

Study Association Off-Screen

# ANNUAL REPORT

## 2021/2022

25th Board of Off-Screen



President: Lara Godoff

Vice President: Charlotte Hopmans

Treasurer: Riddhi Vyas

Head of Media & Academics: Scyler van der Wal Klein

Head of Social Activities: Eva Joosten

Head of Travels & Lustrum: Milena Gabrysiak

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## Prologue

The end of a beautiful year has come upon us. This year we celebrated Off-Screen's 25th year of existence, and our Board tried our hardest to make it memorable for everyone that has a soft spot for our association! This year was all about celebration, uniting old and new members together. Especially after a few tough years of Covid-19, I can confidently say we were able to ignite the student lives of our members again and show everyone what Off-Screen is all about. Along with a generous sum of additional funds that we got from our university department (the College of Humanities), which we are extremely grateful for, we were able to pull off some pretty amazing events...

We started off with a banger, hosting more than 400 students at our Party Like It's 1997 at the Chicago Social Club. Then, due to the rise of Covid-19 cases and nightclubs closing, we, unfortunately, had to postpone some of our events like the Studio 54 Gala. Luckily, not too long after we were able to host everyone again in March! We were sold out and everyone had an amazing night. Later, we hosted for the first time ever our very own Film Festival at the prestigious Eye Filmmuseum with an esteemed panel and a submission of great short films. We hosted Off-Screen's Birthday Party at the well-known De La Mar Theatre where members of all ages came together to celebrate a sentimental and ethereal night, where the founders shared with the crowd how Off-Screen was in the good old days, along with a (rather) emotional speech from our current Board, next to a lot of dancing and drinking (something that Off-Screeners are very good at). We also had our Charity Gala where we raised more than 3000 euros for the Regenboog Groep and we ended the year with a sunny beach party in Zandvoort. Not to mention, we have had five memorable trips this year where we visited Munich for its beer, Saint Sorlin D'Arves for its Alpes, Berlin for its history, Istanbul for its culture, and Oostende and Bruges for their waffles! Just kidding, there were many other reasons to visit each of these places, and it's safe to say every place was amazing in its own way, especially because of the people that joined us!

I can keep going on about all the other exciting events we have hosted, but I'm afraid my letter will keep going on and on! Anyways, our Board truly made the most of it, and regardless of it being an extremely busy (yes, and stressful) year for each and every one of us, it was all worth it - the bad and the good tears. I want to end by saying thank you to my Board for all their hard work and commitment, thank you to all our committee members this year who have helped Off-Screen grow and expand, and to all our attendees who have helped Off-Screen shine!

Much love,

Charlotte - *Vice President 2021/2022*

## Vision

During the Board weekend, the Board extensively discussed which goals they wanted to enter the year with and what values they found most important to highlight. After a great deal of brainstorming, the Board had decided upon the following three core words: commemoration, renaissance, and vision.

As this year Off-Screen celebrated its 25th anniversary, the Board found it more than appropriate to make sure that their events and promotion celebrated that. The Board believed it was crucial to honor Off-Screen, thus first core word commemoration was chosen. Right off the bat, the Board had already worked on their very own “Lustrum logo” in the summer months before the year even started. This logo was also able to be found on all promotional material so that members would know of this special lustrum year. For the rest of the year, the Board had chosen a few events where an increased budget would be provided to celebrate Off-Screen’s Birthday which would allow Off-Screen to celebrate its events with as members as possible. These lustrum events were the Off-Screen’s Birthday Party, the Studio 54 Gala, the Istanbul Trip, the Film Festival, and the Beach Bash. At the Off-Screen’s Birthday Party, the Board even launched their very own “Lustrum logo” Instagram filter. The Old Board’s Borrel was also hosted by the Board where old Board’s came together and reminisced on traditions and memories. Party themes were oftentimes also related to the times in which our association was founded, as the Party Like It’s 1997. Additionally, there were made four merchandise products this year instead of one or two. Generally, the Board also tried to keep up this celebratory spirit at all of our events and remind our members of this unique year!

The second core word that was chosen was renaissance. The definition of renaissance is a rebirth. Due to Covid-19, having physical events was barely possible in the past two years. Thus, the Board decided to use this core word to show their willingness to bring as many traditional events back, but simultaneously also ‘bring Off-Screen back to life’. Positively, the Board was able to recruit many new members in the first few academic months through its events. For example, the Board hosted introductory days at the UvA during Intreeweek, where they hosted games and activities for all new first years. From December through to January, the Board was unfortunately still hit by Covid-19 as they had to postpone a few events due to restrictions. However, the Board still decided to make certain events online, and luckily this only lasted shortly and the remainder of the year was jam-packed with fun and exciting events. With this core word in mind, the Board also wanted

to think out of the box this year thus the idea of 'a fresh start', not only in their events but in the fundamentals and core structure of Off-Screen. This regards especially to the Board structure and functioning of certain organs (namely the Board of Advice, Board of Finance, and the Application Committee) which have been discussed in the new Think Tank's during the GMA's.

Lastly, the last core word that was decided upon is vision. For the Board, this represented the future and looking ahead. For the Board, this term also meant pre-planning and making sure their events were (well-)executed. Successfully, the Board was able to make their events and vision come to life. The Board definitely wanted to make sure to celebrate this year as much as possible, but at the same time consider the next years' to come. For example, this Board was able to save quite a bit of money which can be used in the next (Lustrum) years.

# President

*Lara Godoff*

## *Reporter Committee:*

Bernie Brillembourg  
David Hozapfel  
Isabelle Parree  
Jordanne Stephen  
Marlein Boender  
Ricards Sergejevs

## **Introduction**

Lara Godoff fulfilled the role of Off-Screen's President during the academic year of 2021/2022, next to being the Head of the Reporter Committee. As President she was responsible for good cooperation within the Board and she made sure to hold onto the core words the Board decided on at the beginning of the year. Within the Board, she made sure everyone stayed motivated, that they all adapted to the current situation, and kept organizing (online) events. Lara made sure all Board members could come to her with anything and that the Board worked together as a group. This year the Board produced an exponential amount of glamorous events because it was our 25th Lustrum year. Because of this, there was a lot more to keep up with. Lara believes her Board did every task successfully. During events, Lara feels like she was always an approachable contact for members. As President, Lara's responsibilities were also to stay in touch with external organizations such as ASVA, ALPHA, and UvA officials. At the start of the academic year, she hosted a meeting with the Board and several UvA officials, such as Jacqueline Antonissen, Michael Stevenson, Willem Pool, and Caron Peeters, to share their plans for the year, which was very helpful and a good start of their cooperation. Besides, Lara maintained contact with ASVA and ALPHA and attended their meetings together with the Treasurer. Next to this, Lara was responsible for organizing the General Member Assemblies (GMAs), the Committee Member Activities (CMA), and the Old Boards Borrel this year. In the end, she organized five GMAs and two CMAs. Lastly, Lara maintained the website, which she changed quite a lot by adding ticket sales and the yearly membership to be purchasable through our online platforms. She also managed the Reporter Committee. Together with the committee, she created the monthly videos, took pictures at events, and created the yearbook which will be further elaborated on in the next sections.

## **Website**

Lara added all events to the website so it became easier to keep track of who purchased tickets. She also added the purchase of a membership to the website so we received the money right away, rather than having to track many people down for their IBANs. Official documents that were updated throughout the year, such as the House Rules, Policy Plan, and Annual Report were also added to the official documents page. Lara also added many vacancies to the website this year and made sure to do so in a timely manner.

Things that went well:

- Actively adjusting the website and posting vacancies as soon as possible.
- Adding more information for members and people that want to become a member.

Things that could have gone better:

- Keeping the website more up-to-date on the main page.
- Adjusting a few pages more frequently.

## **GMA's**

The General Member Assemblies are there for the Board to update members on past and future events. Besides, members can speak their minds and give tips and critiques, anything that might help better the association. Aside from the recurring things, during the first GMA the Policy Plan of 2021/2022 was voted in, during the second GMA the prospective Application Committee of 2021/2022, and during the fourth and last GMA the prospective Board of 2022/2023. The General Member Assemblies were mandatory for all committees, including the Board of Advice, the Board of Finance, and the Application Committee. The first and last GMA were held at De Heeren van Aemstel whereas the two GMA's in between were held at the UvA. During the first three GMA's, we held Think Tanks at the end to discuss important matters that were important to the future of Off-Screen. This allowed for a new perspective as we included all members who were present at the GMA's.

