

Annual Report

2023-24



Study Association for Media Studies
at the University of Amsterdam

The 27th Board of Off-Screen



Clockwise, from top left to bottom left:

Chiara Ferra-Joachim, Senna van Ruiten, Aida Gardberg,

Anisha Lakhmani, Juanita White-Bannenberg, Oishee Roy Chowdhury



Senna van Ruiten

President and Head of the Promotion Committee



Anisha Lakhmani

Vice President and Head of the Reporter Committee



Oishee Roy Chowdhury

Treasurer and Head of the Acquisition Committee



Aida Gardberg

Head of Media and Academics



Chiara Ferra-Joachim

Head of Social Activities



Juanita White-Bannenberg

Head of Travels

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Preface

As this academic year concludes, and I take a moment to reflect on our months of tenure, I look back and find it hard to believe that a whole year has passed since we stepped into our roles as the 27th Board of Off-Screen. With the highest of highs, and the lowest of lows, the six of us really intertwined to become one; a unit of growth and support.

From welcoming new members, to fostering the old ones, being part of, and building the Off-Screen community has been one of the most wholesome experiences. In creating our own environment, preserving traditions, making new ones, and saying goodbye to some, we found our place in the association. We faced our fair share of struggles, quarrels and disagreements, like any other Board would, having to involuntarily spend a year together. Adjusting to the demands of our roles, navigating the intricacies of the association, and finding out rhythm as a team was challenging. There were times when the workload seemed overwhelming, and moments where we questioned ourselves and our ability to balance everything. Yet, it was through these challenges that we began to understand each other, discovering our individual strengths and how they fit together perfectly. The bond and unconditional support we shared as a Board became the very foundation of our success.

One thing that cannot be emphasized enough is that you are bound to start your year unprepared, or at least feel like you are. We learned to lean on each other, to communicate openly, and to support and help one another up after every stumble and fall. Together, we accomplished so much. My Board and I are truly grateful to have had this opportunity. It's bittersweet to pass on something that grew so close to our hearts, but we do it with pride and wish the next Board good luck.

Anisha Lakhmani

Vice-President 2023/24

Vision

Looking back on the vision and efforts of our study association this year, it's evident that our dedicated Board and committees worked tirelessly to create an environment that was welcoming and inclusive, despite the hardships we faced along the way. We prioritized integrating old and new perspectives, valuing the unique contributions of each member. By merging traditions with necessary changes, we aimed to foster continuity while remaining adaptable to the evolving needs of our community.

Our decision-making process was grounded in mindfulness and careful consideration, allowing us to maintain a comprehensive overview of our initiatives and goals. This resourcefulness helped us identify priorities effectively, enabling us to tackle the most pressing needs of our members while also anticipating future challenges.

Flexibility and openness were central to our approach, as we actively sought collaboration and partnership with other associations and organizations. This not only enriched our events but also reinforced a sense of community beyond our own membership. However, navigating these partnerships often came with its own set of challenges, requiring us to adapt and find common ground.

Creative problem-solving and innovation were hallmarks of our year, as we embraced new ideas and methods to enhance our programs and outreach. Throughout it all, we remained sensitive to the cultural dynamics within our association, prioritizing an atmosphere of respect and understanding.

Recognizing the importance of balancing work and personal life, we supported one another and fostered a healthy environment. This dedication, especially in the face of difficulties, truly defined our year and left a lasting impact on both our members and the broader Off-Screen community.

Senna van Ruiten

President 2023/24

President Senna van Ruiten

Senna van Ruiten has served as the President for the 27th Board of Off-Screen during the academic year of 2023/2024. In this role, Senna skillfully managed the association's internal operations, ensuring Board stability and fostering a proactive environment to enhance the community. He also represented Off-Screen externally by actively participating in meetings and events organized by ASVA and ALPHA, including GMAs, courses, and informal gatherings. In addition, he maintained strong ties with the University of Amsterdam, meeting with program coordinator Leonie Schmidt each semester. He further extended Off-Screen's presence by attending a broader meeting with UvA officials, including the first-year student coordinator, the master's program coordinator, and various study advisors.

After a summer packed with meetings, brainstorming sessions, and team-building, the Board set out to bring our vision to life. From the very start of the year, the Board placed a strong emphasis on engaging with first-year students, recognizing the importance of building a solid core to not only carry the association throughout the year but to lay the foundation for lasting traditions. Our goal was to maintain the vibrant community where students could make the most of their time, enjoy more of their student life, and form memories that would last a lifetime. By strengthening this core, the Board aimed to uphold the association for future generations, ensuring Off-Screen remains a place where students come together for years to come.

