet and accompany your guests accordingly. Check also prior to the conference in case the VIP guests have any special request/requirements, such as e.g. a need for reserved parking space for their cars.
3.10 PR & Communication

It is important to have online presence through social networks (Facebook is basically a must, Instagram or Twitter can be a good addition) before, during and after the event. Once you have selected participants, you can also create a Facebook group for internal communication and easier sharing of information and multimedia material.

Thanks to social media, your audience can be built-up easily and for free approaching relevant stakeholders, such as student organisations, universities and faculties, thematically connected NGOs, and of course your key partners. Think of what organisations your potential applicants are engaged in and create a strategy on how to wake their interest in sharing information about your event.

Logos
ASEF has created a logo template for Model ASEM Spin-offs, and all Spin-offs are expected to use this standardised logo format. Apart from the logo of the event, you will most probably also be using the logos of your partners, including the ASEF logo.

Many governmental bodies, international organisations and other partners also have their guidelines stating how their logos and other aspects of their visual identities should be used. There might be various limitations regarding alternative colour variations of the logo, its distances and minimum size, or colour and structure of the background, hence read through the brand manuals before utilising their logos and share it also with other team mates that might be doing designs. For a proper use of the ASEF logo see the ASEF Brand Manual.

Social Media Toolkit
Furthermore, to ensure consistency across various platforms, we recommend drafting a Social Media Toolkit and send it to your partners. The Social Media Toolkit provides a guideline on how and what to post on their various comms platforms. This includes e.g. standardising the hashtags your conference will utilise, as well as sample texts and images they could use.

Ultimately, the goal of the toolkit is to ensure that any information related to your Model ASEM Spin-off conference will be presented in a similar way, hence strengthening your brand and visibility.

Hint: You do not necessarily need to display logos of all partners the same way. Do not forget that there is a certain hierarchy among your partners and you should, therefore, treat their promotion accordingly. There is no need to have all the partners on the main poster distributed online, or on the banners at the venue. You should, however, give as much space as possible to key partners and also to those partners who are contributing significantly (either with their content or with financial contributions).
3.11 Delegate Selection Process

3.11.1 Open Call

As mentioned earlier, the ideal time to launch the Open Call for Applications to participate in your Model ASEM Spin-off conference is around 3 months prior to the start of the event. By that time the project should ideally already have a clear structure and most of the main issues should be solved (human resources, venues, partners, funding, etc.).

The easiest way to manage the Open Call is to use online platforms for creating forms and collecting feedbacks. A big advantage conducting Open Calls online is that it automates a significant portion of the work and enables you to work with the data you obtain efficiently.

ASEF uses Formstack and offers it also for free to all Model ASEM Spin-off organisers. In case you are interested in also using it for your event, simply approach the ASEFEdu team.

The open call form should contain all the main information about the event as well as the rules of the selection process (keep in mind, that some people will be sharing the open call’s link instead of link to the webpage or social network post, therefore the form should provide enough information). The common criteria require the applicant to be an undergraduate or graduate student from one of the ASEM Partner countries. In case you are organising your event in a big city full of foreign students, you can also decide to limit the participation to students of the local universities only (possible to make the event logistically simpler, however not advisable as it decreases the total number of possible applicants and thus their quality and networking opportunities).

Also, do mention what is and what is not covered by the organiser, so the applicants understand the cost of participation. Model ASEM Spin-offs are either partially funded or fully funded. There is no registration or participation fee and organisers cover at minimum accommodation and catering during the event so the only big expense on the participant’s side is the travel to the city where the event takes place (by plane, bus or train). In case your funding is sufficient, even these expenses can be covered.
3.11.2. Promotion
The most efficient tools for promotion of your event are the globally-known social networks, such as Facebook or Instagram, therefore having an account on at least one of them is basically a must. Also, it may be useful to create a website where you can publish regular updates or simply just have one static page with the most important information. Having a website usually also gives you an opportunity to create your own email address which will look much more professional when contacting your potential partners or sponsors than @gmail.com or @yahoo.com (alternatively you can also use your university email address if you have one and if your university is the host university).

If you are creating a new social media account, your promotion activities aimed at attracting new followers should start at least one or two months before the open call announcement (depends on intensity of your activities there and also whether you are willing to pay for promotion of the posts). You can start with introducing ASEM, ASEF, and other key partners, or with sharing some interesting information about Europe-Asia cooperation and your country. By that time the social media page should already contain some basic information about your Model ASEM Spin-off such as place and date, so potential participants like or follow you in order to stay tuned for incoming updates about the event.