Things that went well:

- Lara hosted the GMA's at various locations to keep the interest high.
- There were always a lot of snacks and drinks provided.

Things that could have gone better:

- Committee members, BoA and BoF were not always showing up.
- There could have been more interaction during the GMA's from these members.



## **CMA**

Lara organized two Committee Member Activities this year. The CMA was meant as a thank you to the committee members of Off-Screen. During the first CMA, all committee members were invited for a fun-filled evening with laser tag and rollerblading. The second CMA took place in the afternoon at Westerpark. Off-Screen provided them drinks and pizza while playing games and getting to know each other better. Upon arrival, everyone was handed a small gift with a Smirnoff Ice and two shots.

### *CMA #1:*

Things that went well:

Committee members were able to meet each other for the first time.

The activities created really nice bonding opportunities.

The location was really fun and had a lot of options.

Things that could have gone better:

The groups felt a bit separated as the area was so large.

The location was far from people's homes.

Date: 15th of November

Time: 19:30 - 22:30

Location: Race Planet Amsterdam

Turnout: 50

Price: Free

### *CMA #2:*

Things that went well:

- Committee members bonded during the event.

- There was enough to eat and drink.

- The gifts were appreciated.

Things that could have gone better:

- There could have been more committee members attend.

- The spirit could have been a bit higher.

Date: 26th of May

Time: 18:00 - 00:00

Location: Westerpark

Turnout: 35

Price: Free

### **Reporter Committee**

Next to being the President, Nadia was the Head of the Reporter Committee. The Reporter Committee of 2021/2022 consisted of Bernie Brillembourg, David Hozapfel, Isabelle Parree, Jordanne Stephen, Marlein Boender and Ricards Sergejevs. The committee was responsible for creating the monthly videos, taking pictures at events, and most importantly publishing the yearbook.

#### *Monthly Video:*

This year Lara decided not to do the monthly newsletter. Instead, Lara and her committee created a monthly video. The videos varied from an Off-Screen bake-off, Off-Screen on the Streets, Pub Golf, Off-Screen First Dates, and a recreation of the Watermelon Sugar High video. Each month her committee had a meeting just to brainstorm and make a production plan for the video. This then allowed the committee to release the video on the first of every month.

#### Things that went well:

The committee was able to be creative.

There were lots of new skills to be developed.

Each video was produced on time.

#### Things that could have gone better:

Getting all committee members involved in each project.

Thinking more small-scaled in our video production choices.

Shooting our videos earlier in the month so there would be more time for editing.

### **Yearbook**

The biggest project of the year of the Reporter Committee was the yearbook. The yearbook consists of pictures and other memories of the past academic year. This year the Reporter Committee wanted to try a different format and make more of a picture book. Throughout the year, Lara and the Reporter Committee brainstormed about what they wanted to include in the yearbook and already gathered content. The focus became on taking nice quality horizontal photos and creating aesthetic pages. The yearbook process was kickstarted during the Reporter Weekend, which really helped bring the

committee together.

Members were given one week to pre-order the yearbook. In the end 60 copies were ordered, so members had a chance to purchase one later on as well. The yearbook was published by Perfectbook and cost €14,50 for members.

Things that went well:

- People purchased directly at the drop as Lara displayed a QR code at the GMA.
- The yearbook was finished on time.
- Perfect Book was able to find us a special cover to represent our silver jubilee year.
- The book ended up being almost 300 pages.

Things that could have gone better:

- Not all committee members were active in the creation of the yearbook.
- The creation of the yearbook, given the lack of help, should have been started sooner to give more time for adjustments.

# Vice President

*Charlotte Hopmans*

## *Promotion Committee:*

Alicia Karsonopoero

Haewon Hwang

Kalena Winklaar

Laura Lecybil

Nicole Imania

Palak Agrawal

## **Introduction**

Charlotte Hopmans took the position of Vice President of the Board of Off-Screen during the academic year of 2021/2022, next to being Head of the Promotion Committee. As Vice President, Charlotte was responsible for Off-Screen's internal administration and communication, as well as with external study associations and businesses. Furthermore, she will be in charge of the association's email account and various social media accounts.

The past year Charlotte aimed to be as inclusive as possible and make sure that new members can feel comfortable in a place that they will hopefully call a second home. Her vision was also in line with the general goals of the Board and the three core words: commemoration, renaissance, and vision.

## **Administration**

As mentioned, Charlotte was responsible for Off-Screen's administration. Most importantly, the membership file and all respective subscriptions and cancellations of subscriptions. In line with this, she was also in charge of Off-Screen's mailing list. Charlotte kept all the files up to date and has made sure that all the information was filled in correctly throughout the year. As the Board changed the payment system this year (from sign-up forms to buying the membership straight away), the Daily Board had to find a lot of missing IBANs throughout the year. For some time when members bought their membership, they did not have the option to submit their IBANs. The President later on then added the option to submit the IBANs, however, once this was made possible a lot of people already subscribed. This was quite a hassle as at the end of the year Charlotte had to unsubscribe a lot of members. All further cancellations of subscriptions considered, and in the meantime also new subscriptions, the new Board is taking over with 662 members (as of end July 2022).

Furthermore, this year Charlotte invested in an external hard drive for the Hok that could store a lot of files if something would ever happen with the Google account. Then, at least the most important documents are saved. She has also notified her successor of this and advised to keep it up.

Charlotte was also responsible for Off-Screen's year agenda, which contains an overview of every event that the Board of 2021/2022 had planned to do. In line with this, Charlotte was also responsible for the respective shadow agenda. This agenda was the basis for publishing, posting, and promoting all of Off-Screen's events. She constantly kept both agendas up to date and notified any of the Board and/or Off-Screen (committee) members if there were slight changes. Being responsible for all the agendas gave Charlotte a comprehensive overview of everything that was going on and what needed to be done. Charlotte, with the help of Lara, therefore always reminded other Board members of their deadlines, events, and tasks. Lastly, the minutes. Charlotte was in charge of taking the minutes not only during Board meetings but also during the General Member Assemblies.

Things that went well:

- All the above-mentioned files (membership, agenda, minutes) were frequently kept up to date.

Things that could have gone better:

- Retrieving IBANs was difficult and resulted in an extra workload.
- The minute taking was very time-consuming.

## **Communication**

Besides being in charge of the administration, Charlotte was also in charge of both internal and external communication. Meaning, not only with the members but also communication with all other organizations such as businesses and study associations. Throughout the year Charlotte has tried to always communicate in a clear and kind way. As for internal communication, Charlotte has sent out reminders, invitations, general information when becoming a member, and information concerning General Member Assemblies. For external communication, the communication with other associations and businesses, Charlotte was always professional. The same goes for any membership-related concerns from one of their (potential) members. Emails were almost all of the time responded to within 1-2 working days as sometimes it took longer to find the right information. She always responded in a polite and friendly way, whatever the message might have been. Lastly, Charlotte also always forwarded important emails straight away to other Board members or other people concerning the emails. Next to that, she has always kept the inbox very tidy, regularly

checked all the folders and even cleaned up the promotion and social folders for the years to come.

Things that went well:

- Charlotte always communicated in a clear and kind manner.
- Contact was always based on the context and most importantly the person with whom it was.
- The inbox was kept clean and organized the entire year, to prevent missing and/or deleting any important information.

Things that could have gone better:

- Sometimes it took longer than her 1-2 day policy to reply to emails due to a high workload and/or having to find the right information.

## **Promotion**

### *Lustrum Logo:*

In line with the core word commemoration, Charlotte found it important that the Lustrum aspect is integrated into various aspects of the association, both online through social media and offline. This is why she liked the idea of incorporating a festive Off-Screen Lustrum logo which she worked on with the Board (found in the top right corner). This kicked off the lustrum year and reminded its members of the festive year members were about to have. Later in the year, during Off-Screen's birthday party, the "Lustrum Logo" filter was launched on Instagram and the Promotion Committee worked hard to celebrate and commemorate Off-Screen.

