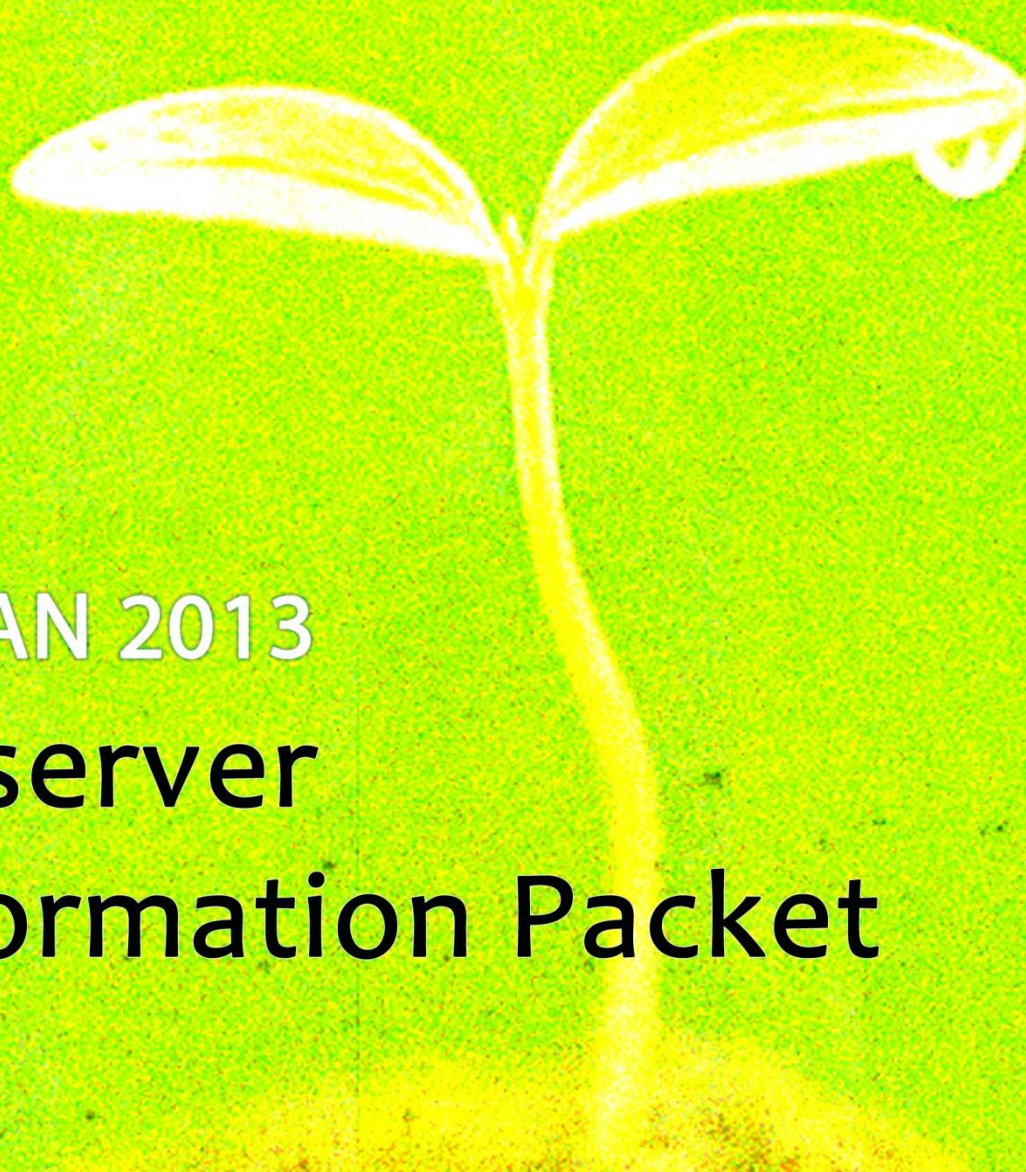




# Awake & Alive

The Upcoming Era of a New Generation



YNEAN 2013

Observer

Information Packet

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# YNEAN2013

## < Observer Information Packet >

Yonsei Northeast Asian Network Forum 2013  
High school Observer Recruitment

### About YNEAN 2013

Yonsei Northeast Asian Network (YNEAN) is an annual academic forum for global students hosted by Yonsei Leadership Center. We invite you to an academic and cultural inter-regional event of prominent future leaders over the world. The main theme of YNEAN 2013 is “The Upcoming Era of a New Generation,” comprehensively focusing on the Generation Y’s, or the current 20’s, main interests in **Business, Communication and Culture**. YNEAN 2013 provides a precious opportunity for high school students as our Observers to choose an academic session of their choice in order to listen to the lectures given by outstanding speakers, and participate in the various activities provided. We hope that with this forum, high school students could further their capacity and insight as the future leaders of Northeast Asia.

#### [Academic Sessions]

- **Business**

**Remapping Marketing Strategies: New Ways for a New Generation**

- **Communication**

**Promoting Communication within Northeast Asia:  
For Better Understanding and Cooperation**

- **Culture**

**Analyzing Key Aspects of Generation Y’s Life from Cultural Perspective:  
For Mutual Understanding in Northeast Asia**



## [YNEAN 2013 Observer Recruitment]

### △ Eligibility

All high school students

### △ Application Period

December 26<sup>th</sup>, 2012– January 14<sup>th</sup>, 2013

### △ How to Apply

- 1) Download the application forum from YNEAN's Official Website ([www.ynean.org](http://www.ynean.org))
  - i. [ Registration → Application → Apply as Observer ]
  - ii. ☞ Please specify your **first** and **second** choices of the Academic Sessions you would like to participate in
- 2) Submit the application to [ynean.observer@yonsei.ac.kr](mailto:ynean.observer@yonsei.ac.kr)
  - ☞ After you submit your application form, YNEAN will send you a confirmation e-mail

## [YNEAN 2013 Observer Fee]

### △ About the Fee

Observer Fee: 90,000 KRW

Participants should submit their payment **under their own name**, within a week of receiving the confirmation e-mail. (Yonsei University 126-000-335-18031, Woori Bank).