The promotion activities should get even more intensive during the open call, which is supposed to take at least 3-4 weeks. The best way is to also have a relevant promotion partners (e.g. universities, student organisations, research institutions...) that will help you share the open call information not only in your country, but also abroad. Keep in mind that the goal is not only to have good quality applicants, but also national diversity and a balanced gender mix.

3.11.3. Selection
In order to keep the selection process transparent and fair, you should set up a detailed selection criterion and appoint a Selection Committee. We would recommend selecting about 5 or 6 persons to be part of the Selection Committee, which can be composed of e.g. the organisers, members of the Academic Issues team or the leaders of the various volunteer teams.

It is crucial to have a detailed evaluation criterion based on several categories (such as academic background, motivation, experience, etc.) for which each member of the Selection Committee is able to give a certain amount of points. It makes the whole process not only more objective, but also simpler.

You can also set national quotas limiting the maximum number of participants from a single country. Usually the host country can have more participants than the rest of ASEM Partners (up to 30 or even 50 %) and the rest is divided more-less equally (same numbers for all or +1 for countries with the highest number of applicants). Again, keep in mind that you want the event to be as diverse and balanced as possible. This, however, should not go against fairness and transparency of the selection process. There should also be a significant number of locals to ensure strong local community engagement.

3.11.4. Communication & Gathering Information
Using cloud forms and spreadsheets is not only useful when collecting data helping you to select the Delegates, it is also useful when you later need to gather additional information about your participants, such as their contact details, arrival/departure times and means, health and dietary specifics, etc.
3.12 Online Preparatory Phase

The objective of the Online Preparatory Phase is to educate participants on the ASEM Process and their role as Model ASEM Delegates. It also engages participants with each other, to build a steady momentum towards the actual conference. Finally, it is also to ensure delegates are well-prepared to contribute meaningfully during the conference.

One possibility is to adopt the same programme structure of your Online Preparatory Phase as that of the official Model ASEM (found in Chapter 2).

A document containing all information on the Online Preparatory Phase should be sent to be participants, usually at least 1 month before your conference. It should contain the following:

- Background information about the Model ASEM Spin-off
- Instructions on which communication platform(s) to use
- Information on the ASEM SOMs, including their thematic focus and the contact information of Moderators and Rapporteurs
- Schedule of the Online Preparatory Phase
- Description of Individual and Team tasks
- Details on possible Webinars and/or Online Lectures, if any

An example Online Preparatory Phase document can be found in the Resource Folder.

Should you wish to introduce new elements or modify the existing programme, do keep in mind that the following objectives must be achieved. By the end of the Online Preparatory Phase, participants should have:

1) Understood the ASEM Process
2) Drafted their Plenary Session Intervention
3) Updated their respective Partner Briefs
4) Completed their respective ASEM SOM Papers
3.13 Evaluation & Reporting

1. Certificates & Best Delegate Award

CERTIFICATES
After the Chair’s Statement has been approved at the Final Plenary Session, the simulation is over. This is the time when you can hand out Certificates of Participation to all Delegates (and volunteers). You can find an example of certificates prepared by ASEF in the resource folder.

BEST DELEGATE AWARD
After the simulation is over you can (together with an ASEF representative, if such is present) you also announce 2 winners of the Best Model ASEM Delegate Award. This award belongs to those two participants who performed the best (being active and inclusive in the discussion, diplomatic in the interaction, constructive in finding solutions...).

- In case your conference is composed of a healthy balance of participants from all over Asia and Europe, you should choose 1 Delegate coming from Asia and 1 Delegate coming from Europe
- In case your conference is mainly composed of participants from only one country or continent, you can simply choose the 2 Best Performing Delegates among these.

Often the Best Delegates will be invited to participate in a future Model ASEM Spin-off or the next main Model ASEM conference, but please confirm this with ASEF before announcing the prize.

We have also included an example Certificate which you can use to award the Best Delegates in the resource folder.

2. Reporting & Photos

After the event, do not forget to share pictures and videos with participants as well as with your partners. Try to provide them at least a small sample of 5-10 pictures latest the day after the event is over, so that your partners can utilise them in their own social media and other communication.