### *Physical Promotion:*

Moreover, in line with the second core word renaissance, having had a tough year because of Covid-19, many physical events ended up being canceled, thus Charlotte tried to attract as many new members and Off-Screeners to events as a way to reconnect to each other, and not to forget, to celebrate the Lustrum year. She did this during the first weeks of the academic year by designing and printing posters and flyers to recruit members, something that has barely been done in the previous years. She also did this through social media which will be discussed in the next section.

### *Social Media:*

Charlotte always tried to remain active on every platform which are Instagram, TikTok, Facebook, LinkedIn, the Socie App, and Vimeo.

Firstly, Instagram has always remained the platform with the most engagement. Charlotte's two predecessors already worked on creating a more human face on Off-Screen's feed and Charlotte continued this idea by frequently posting pictures of members from past events and/or trips. Moreover, the platform gained over 1000 followers since the start of the year and has now reached 3121 followers in total. Charlotte posted every event on Instagram to reach the most members and for our bigger events such as the Studio 54 Gala and the Beach Bash, she used paid promotions. Charlotte also focused on making more Instagram Reels as these get many more views, especially for teasers/save the dates. For example, the Film Festival teaser gained more than 8.000 views this year. Also, this year Charlotte started producing more TikToks which were posted on Off-Screen's Instagram as well. She also hopes her successor can play around with making more TikTok's/Reels too!

Onto Facebook. In line with previous years, every event on this platform was posted. This has remained a good way to reach older members and find general information. Charlotte also decided it would be nice to have a new Facebook header to give it a fresher look which her committee worked on.

Then for the Socie App, it was one of Charlotte's goals to gain as many new members onto the App as this was only the second year the App was founded. Charlotte, therefore, created incentives for people to download the app. For example, Charlotte and the rest of the Board decided they would like to let members use the app in such a way that it becomes a digital membership card so members can show their profile as proof of their membership. She also created Instagram stories along with an activational mail to all members. By the end of the year, the App "Socie" also improved with an average of 17.7 average users per day. Charlotte added all Off-Screen's partners on the App, as well as on the Instagram highlights so they can be more easily found.

For LinkedIn, Charlotte always tried to see what kind of events were suited to share, based on how academic/career-focused they were. Some events included the Study/Career Event, Film Festival, and Thesis Event. Lastly, Vimeo is the platform Off-Screen uses to store all our archival footage of the promotional material we have made in the past years.

Recently, its storage became full, and so Charlotte decided to get a paid membership so that we could keep our existing videos and add all the new videos for this year.

Things that went well:

- Celebrate and commemorate Off-Screen's 25th anniversary on social media by having a Lustrum Logo and filter.
- Gain more members onto the App.
- Keep giving Instagram a human face.

- Get a membership on Vimeo to archive more videos.

Things that could have gone better:

- Less pleasing feed due to many different posts of different events.
- Find more incentives for members to join the App.

### **Promotion Committee**

Next to being the Vice President, Charlotte was in charge of the Promotion Committee. The Promotion Committee of 2020/2021 consisted of Alicia Karsonopoero, Haewon Hwang, Kalena Winklaar, Laura Lecybil, Nicole Imania, and Palak Agrawal. To give a general overview, since the start of the year, the Promotion Committee created 11 posters, 28 Instagram posts/Facebook headers, 6 save the dates/teasers, 2 TikTok's, and 12 aftermovies. Along with this, the Promotion Committee also made two fun videos (a teaser and an IGTV video) for the lustrum merchandise this year. Before Charlotte had her committee she made the posts herself and so in total 41 events posts were made the past year. For nearly every event, the Promotion Committee made a post for Instagram, Facebook, and if necessary a Google Form which all needed to have different formats.

Next to the regular promotions, the Promotion Committee collaborated with the Acquisition Committee to create designs for the merchandise. They had weekly meetings and were able to produce four very cool merchandise products this year. Moreover, the committee also worked hard on adding some cool additions to Off-Screen's social media. Firstly, a new Facebook header. This can also be used and hopefully will be used the next year to come as there is a similar version with the normal logo too instead of only the lustrum one. Then, at Off-Screen's Birthday party Off-Screen's very own "Lustrum Logo" filter was launched (along with the normal logo so this can also be used in the coming years). Two days later, the "What kind of Off-Screener are you?" filter was launched which is very fun to try.

The Promotion Committee consisted of an extremely dedicated group and they worked very hard to keep everyone satisfied with the design. They were good collaborators, adapted well to feedback, and generally were very nice to work with. Charlotte also thinks they did a great job to integrate different styles and designs throughout the year. Overall, she is very happy and proud of all the work that her committee has delivered and is very thankful for them.



Things that went well:

- They worked very well together as a creative and fun group helping one another whenever they could.
- Everyone brought in a different style and design which resulted in a lot of diverse material.
- The committee produced very cool merchandise designs.
- The committee made fun and engaging Instagram filters.

Things that could have gone better:

- It was difficult to find a regular meeting time.
- Sometimes there were a lot of revisions which was time-consuming and delayed promotion.
- Committee members finding more creative freedom in their designs.

# Treasurer

*Riddhi Vyas*

## *Acquisition Committee:*

Akiko Yoshida

Annika Siimon

Lucia Pascua

Nina Faase

Valentina Prados Spitaleri

## **Introduction**

Riddhi Vyas fulfilled the role of Off-Screen's Treasurer during the academic year 2021/2022, and was also the Head of the Acquisition Committee. As Treasurer Riddhi was in charge of managing Off-Screen's finances. This included keeping track of all income and expenses as well as making sure Off-Screen remained financially stable.

## **Budget**

In the beginning of the year Riddhi created a Budget along with the Board keeping in mind Off-Screen's Lustrum year as well as the extra funds that Off-Screen was granted from the College of Humanities. Initially, the Budget was not designed to save, however, throughout the year the Board and Riddhi saw opportunities to save Off-Screen's funds through utilizing the extra funds from the College of Humanities. The final Budget Realization is as follows:

## **College of Humanities Fund**

During the beginning of the year, the College of Humanities granted Off-Screen an additional €20.000 on top of the €3500 regular subsidy on the condition that Off-Screen utilizes these funds for events open for all University of Amsterdam students. The college also gave Off-Screen a budget of €2500 to organize a social event for all first year students who took part in the campus tour. Off-Screen utilized €838.09 and were granted this amount. Riddhi claimed these through sending invoices to the University of Amsterdam. During the second semester the College of Humanities provided an extra €3000 to the €20.000. Overall, Off-Screen received €23000 in extra funds and €3500 and €838.09 in regular subsidy from the College of Humanities. This allowed for Off-Screen to have elaborate open events as well as celebrate Off-Screen's 25th year.

Things that went well:

- The extra funds gave Off-Screen many new opportunities and options for events.
- Off-Screen's reservations were increased due the support given by these funds.
- The spending of the funds were regularly reviewed and redistributed by Riddhi and the Board.
- All of the budgeted money was spent, hence, all of the funds were claimed.

Things that could have gone better:

- Initially it was difficult to budget this amount as Riddhi did not have any accurate frame of reference as previous Budgets were much smaller.
- It made things more complicated as having the extra funds meant Riddhi was working with two different Budgets combined into one.
- It took some time for the university to clear up the claiming process.

### **Membership Fee**

This year new members of Off-Screen were able to buy their membership through the website. This allowed for students who did not have a Dutch bank account to also be able to pay the membership fee as there are various options to pay on the website. As per usual, the membership fee withdrawal for members from former years was done through direct debit. There were still chargebacks this year, some due to inconsistencies in the membership files and some due to members being unaware that they were obligated to pay the membership fee. All of these members were contacted and we managed to receive some of the chargebacks during the second batch of direct debits.

Initially, when the membership was made available on the website, members could not submit their IBAN information there. This was later fixed and the President added an option for new members to add their IBAN information so their membership fee for the coming years can be direct debited. However, quite a bit of people had signed up prior to this option being added and due to this many members' IBAN information was missing. These members were contacted by Riddhi and the Board throughout the year and their IBANs were retrieved when they bought tickets to Off-Screen events or sent their IBAN information to Riddhi. This way more than half of the IBANs were retrieved.

Overall, the realized amount from membership fees was still higher than budgeted as more members joined than we had expected. Considering the WIX commission and the information mentioned above the realized amount was €13696.4.

Things that went well:

- The website made it easier for new members to join and pay their membership fee.
- The realized membership fee was higher than budgeted.
- All members that were obligated to pay were contacted.
- IBANs were retrieved from the beginning to the end of the year.