#### <Important>

- If you submit your application by January 14<sup>th</sup>, you must also submit your payment on the same date. If the payment is not made by January 14<sup>th</sup>, you are automatically disqualified.
- Please note that if you miss the due date for the payment, your application could be cancelled.
- Please understand that once the observer fee is submitted, there will be no refund.
  - ☞ You have to submit your payment **after** you submit your application form in order to be assigned to the academic session you have hoped.
  - ☞ Credit card is unavailable.
  - ☞ After you submit your payment, YNEAN will send you a final registration confirmation e-mail.

## [YNEAN 2013 Certificate for Observers]

### △ Yonsei Leadership Center certificate

A certificate issued by Yonsei Leadership Center will be given to all observers who participate in YNEAN 2013.

## [YNEAN 2013 Observer Program]

### 1) Plenary Session (January 29<sup>th</sup>, 2013)

Program	About
<b>Opening Speech</b>	Opening Speech is the main event of the YNEAN forum. With Yonsei Leadership Centers Head Chief Professor Kim YongHo, we'll open this grand forum with a special guest speaker, wishing the success of YNEAN 2013 and discussing the prospects of the Northeast Asia.
<b>Keynote Speech</b>	Keynote speech is about learning the overall global situation and the direction of Northeast Asia related to our main theme. The Keynote Speaker will also make point about the appropriate qualification for prospective leaders who are essential for the future of Northeast Asia. After the speech, delegates can ask questions and answer freely and discuss the main subject. So far, YNEAN has one of the world's most respected speakers such Daejoong Kim, the former President of Republic of Korea and Mong-Joon Jung, the chairman of the 2002 FIFA World Cup Organizing Committee and also the member of the National Assembly. This year we have the honor of inviting <b>Kim Jong-hoon</b> , the member of the National Assembly and the former Minister of Trade, as our Keynote Speaker for YNEAN 2013.
<b>Diplomatic Round Table</b>	Diplomatic Round Table(DRT) discusse Northeast Asia's pending issues through discussions conducted by ambassadors of various countries related to North East Asia. In the DRT, students can actually participate in the discussion as well as having Q&A session with current ambassadors. YNEAN had the honor of inviting Ambassadors of the U.S. Embassy,

	China, Japan, EU, India and many other countries participating and we plan to open another successful DRT session for this year's forum.
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## 2) Observer Program (January 29<sup>th</sup> ~ 31<sup>st</sup>, 2013 )

Program	About
<b>Academic Lectures</b>	<p>Observers will have the chance to participate in the lecture of their chosen session with other college Delegates, listening to the priceless lectures of our prominent speakers. Not only session lectures for delegates, but the Observers will also participate in the Special Lecture prepared only for the Observers related to our main theme: "The Upcoming Era of a New Generation."</p>
<b>Observer Activity</b>	<p>Based on the lectures, Observers will engage in insightful activities prepared by YNEAN 2013, discussing related topics according to the sessions they have chosen. Related to the Academic Session themes presented above, the Observers will discuss in the topics following:</p> <p><b>Business:</b></p> <p style="padding-left: 20px;">Remapping Marketing Strategy: Innovative Way of Selling the Intangible</p> <p><b>Culture:</b></p> <p style="padding-left: 20px;">Generation "?": Who are We—Define Your Generation</p> <p><b>Communication:</b></p> <p style="padding-left: 20px;">Two faces of web communication</p> <p>Not only academic activities but the Observers will also get the chance to participate in fun activities such as Icebreaking in order to get to know other better as well as get a tour of Yonsei University's Sinchon Campus with our Organizing Committee.</p>

<b>Observer Presentation</b>	As the result of Observer Activity, there will be an Observer Presentation time on the last day. For the group that actively participated in the presentation and showed great results, the Best Observer Team prize will be given.
<b>Special Lecture</b>	A Special Lecture will be given just for the Observers on the topic of “How to Live Life on Campus: Taking a Step Towards the Globe.” We will be having 2 special speakers who will guide the Observers into their own experiences of their life on campus and share a piece of advice as mentors for the Observers.



## [YNEAN 2013 Forum Schedule]

	Tue(1.29)	Wed(1.30)	Thurs(1.31)
9:00-9:30	Opening & Introductory Remarks	Academic Session Lectures 2	Academic Session Lectures 3
9:30-10:00			
10:00-10:30	Keynote Speech		
10:30-11:00			
11:00-11:30	Lunch	Ice Breaking	Observer Presentation
11:30-12:00			
12:00-12:30			
12:30-1:00	DRT (Diplomatic Round Table)	Lunch	Lunch
1:00-1:30			
1:30-2:00			
2:00-2:30			
2:30-3:00	Break	Special Lecture	Awards Ceremony
3:00-3:30	Academic Session Lecture 1	Observer Program Introduction	
3:30-4:00		Observer Activity	
4:00-4:30			
4:30-5:00			
5:00-5:30			
5:30-6:00			
6:00-6:30			

**\*Please Note: Schedule is subject to change**