You should also send the best 5-10 photos (and videos) to ASEF, so that they can publish it through their social media channels and website.

3. Feedback - Internal, External Partners, ASEF

Do not also forget to collect feedback from your key partners (especially ASEF and the Ministry of Foreign Affair), as well as from your team and participants. Sharing this feedback with ASEF and others can help make the next Model ASEM Spin-off event even better and more successful.
### 4. Useful Resources

#### 4.1 Templates

Please approach ASEFEdu for access to all templates & resources.

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>a)</td>
<td>Programme To be sent to participants to inform them on the conference schedule</td>
</tr>
<tr>
<td>b)</td>
<td>Partner Briefs To be sent to participants for them to familiarise themselves with their respective ASEM Partners</td>
</tr>
<tr>
<td>c)</td>
<td>Interventions Template to be sent to participants for them to draft during the online preparatory phase</td>
</tr>
<tr>
<td>d)</td>
<td>ASEM SOM Statements Template to be sent to participants for them to draft during the online preparatory phase</td>
</tr>
<tr>
<td>e)</td>
<td>Model ASEM Delegate Handbook Contains essential information on the conference and the procedures, to be sent to participants</td>
</tr>
<tr>
<td>f)</td>
<td>Social Media Kit Template to be sent to all partners to ensure significant outreach of the open call and conference</td>
</tr>
<tr>
<td>g)</td>
<td>Suggested Logistics List For your own reference</td>
</tr>
<tr>
<td>h)</td>
<td>Online Preparatory Phase Instructions To be sent to participants after they are selected</td>
</tr>
<tr>
<td>i)</td>
<td>Model ASEM Spin-off Checklist For your own organisation of the project</td>
</tr>
<tr>
<td>j)</td>
<td>Model ASEM Budget template For your own organisation of the project</td>
</tr>
<tr>
<td>k)</td>
<td>Communal tools For dissemination of open call and online outreach</td>
</tr>
<tr>
<td>l)</td>
<td>ASEM Foreign Ministers For your own reference</td>
</tr>
<tr>
<td>m)</td>
<td>Visa Support Letter Example to be sent to participants in support of their Visa applications</td>
</tr>
<tr>
<td>n)</td>
<td>Certificates for Best Delegates Example to be given during the Closing Ceremony</td>
</tr>
<tr>
<td>o)</td>
<td>Certificates for Participation Example to be given during the Closing Ceremony or sent to Participants after event.</td>
</tr>
</tbody>
</table>
5. Coordinator & Points of Contacts

5.1 Asia-Europe Foundation (ASEF)

For general enquiries and support, please contact the Model ASEM Team at E: mod-elasem@asef.org.

For partnership collaboration, please contact Ms Leonie NAGARAJAN, Director, Education Department, at leonie.nagarajan@asef.org.

5.2 Past Model ASEM Spin-off Organisers

The list below contains the details of ASEF alumni who were directly involved in organising the Model ASEM Spin-offs in their respective cities or countries. You may wish to contact them to further understand the preparation required for the conference or discuss the challenges that you are facing. Should you wish to get in touch with them, please contact us.

<table>
<thead>
<tr>
<th>Project Involved</th>
<th>Name</th>
<th>Role</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model ASEM Spin-off Singa-pore 2015</td>
<td>SOH Yi Da</td>
<td>Organiser</td>
</tr>
<tr>
<td>Model ASEM Spin-off Ha Noi 2016</td>
<td>HOANG Hong Hanh</td>
<td>Facilitator</td>
</tr>
<tr>
<td>Model ASEM Spin-off Le Havre 2016</td>
<td>HU Xiao Yan</td>
<td>Organiser</td>
</tr>
<tr>
<td>Model ASEM Spin-off Singa-pore 2017</td>
<td>Victor ZHU</td>
<td>Organiser</td>
</tr>
<tr>
<td>Model ASEM Spin-off Chengdu 2018</td>
<td>ZHOU Yu Peng</td>
<td>Organiser</td>
</tr>
<tr>
<td>Model ASEM Spin-off Bratislava 2018</td>
<td>Michal BRICHTA</td>
<td>Organiser</td>
</tr>
</tbody>
</table>
Special Thanks to the Federal Department of Foreign Affairs of Switzerland.

The production of this manual would not have been possible without their unwavering political and financial support for the Model ASEM series since the 7th Model ASEM in 2016.