Things that could have gone better:

- Some people charged back again during the second round of membership fee withdrawal.
- It should have been anticipated that WIX does not share the IBAN information of members who purchase memberships and the IBAN option should have been added earlier.
- Many people did not respond to multiple emails and texts therefore their IBAN information was not retrieved.

### **Bookkeeping**

Throughout the academic year, Riddhi kept track of Off-Screen's income and expenses. She updated Conscribo regularly and the Board of Finance also checked it a few times.

Things that went well:

- Conscribo was updated and receipts were well accounted for as Riddhi made it clear that Board and Committee Members would always need to send her receipts for purchases in order to be reimbursed for purchases made for Off-Screen.
- Money from the Off-Screen reservations was spent carefully.
- Payment deadlines were clear.
- The College of Humanities fund was fully realized.

Things that could have gone better:

- As we sold some event tickets, merchandise, membership on the website, and as WIX payouts were made together it was difficult to put into Conscribo and keep track of the exact income made easily.
- It was quite time consuming to go through every single payout made by WIX to figure out how much commission was taken as well how much we received for per event and/or product.

### **ALPHA**

ALPHA is an umbrella organization in charge of distributing subsidies for study associations and magazines within the Faculty of Humanities, granted for events with educational and

cultural value. As Riddhi and the Board of 2021/2022 planned to use the College of Humanities fund for the Study trip, Riddhi applied for a subsidy for the Berlinale as she anticipated that to be an expensive trip. Off-Screen was granted €1459.31 in total from ALPHA.

Things that went well:

- For Subsidy rounds Off-Screen always received what was requested.
- An amount higher than the budgeted amount was realized.

Things that could have gone better:

- ALPHA had some banking issues due to which we received the subsidy later.
- ALPHA was not always very responsive and there was some confusion about when the ARVs would take place.

### **Acquisition Committee**

Along with being Treasurer Riddhi was also the Head of the Acquisition Committee of the year 2021/2022. The Acquisition Committee consisted of Akiko Yoshida, Annika Siimon, Lucia Pascua, Nina Faase and Valentina Prados Spitaleri.

The Acquisition Committee was a creative and organized group. It was sometimes difficult to keep motivation, due to some uncertainties due to COVID-19, however, the committee was able to host all events physically except the second Thesis Event which was online.

### *Partners:*

The Acquisition Committee kept in touch with Off-Screen's existing (discount) partners as well as looked for new ones. Throughout the year, the committee was able to gain four new discount partners which were: RoboBar, ChaTime, Tea Guys and Sandwich Shop Amsterdam.

Things that went well:

- The committee gained four new discount partners.
- The existing partners were contacted early on and contact was maintained throughout the year.
- Discount partners were added to the Instagram highlights and on the App.

Things that could have gone better:

- Some of the existing partners' contact information was missing or incorrect.

- All new discount partners sell food and drinks, the committee could have contacted different companies and stores that sold something different.
- The search for new discount partners could have been more consistent.

## Events

### *Thesis Events:*

On the 30th of September, we hosted the first Acquisition Committee's Thesis Event of the academic year. It was lively and informative talk about writing a thesis where guest speakers gave the audience useful tips and tricks on how to make one's thesis writing process easier. The guest speakers Stephen Turner, Nadia Heemskerk, Tom Hodgson, Sarah Spiteri, and Karoliina Voldek shared invaluable insights.

The second Thesis Event was held online and had a similar format to that of the first Thesis Event. Students familiarized themselves with the process of creating a thesis and how to improve it. The knowledgeable guest speakers included Dr. Amir Vudka, Jonas van der Ziel, Zoey Adams, and Anna Kopf and the event was well moderated by Acquisition committee member Akiko Yoshida.

### Things that went well:

- The guest insights were great and managed to make dry topics interesting.
- The second Thesis Event had a better turnout due to good promotion.
- The fact there were two thesis Events gave students writing their thesis in either semester an opportunity to participate.
- The format worked well.

### Things that could have gone better:

- The turnout could have been better if more reminders were sent.

Date(s): 30th of September; 3rd of February

Time: 19:00-21:00

Location: Roeterseiland campus building B; Zoom

Turnout: 8; 16

Price: free for members, €3 for non-members; free for everyone

### *Career Workshop:*

The Career Workshop was held on the 10th of November. The event consisted of an interactive and engaging presentation from the guest speakers Nikita Stegeman and Laura

Swart from Vibe Group which gave participants an opportunity to develop their networking skills, learn more about setting up a LinkedIn profile, and how to prioritize the contents of a CV. Following this, participants practiced networking and pitching themselves during an interview and finally were able to ask any specific questions and network with the rest of the audience. The format was created by the Acquisition committee in collaboration with the guest speaker.

Things that went well:

- The turnout was great.
- The format worked well and the event was highly interactive.

Things that could have gone better:

- The break could have been shorter as the ending was slightly rushed.

Date: 10th of November

Time: 18:00 - 20:00

Location: Prisma Coffee Bar

Turnout: 32

Price: Free for members, €3 for non members

#### *Charity Gala:*

The Charity Gala was held on the 16th of March. The Acquisition Committee contacted companies all over Amsterdam to gather a variety of auction and lottery items. The following companies contributed: ChaTime, Culture Youth Pass (CJP), Robobar, Free Press Unlimited, Tea Guys, Swapfiets, Filmhuis Cavia, Het Ketelhuis, Athenaeum Boekhandel, Tours & Tickets, and OCCO.

The event began with a welcome speech by Riddhi followed by a presentation by Kathleen Denker (a representative) from De Regenboog Groep, an Amsterdam-based charity that aids people in poor social situations to create a fulfilling and socially active life for themselves. The Charity gala raised €3055.18.

Things that went well:

- The amount raised was high.
- The location was well suited.
- People enjoyed the event.

Things that could have gone better:

- The preparations should have started earlier, parallel to planning other events.
- There were also issues with audio, the committee and Riddhi should have double checked it earlier.

Date: 16th of March

Time: 20:00- 11:00

Location: Café de Jaren

Turnout: 84

Price: €5 for members, €7 for non-members

*Study/Career Event:*

The Study/Career Event took place on the 21st of April, the committee took members to different media companies to learn more about them and the industry.

Off-Screen members visited two Netherlands based companies called The Media Brothers - a company focused on producing television programs, and Team5pm - an agency that helps brands market themselves on Youtube. Both companies provided presentations, a Q&A, and a tour for the attendees. As different as these companies sound, they were both very insightful and interesting. This event allowed our members to see the inner workings of the media industry.

Things that went well:

- Visiting two companies gave options and a better view of the Media field.
- The companies were very welcoming and informative.
- The turnout was good.

Things that could have gone better:

- Companies should have been contacted earlier than they were, many companies took a long time to respond.
- There should have been a longer break in the middle for participants to get snacks or food.

Date: 21st of April

Time: 12:30-17:00

Location: The Media Brothers, Team5pm

Turnout: 27



Price: Free

### *Feels Like Family Borrel*

The Feels like Family Borrel took place on May 16th at Kopstootbar from 20:00-23:59.

Off-Screeners brought their friends and/or family. The Acquisition Committee prepared a Kahoot quiz and charades for the participants.

Things that went well:

- People enjoyed the Kahoot quiz and charades.
- It was an overall pleasant event.

Things that could have gone better:

- The turnout could have been better.
- Most people arrived late.

Date: 16th of May

Time: 20:00- 23:59

Location: Koptootbar

Turnout: around 50

Price: Free

### **Merchandise**

The Acquisition Committee and the Promotion Committee collaborated on the Merchandise this year. Off-Screen released hoodies, water bottles, tote bags and a 2-in-1 bottle opener/ lighter.

Alicia and Kalena from the Promotion Committee designed the Merchandise along with Valentina from the Acquisition Committee and were supervised by Charlotte and Riddhi. The Acquisition Committee found merchandise suppliers. The products were brainstormed by the Acquisition Committee and decided on by the Board.

Things that went well:

- The designs were colorful and unique.
- The products were sustainable and ethically sourced.
- The products were diverse.
- The bottle opener/lighters are almost sold out.

Things that could have gone better:

- The hoodie sizes should have been sampled, as they ran small.
- There was a big loss as we did not make as many sales as anticipated.
- The merchandise was more expensive due to being ethically sourced.

# Head of Media & Academics

*Scyler van der Wal Klein*

## *Media and Academics Committee:*

M Dinesh Kumar

Eunice Chung

Francisco Andrada

Martta Saari

Zoë Harriford-McLaren

## **Introduction**

Scyler van der Wal Klein fulfilled her role as Off-Screen's head of Media and Academics Committee (MAC) through the academic year of 2021/2022. This Board year was marked as the 25th lustrum year of the study association. Scyler is proud and thankful for her committee who were able to lead successful events during a very busy social and academic year full of students returning from the extreme Covid-19 standstill.

Having been on the Media and Academics committee the year prior to her Board year, Scyler was full of ideas and insight on how to improve and expand on the committee. Scyler hopes to have given the committee new ambition through emphasizing critical networking aspects to events; such as pub talks and various collaborations, as well as re-establishing the potential for Off-Screeners to be creative and explore their interests.

Scyler hopes that her successor is aware of how dynamic and engaging MAC's opportunities are for members and takes full advantage of this responsibility. She believes that one of the most important skills in maintaining an open mind and remaining adaptable to all circumstances. She hopes her successor will approach her role with an open heart and big ambition.

## **Pub Talk - *Finding Your Own Voice***

The Pub Talk was a great event where all attendees appeared to gain new insight or add to their existing industry knowledge. There were four speakers within the media professional landscape: Geert Doek, Lucia Dondorp, Aaron Alan Mitchell, and Aristides Stamatiou. The conversations included general advice on how to get a foot in the door, build on networking skills, and secure internships or jobs. Speakers gave context and examples of how they got

started in their respective fields as well as what they learned along the way. The motivational dialogue was present throughout the discussion which seemed to resonate with the audience as the majority were first years looking for general insight and guidance in navigating the media's ambiguous landscape.

The event followed the agenda set in place, students were able to contribute midway through the discussion - after the moderator and speakers broke the ice and got the conversation flowing. After the main event, there was about an hour of mingling and networking, and many students went up to the speakers personally to thank them and get their contact information for future references and opportunities.

Things that went well:

- Being this was the first MAC event it did a great job establishing a president for MAC events to come as well as giving a clear indication of what to expect from the committee.
- The speakers were comfortable and could share genuine insight into the ranging professions and inclined attendees to ask questions.
- Making time for networking was beneficial as some students were unable to ask questions during the moderated event, though found time afterward and were able to connect via LinkedIn.

Things that could've gone better:

- The location was a bit far from the center of Amsterdam. It added to the ambiance but could have been more convenient.
- Ending the event was slightly challenging. As there were cleaning up tasks and making sure everyone left comfortably and that the studio was left intact.
- Giving the speakers a higher podium so everyone could see from their chairs.
- Finding a location where all signups could have attended as all students should have been able to learn from the experience (a university lecture hall for instance).

Date: September 15th

Time: 19:00 - 22:30

Location: Houthaven - *Hooked on Life* Studio space

Sign-ups: 123

Turnout: 60 (designated seats)

Price: Free for both Off-Screeners and non-members

## **Book Club #1-7**

The book clubs were a warm and welcome addition to the Media and Academics Committee and for all students to join if they'd like. It was open to all and panned out to be full of intimate sessions, where everyone could contribute comfortably.

Below is the list of Book Club books read and recommended in order:

1. The Subtle Art of Not Giving a Fuck By Mark Manson (2016)
2. The Curious Incident of The Dog in The Night-time by Mark Haddon (2003)
3. Klara and the Sun by Kazuo Ishiguro (2021)
4. Orlando by Virginia Woolf (1928)
5. Podcast series: For instance BBC & NPR's best podcasts on Ukraine, as well as A24 and Dissect podcasts covering film and music.
6. Night Sky With Exit Wounds by Ocean Vuong (2016)
7. Summer Reading List

Things that went well:

- Locations were always suitable; Prisma, quiet cafes, parks, etc.
- Discussions followed the script and then allowed people to navigate the conversations themselves, allowing for more genuine interests and personal questions to be addressed.

Things that could've gone better:

- Consistency needed to be improved on, especially in the WhatsApp chat.
- Turnouts were a challenge as MAC originally wanted to limit the meet-up groups to ensure more intimate discussion and allow for everyone to share comfortably.
- Voting on the monthly book was a challenge; book club attendees voted on the next month's book at the end of the meeting (MAC's representatives would select two or three options to vote on) and then shared the decided reading into the chat that evening. MAC also attempted to announce the next book of the month depending on what the committee found to be a good fit, as opposed to voting in the meetings.

## **Movie Nights**

*Movie Night #1:*

MAC's first Movie night was an IDFA x ADE collaboration that took place at LAB111. It was a great night where attendees met beforehand at the cinema's bar and shared refreshments together. The documentary film was 'Here We Move Here We Groove', directed by Sergej Kreso. A story about DJ Robert Soko, a former refugee whose claim to

fame came from his Balkan beats, and shows how he embraces his musical influences from newcomers in multicultural Europe. The film was engaging and following the screening, the main protagonist of the film was invited for a Q&A where the audience was able to ask questions about the film and his personal experiences. Afterward, he DJ'd at the bar where all the attendees danced together to his Balkan Beats until LAB 111 closed at midnight.

Things that went well:

- People enjoyed themselves thoroughly beforehand by all sharing a drink and were pleased they could understand the production of the film better by directly asking the protagonist/producer about the process of the film.
- People enjoyed having an after-hours element to the event and stayed until the place closed.
- LAB111 was a great location and the people at the reception were very relaxed and comfortable with refunding us for the no-shows.

Things that could've gone better:

- The film occasionally spoke in other languages and the dominant subtitles were in Dutch. This should be thoroughly checked in the future. Luckily the majority of the film was in English.
- The reservation was for 25 and as people emailed to say they could no longer attend, I tried to fill all leftover spots, but it was too last minute.

Date: October 14th

Time: 20:30 - 23:00 (lasted until 24:00)

Location: LAB 111

Sign-ups: 35

Turnout: 17

Price: €4.50

*Movie Night #2:*

Due to Covid-19, this movie night was turned into a Teleparty; a platform synchronizing the chosen film across all the participants' devices and offering a chat function. In order to keep the Movie Nights interactive, MAC used Instagram polls to initially decide on the genre, then ultimately select the desired film accessible through Netflix.

Date: January 12th

Time: 20:00 - 22:00

Location: Teleparty - Netflix

Sign-ups/turnout: 16

Price: Free

Things that went well:

- The screening went well, the turnout improved as some were watching at home with other friends. Everyone joined the zoom following the Teleparty to continue discussing the film and other common interests.
- MAC shared facts in the Teleparty chat about the film and the context as the film was based on a true story. This added to the script and event, making it feel more informative and interactive as it was an online event.
- Offering a chance to discuss via Zoom was a beneficial element of the event and wrapped up the evening nicely.

Things that could've gone better:

- Downloading the app was a little challenging, but ultimately should be very simple with clear directions.
- Making sure to lock the film so only the host can pause the film.

### **IDFA x Off-Screen**

The Media and Academics Committee also coordinated a film screening in collaboration with the International Documentary Film Festival Amsterdam (IDFA). Audience members viewed the recently released documentary, *Les Enfants Terribles* (2021) - which follows the life of a family raised with traditional and conservative values in their village Keskinçi, in Southern Turkey. This film was inspiring and had a unique perspective on generational conflict amplified through socio-political and cultural factors, as well as reminding its audience of the immense privilege of education.

The event served as both highly insightful and thought-provoking as audience members had the opportunity to engage in a Q&A session with the director; Ahmet Necdet Çupur, which was introduced by Scyler van der Wal Klein and moderated by MAC's members Zoë Harriford McLaren and Francisco Andrada. The discussions created through this segment allowed for open conversations and interesting perspectives.

Things that went well:

- All committee members had different and active roles throughout the event.
- The documentary was incredible and the discussion following was insightful.

- MAC and IDFA worked together on the technicalities of zooming in the director and leading the discussion.

Things that could've gone better:

- The IDFA could no longer be screened at Kriterion which had originally been promoted as the collaborative location; it changed to Pathé De Munt. Scyler was briefed and could inform all attendees in time.
- As it was such a busy event, members had a difficult time finding the cinema room. In the future MAC can have someone on standby in the lobby.

Date: November 18th

Time: 15:00 - 18:00

Location: Pathe De Munt

Sign-ups: 39

Turnout: 25 (+ a full cinema audience)

Price: €5

### **Immersive Event - *Off-Squid Games***

Scyler and her committee hosted a series of games inspired by the Korean show Squid Games in the Vondelpark. The afternoon was filled with classic childhood games such as red light green light, tug of rope, jump rope, and capture the flag. The game had an elaborate rule book and script where teams were grouped beforehand and color-coded so everyone was able to participate equally. There was a designated point system and prizes for the winning team.

Things that went well:

- Everyone had a lot of fun and got competitive.
- There was an even amount of teams and replacements were found in time.
- There were enough supplies for all the attendees.
- There were snacks, drinks, and music to make the atmosphere more enjoyable on top of the elaborate game structure.

Things that could've gone better:

- There were many last-minute cancellations that made it challenging and pressing to find replacements in time so that the game remained evenly grouped and enjoyable.
- The weather was slightly unreliable.



- At times the rules were confusing for people when the games became more complicated. MAC referred to the rule book and guide.

Date: February 9th

Time: 12:00 - 15:00

Location: Vondelpark (Picasso Statue)

Sign-ups: 29

Turnout: 24

Price: €2 Members, €5 Non-members

### **Art Workshop**

Scyler and the rest of MAC organized a two-part art event that began with a trip to the MOCO museum. This popular museum is known for its famous contemporary artists from Warhol to Banksy to KAWS and cutting-edge NFT artworks. Off-Screeners were able to share the inspiration together. Following the museum, Scyler took everyone back to Buzzhouse where MAC arranged to have a private studio to paint, reflect, and mingle. All attendees had two canvases and access to an array of acrylic color palettes and brushes. MAC arranged a brief discussion and reflection regarding MOCO's exhibit and curated a program for participants to follow to further guide and inspire them. Note: the original event had to be postponed due to Covid-19 as museums had to close temporarily.

Things that went well:

- Attendees were able to have a full experience of visiting an established and current museum while being granted the opportunity to express their own artistic abilities.
- Off-Screeners felt comfortable expressing themselves and appreciated the various prompt suggestions to help further inspire their artwork.
- Scyler established a new and successful relationship with Buzzhouse.

Things that could've gone better:

- Traveling from the Moco to Buzzhouse was slightly challenging as everyone finished the museum in their own time and it was difficult to move as one unit.
- It was challenging to coordinate when people could pick up their artwork post-event.
- This was a very popular event, however, it overlapped with class schedules and resulted in many students being unable to attend.

Date: March 10th

Time: Moco; 15:40 - 17:00, Buzzhouse; until 20:00 (University closing hour)

Location: Moco, Buzzhouse

Sign-ups: (first round) 68, (second round) 34

Turnout: 30

Price: €7 (Members only)

### **Dutch Culture Event**

The Media and Academics Committee organized an entertaining evening of touristy Dutch culture. They took a group of international students who either are new to Amsterdam or haven't had the chance to visit one of its most famous attractions; the Heineken Brouwerijen B.V. The brewery included a rich history of the Heineken origin and current phases as well as a full senatorial experience and other high tech exposure to further elaborate on its process. Following the museum, the committee took the group on two boat rides through the canal to get the full experience of the beautiful city and note some of its historical attributes.

Things that went well:

- Attendees were surprised by the Heineken Breweries' extensive and media-driven tour.
- The group was high-spirited and balanced pleasure with historical engagement.
- MAC committee members did a wonderful job being the skippers and designated tour guides of the privately rented boats.

Things that could've gone better

- Getting members from the brewery to the boats was challenging as MAC had to keep a close eye on the group sticking together.
- In the future instead of having a private boat, it might be better to have a designated tour guide so the group can have a more extensive tour.

Date: April 13th

Time: 16:00 - 20:00

Location: Heineken Brouwerijen B.V.

Sign-ups: 35

Turnout: 24

Price: €8 members, €10 non-members

### **Berlin Trip**

This year's trip to Berlin was wonderful as Scyler and her committee ran a successful culture tour through the city at a wonderful time of the season. Originally this trip had been marked

as the annual Berlinale visit, however, the city had become a covid hotspot and there was information that parts of the festival might have to be canceled, making it all the more challenging to secure tickets. Ultimately, it was decided that it was better to postpone the event to Berlin and keep Off-Screeners safe by going at a later time. The trip turned into a culture tour by visiting famous destination spots like the Brandenburg Gate and the Berlin wall. MAC provided more extensive research by summarizing and handing out pdfs regarding Museum Island as well as neighborhoods in Berlin that have particular food options. After going to a famous Market in Mauerpark the group ended the day getting to know each other at Tempelhofer Feld, a legendary abandoned airport.

#### Things that went well:

- Scyler was able to confirm a hostel in the center and most popular area of the city.
- MAC had designed an itinerary that kept attendees informed and excited about what was planned.
- There was a great balance between museums, historical visits, free time, food destinations, and social activities.
- MAC found that taking the train to the city was far more comfortable than other forms of transport.

#### Things that could've gone better:

- There could have been more games planned between attendees so guests could get to know each other better.
- The hostel was quite large, for the future it would be nice to have a smaller hostel so everyone feels closer and more connected on the trip.

Date: May 6th-9th

Time: 6:00 am departure from Amsterdam & midnight return

Location: Berlin, Mitte.

Sign-ups: 44

Turnout: 34

Price: €180 members, €195 non-members

#### **Film Festival**

On May 19th the Media and Academics Committee proudly commenced Off-Screen's 25th Film Festival, hosted at the monumental Eye Filmmuseum. The festival was a great success, showcasing ten original short films produced by talented students at the University of Amsterdam. There were originally 28 submissions, being one of the largest interests in the

festival in Off-Screen history. They were then narrowed down carefully and shared with professional filmmakers to give thorough feedback and ranked according to the scale provided. Following the screening, intermissions had been timed well and allowed for the panel to feel comfortable and fully appreciated. The audience responded very highly to the selection of guests as well as maintaining engagement through the entirety of the awards ceremony. The closing hour was incredibly social and full of genuine networking and praise where students could congratulate their peers and ask more insightful questions about their process. It was a full and memorable evening.

Things that went well:

- The event script went according to plan.
- The panel was diverse and engaging.
- The attendees responded very well to the selection of films and remained engaged and professional throughout the event.
- The open bar was a huge hit (an hour was enough!).

Things that could've gone better:

- Stage blocking was slightly awkward at times as there were many people on the stage.
- Ultimately deciding the winner was a challenge as the judges all favored different films.
- The ranking and feedback could've been improved to make the final selection process easier.

Date: May 19th

Time: 14:00-19:00

Location: Eye Filmmuseum

Film Submission: 28

Films screened: 10

Turnout: 125

Price: €8 members, €12 non-members

### **Open MAC Events**

*Open MAC Event #1 - Yoga Event:*

Scyler found a popular and comfortable yoga school that was an original alternative to de-stress post-exam week. After doing a poll on Instagram asking members what kind of

activity they would be interested in trying, she narrowed it down to a form of relaxing physical exercise.

Things that went well:

- The class was well timed.
- There was an insightful opening speech from the instructor to get students in the right frame of mind.

Things that could've gone better:

- Following the session, it was difficult to find and organize the right follow-up where attendees could reflect together. In the future, it should be clear before the event what will happen afterward.

Date: October 29th

Time: 10:00-11:15

Location: The New Yoga School

Sign-ups: 11

Turnout: 20

Price: €6

### *Open MAC Event #2: Off-Screen SEC Collaboration: The Other Perspective*

The Media and Academics Committee's final event was a collaborative pub talk with SEC the sociology association. The Other Perspective is an annual event organized by SEC in collaboration with various different study associations at the UvA. The goal is to provide two separate perspectives on the same topic, as a result of the involvement of speakers from different programs. In an attempt to bring together our two studies and explore topics that connect us, the chosen topic was Social Media and Social Movements. This time, in collaboration with Off-Screen, the study association of Media Studies. Emphasizing the importance of social media in online activism, and discussing the effects this has on the reality of social movements. Both study associations found two speakers from each discipline to discuss and engage students in discussing media activism and feminist movements.

Things that went well:

- Both speakers were interested in each other and their respective "opposite" disciplines.

- They engaged well with the audience and applied relevant conversations and events for the attendees.

Things that could have gone better:

- The event originally had to be postponed as there were no available professors to attend the lecture.
- Due to the date having been changed in affected attendance, unfortunately, it overlapped with exam week and end of the year business.

Date: May 31st

Time: 17:00-19:00

Location: Roeterseiland, room A2.09

Sign-ups: 19

Turnout: 15

Price: Free

# Head of Social Activities

Eva Joosten

## Social Activities Committee:

Neeva Bollen

Rahul Jhingon

Ruben Van Dijkhuizen

Susanna Tiigi

Vladyslava Mitali

## Introduction

Eva Joosten fulfilled her role as Head of the Social Activities Committee (SAC) of Off-Screen in the academic year of 2021/2022. Following a full Covid-19 year as part of the Social Activities Committee, Eva had to bring back the in-person parties to Off-Screen. Along with her committee, she came up with ways to celebrate Off-Screen without breaking any Covid-19-related rules.

As the Head of SAC it is essential to listen, read agreements, remain adaptable, and stay calm. Eva wanted to establish a feeling of community for the members and celebrate traditions while creating new ones. She hopes that her successor will be able to apply these skills to their Board year and learn the importance of them throughout. Eva is very much looking forward to seeing what her successor will bring to the table.

## Borrels

### *Senior Borrel:*

This was Eva's very first Borrel that she hosted at the Kopstootbar. Around 50 Off-Screen Seniors came together and received a free welcome shot. This was a great start to the year for Eva.

Date: 25th of August

Time: 20:00 - 00:00

Location: Kopstootbar

Turnout: 50

Price: Free

Things that went well:

- A great turnout.
- Popular new location.
- Great opportunity to mingle.

Things that could have gone better:

- The space made it difficult to all sit together.

*In-Person Borrels (De Heeren van Aemstel/Kopstootbar):*

Eva followed in her predecessor's footsteps and kept the Borrels biweekly. She agreed that a break from the Borrels allowed for our members to be more excited for the next and in turn have a better turnout. She did, however, alternate the location of every other Borrel, between De Heeren van Aemstel and Kopstootbar. She felt that alternating gave members opportunities to see more of the Amsterdam nightlife and it was a way to cater to more people. At the beginning of the year, the Covid-19 measures were still quite strict so she used the ticket system through sign-up forms that were instated the year prior as there was a maximum number of people allowed to be seated.

Themed Borrels were a must for Eva. Being part of SAC the year before she saw how it affected the members and the turnout so she was very excited about this. Eva scheduled for there to be a theme for every other Borrel so as to not overwhelm the members, but still, keep them on their toes. Her first theme was the Monochrome Borrel where everyone had to wear an outfit only using one color. Unfortunately, due to miscommunication and a scheduling mistake, there was no bar booked for this Borrel. To solve the problem our members went to Coco's Outback, which eventually couldn't take all our members. Then we went to a much smaller place, Fame, a lovely gay bar that invited all our members with open arms. The following themes were: Dress As Your Favorite Song Lyric, Halloween, Après Ski, Santa, Pizza Party, Valentines Day, Little White Lies, Pajama Party, and finally Birthday Borrel. There was only one online Borrel due to Covid-19 restrictions which are when SAC hosted the 80's Prom Murder Mystery.

## **Events**

*Meeting Off-Screen:*

Just as her predecessor, Eva hosted a huge game of Crazy 88s around Amsterdam with a total of 13 groups of 12-15 players. Initially, Eva was planning a big party which was canceled due to Covid-19 measures. She considers this a blessing in disguise because this gave potential new members the opportunity to bond with each other in smaller groups and also meet two older Off-Screeners as their team leader. This ended with an after party at



Kopstootbar where the winners were announced and all received shots and a goody bag as a prize.

Date: 2nd of September

Time: 16:00 - 00:00

Location: Amsterdam City and Kopstootbar

Turnout: 209

Price: Free

Things that went well:

- The Crazy 88s was well organized.
- The group leaders were very involved, motivating, and a good representation of Off-Screen.
- Great turnout.

Things that could have gone better:

- The laptop on which we were keeping score crashed so we had to start over.
- The team group chats should have been made earlier.

*Kingsnight Cruise/Silent Disco Boat:*

For Kingsnight, SAC organized Off-Screen's traditional Kingsnight Cruise. 50 Off-Screeners joined us on a nice boat for 3 hours to enjoy an unlimited open bar of wine and beer and two channels of silent disco. This event was absolutely amazing, everyone had a great time, and behaved very well.

Date: 26th of April

Time: 20:00 - 23:00

Location: Rederij Nassau (Boat)

Turnout: 50

Price: €19.50

Things that went well:

- There was plenty of free alcohol.
- The ride was smooth and people were happy to see each other.
- The boat company invited us back because we were such a fun group.

Things that could have gone better:

- Some people showed up a little late so we had to wait to start.

## **Parties**

### *Party Like It's 1997:*

For Eva's first party she did it big. 600 people came to celebrate the beginning of this wonderful Lustrum year at Chicago Social Club. Everyone was dressed for a '90s party and members received a free shot upon entry. The DJs were perfect for the event and the dance floor was full all night. The photobooth was also very popular.

Date: 6th of October

Time: 18:00-00:00

Location: Chicago Social Club

Turnout: 600

Price: €2 for members, €5 for non-members

Things that went well:

- everybody had a great time.

Things that could have gone better:

- The line outside was hard to handle.
- It was raining and the Board used computers to check the list. However, it should have been printed or on a phone as this computer broke and had to be fixed for a lot of money.
- People tried to get more than one free shot.

### *Studio 54 Gala:*

For the second party, the gala, SAC had to postpone it from December to March due to Covid-19. In March, they hosted the Studio 54-themed gala. At the party, there were dancers, karaoke, and a photobooth. The photobooth was popular as always. This party was a great success and everyone had a lovely time.

Date: 23rd of March

Time: 22:00 - 04:00

Location: Bitterzoet

Turnout: 425

Price: €10

Things that went well:

- Good DJs.
- Great turnout.
- Happy members.

Things that could have gone better:

- The location search could have been more thorough (although SAC loved the location in the end).
- The word Gala was maybe not ideal for promo as it caused confusion about vibe/dress code.
- There should have been spotlights for the dancers.
- A lot of tickets sold last minute and uncertainty about selling out can be scary.

*Beach Bash:*

For SAC's final party they organized a beach party at Mango's Beach Bar in Zandvoort. The weather was perfect for a beach day and mojitos. Everybody received two free mojitos that they could order whenever they wanted and three delicious tacos from 18:00-19:30. There was also an open bar serving beer and wine from 19:00-20:00 which was greatly appreciated by our attendees. SAC hosted a frozen popsicle eating contest to see who could eat it the quickest. This was a really fun and amusing way to get people interacting and despite the brain freeze they loved it. The winner received a bottle of Smirnoff Ice and a beach tennis game. This was the perfect ending to an amazing year of crazy parties.

Date: 15th of June

Time: 15:00 - 00:00

Location: Mango's Beach Bar

Turnout: 160

Price: €13.50 for members, €17.50 for non-members

Things that went well:

- Amazing weather.
- Beautiful sunset.
- A lot of things (food and drinks) included.

Things that could have gone better:

- People always come later than desired which is not ideal for a beach day party and meant SAC needed to be at the door longer.

- Didn't sell out tickets.

# Head of Travels

*Milena Gabrysiak*

## *Study Travel Committee:*

Cora Hovet

Eva Rupert

Robin de Haan

Sofia Meza

Sterre Heijnen

## **Introduction**

Milena Gabrysiak fulfilled the role of Off-Screen's Head of Travels during the academic year 2021/2022. Together with her committee, she did her best to create trips that contributed to a bonding experience amongst members whilst focusing on fun and exciting activities. She found innovative ways to include core words: commemoration, renaissance, and vision to her events through (re)introducing current and new members to Off-Screen's traditions and greatly missed trips due to Covid-19. She found it important to keep the spirit of Off-Screen alive whilst adding a twist to every trip to highlight and celebrate the milestone of our Study Association.

The Study Travel Committee of 2021/2022 consisted of Cora Hovet, Eva Rupert, Robin de Haan, Sofia Meza, and Sterre Heijnen. Milena wants to thank the committee for their motivation, energy, and passion. Together the committee has learned how to work together as a group to bring a plethora of interesting and unique ideas to life. Milena is proud and satisfied with everything STC has organized this academic year.

## **Farewell Weekend**

The first trip of the year was in September, organized for all the first-year students to get acquainted with the association. Introduction Weekend took place in Schoonloo, Drenthe. For two nights and three days, they stayed together in big group accommodation, to get to know each other, have a Game Day on Saturday, and party in the evenings.

Location: Schoonloo, Drenthe, Netherlands

Date: 24-26/09/2021

Participants: 44

Price: €59

*Things that went well:*

- The trip took place later than usual, plus on a Friday, which made the planning of departures easier.
- Because of the game and the activities at night, the weekend was a great opportunity for the first years to get to know each other and the (old) Board which resulted in a lot of the participants now being active Off-Screeners.
- Silent Disco was a good idea as it allowed us to party without disturbing neighbors around us.
- The accommodation had a big field which we used for games and other activities.

*Things that could have gone better:*

- Due to a miscalculation, there was way more food than was necessary resulting in us going over budget and some food being wasted.
- There was a big delay each day due to scheduling issues which disrupted the overall run of the weekend.

**Weekend Away**

The first trip that the committee organized was to Munich, Germany. STC's aim was to organize a trip where members could have fun but also would get to know the cultural side of the city. Participants enjoyed the City Tour, the views, the activities, and especially the people. The newly formed committee had to organize everything except for the hostel and bus which are always taken care of by the Head of Travels.

Location: Munich, Germany

Date: 05-07/10/2021

Participants: 34

Price: €125 for members, €140 for non-members

*Things that went well:*

- The bus ride and driver were amazing, which resulted in two fast and pleasant trips.
- The activities (city tour, museum, and palace tour) were all very well-organized by the committee.
- Everyone bonded well with each other making the trip more memorable.
- Got very good feedback from participants.

*Things that could have gone better:*

- Milena should have been stricter with latecomers as the other participants had to wait a lot and complained.

- The hostel was quite far from the city center which resulted in delays due to travel time.
- Going out nights should have been more structured and organized better.

### **Off-Screen's Ski Trip**

For this year's skiing trip, the location was Saint Sorlin d'Arves, France, and just like years before it was organized in cooperation with SkiFest. The sign-up was a success which was a nice change as usually, it is hard to fill up spots for this particular trip. Milena had opted for a location with many great skiing spots and good apres-ski activities that had made the trip more interesting despite corona regulations still being in place.

**Location:** Saint Sorlin d'Arves, France

**Date:** 14-23/01/2022

**Participants:** 27 (accounted for 30)

**Price:** €389

#### *Things that went well:*

- Participants could choose an extension of the skiing area, which reached far and wide and was thoroughly enjoyed by the participants.
- Overall, the trip was very well organized by Skifest, including the preparations, communication with the staff, as well as the bus ride and picking up and dropping off skiing passes and gear.

#### *Things that could have gone better:*

- Due to strict Covid-19 regulations in France, the nightlife in Saint Sorlin d'Arves was lacking and the après-ski was sometimes a bit underwhelming, as Milena did not manage to organize a bigger event.
- Housing was located far from the slopes and participants had to take shuttle buses to the destination.

### **Study Trip**

The trip took place in Istanbul, Turkey where participants have gone by plane and stayed in the heart of the city for eight days. The Study Trip was a Lustrum event which is why STC has received more funds and thus has managed to organize more bonding and entertaining activities. Participants have explored the beautiful capital of Turkey and have managed to get to know and fall in love with an unfamiliar culture.

Location: Istanbul, Turkey

Date: 04-10/04/2022

Participants: 35

Price: €339 for members, €365 for non-members

*Things that went well:*

- The hostel was one of the best additions to the trip. Close to the main monuments and with great and helpful staff.
- The activities that were organized all went very well, and STC has stepped up and led the group with no issues.
- The country is mind-blowing, and all the participants got to learn that in the span of eight days.
- The schedule was not too busy, which meant that people had enough free time to take the rest they needed, so they could participate in all events energized and happy.
- Great feedback from the participants and older members.

*Things that could have gone better:*

- Communication between STC and the Board/participants was lacking during the first few days. Halfway through the week, a meeting was arranged when all the issues were resolved and made the rest of the trip more organized.

**Farewell Weekend**

Milena decided to keep Farewell Weekend as it had perfectly outlined the sole purpose of the last trip of the year. Instead of hitching a ride and renting a big house, STC had decided that going to a small town was a great idea since the team sought a trip where bonding games in the fresh air were the main focus of the weekend. Overall, it was a successful trip: everyone had a lot of fun and managed to properly bid farewell to the academic year. Game day at the beach was a great success, and the day trip to Brugge was a nice way to add some urban character to days spent on the beach.

Location: Oostende & Brugge, Belgium

Date: 03-05/06/2022

Participants: 34

Price: €109 for members, €119 for non-members



*Things that went well:*

- The entire weekend was a success with no serious setbacks.
- The game day and pub quiz were the highlights of the trip, everyone had the best time and the teams were also well balanced.
- STC worked great as a team and Milena did not have to manage them too much making this trip a great goodbye event for the committee.

*Things that could have gone better:*

- Due to it being the last trip of the year, at first, we did not receive enough sign-ups and STC had to reach out to many people to fill up empty spots. Many members had left Amsterdam for summer, so those who wanted to come were already abroad which is why we struggled with filling up the spots.

# Head of Lustrum

Milena Gabrysiak

## *Lustrum Committee:*

Linh Thao

Margarita Iakovleva

Marita Graser

Kennee Sikkes

## **Introduction**

The newfound position for the year 2021/2022 of Head of the Lustrum Committee was fulfilled by Milena Gabrysiak. The Lustrum Committee was an addition and an organ that was responsible for overseeing the celebrations that the Board had planned for the 25th Anniversary of Off-Screen. Milena was responsible for managing the communication between the Board and Lustrum Committee, as well as, supervising and evaluating lustrum activities. Milena had focused on highlighting the celebratory spirit of the association. Furthermore, Milena has underlined Off-Screen's best attributes by focusing on the commemoration of the lustrum year through various planned projects. Lustrum Committee had organized one event, and a Secret Lustrum Project. The idea of the Lustrum Committee was formed by The Application Committee to guarantee a better organization of special lustrum events for the year 2021/2022.

The Lustrum Committee of 2021/2022 consisted of Linh Thao, Margarita Iakovleva, Marita Graser, and Kennee Sikkes. Milena is thankful for the great cooperation and hard work that LuCo showcased. She is proud of our event and the project that was unveiled during the party.

## **Lustrum Party**

In May, LuCo together with SAC organized a Birthday party for Off-Screen. The event took place in DeLaMar Theatre which was a great option that added charm to Off-Screen's lustrum celebrations. Our tickets were completely sold out. The event brought together generations of Off-Screeners: founders, older and new members, and even their friends. This event was an opportunity for Lustrum Committee to showcase their organizational skills. Off-Screen's Birthday Party was an ethereal experience and everyone who attended had an immense amount of fun.

Date: 13/06/2022

Time: 21:00-01:00

Location: DeLaMar Theatre, Rode Foyer

Price: €12.99

No. of guests: +/- 150

Things that went well:

- Many guests that arrived were past Board members and older members. The anniversary was also celebrated by Off-Screen's founders who had a short speech during the opening ceremony.
- The DeLaMar Theatre was a perfect location for such an event. Guests loved it and enjoyed the evening.
- The staff at the venue were great and helped LuCo before, during, and after the event.
- Decorations made by SAC fit the theme well.

Things that could have been better:

- The beginning was a bit chaotic.
- Due to a miscalculation of the event, we almost made a loss, but with the help of the College of Humanities, we managed to get additional funds.

### **Secret Lustrum Project**

The Lustrum Project was unveiled during the Lustrum Party. Through a short video, we revealed that Off-Screen has compiled its own Time Capsule. The Lustrum Committee worked hard to finalize everything and add all the nostalgic and necessary things to it, including a lustrum-themed merch tote bag, flash drive with this year's Film Festival winner, and letters in a bottle written by the Board, Off-Screen customized cards, and more.