Throughout the year, Senna effectively coordinated General Member Assemblies (in collaboration with the Vice-President), Committee Member Activities, and upheld tradition by organizing the Old Board's Borrel. In addition to these responsibilities, Senna also took on the role of Head of the Promotion Committee, overseeing content production and event promotion. His leadership in these areas is detailed further in the report, reflecting the contributions made under his guidance.

Website

Over the past year, Senna worked diligently to enhance the Off-Screen website (offscreen.nl), making it a more user-friendly resource for members. His updates aimed to improve both the look and functionality of the site. One of his priorities was to ensure the text was clear and free of errors, while also updating the website with newer photos that better reflect the diversity of the Off-Screen community. He made the calendar overview more visible, helping members easily keep track of upcoming events.

Senna also focused on organizing the site more effectively. He updated committee photos from previous years and implemented a new system for managing internal files. This cleanup involved removing unnecessary information, which helped streamline the site and make it easier to navigate. In addition, he refreshed the events page and redesigned the store to make it more appealing. These changes aimed to make browsing and purchasing merchandise a more enjoyable experience for members.

Media Studies Introduction Week

This year, Off-Screen once again played a key role in supporting the University of Amsterdam's Media Department in organizing the introduction week for new Media students. This annual event has remained a crucial opportunity to introduce first-year students to Off-Screen, particularly through their visit to The Hok after their initial tutor meeting. By facilitating their integration into both the social and educational aspects of the community, the event has proven highly effective in attracting new members.

As President, he was responsible for coordinating the event with university officials, ensuring smooth organization and execution. He also had the privilege of representing Off-Screen at the Media kick-off event, held this year at Pathé Tuschinski, which was attended by 640 first-year students. This event provided him with the ideal platform to promote Off-Screen's mission to foster social connections, offer skill development through its committees, and cultivate a strong sense of community. His speech, complemented by a video showcasing promotional materials from recent years, gave new students a glimpse into the diverse opportunities Off-Screen provides.

ALPHA's Warm Welcome Week

This year's edition, in collaboration with VOX-POP, the faculty's creative space, featured a diverse range of activities. Although participation numbers were lower than expected, it served as an excellent opportunity for Off-Screen to familiarize members with VOX-POP as a venue for future events.

The Board opted to 'adopt' a Photography Workshop, aligning well with the interests of media students. The workshop encouraged participants to explore the University Quarter through instant photography, followed by the curation of an art exhibition where they could explain the rationale behind their creative choices.

As President, Senna managed communication with ALPHA's Board to ensure the smooth organization of the event, while the Treasurer handled any monetary matters related to the workshop.

General Members Assemblies (GMAs)

Throughout the year, five General Members Assemblies (GMAs) have been organized, all of which had great turnout and fostered lively discussions among our members. These assemblies served as a crucial

platform for the Board to provide updates on the association's activities and finances, ensuring transparency and allowing members to actively engage in shaping Off-Screen's direction.

To further enhance member participation, the Board implemented think tanks and distributed feedback forms, offering everyone the opportunity to share their insights and ideas. The Application Committee (ApCo) was present at every GMA, thoroughly explaining the application process for the next Board, which encouraged more members to consider leadership roles.

Throughout the year, Senna transitioned between venues, starting at the University Library and later moving to REC. Despite the change in location, both spaces provided ample capacity for our audiences, and each GMA ran smoothly and successfully, maintaining a vibrant and engaged crowd.

Committee Members Assemblies (CMAs)

The President successfully organized two memorable Committee Member Activities (CMAs) for Off-Screen's dedicated committee members. The first event took place in November, where members went mini-golfing at a glow-in-the-dark course in Noord. With an impressive turnout, nearly all members participated, and after the game, they were treated to a round of complimentary drinks. Some members even extended the night by heading to Club Nyx for some dancing.

The second CMA took place in May at LAB111 and was Off-Screen's very own edition of "Family Feud," inspired by Senna's favorite American party game. The night was filled with laughter as teams battled it out, and all the winners walked away with gift bags filled with Dutch essentials. Both CMAs were a great success, serving as a way to express gratitude to our active members while creating lasting memories and strengthening our community spirit.

Old's Board Borrel

Senna made it a priority to ensure the event was well-attended and smoothly organized. He sent out the first invitation with an RSVP in March, giving everyone plenty of time to plan, and followed up with several reminders throughout the spring to make sure all attendees could join. The event was held on June 23rd at 't Blauwe Theehuis in Vondelpark.

Throughout the evening, former Board members were treated to complimentary snacks as they reconnected and shared stories from their time with Off-Screen. The newly elected Board was also present, providing a valuable opportunity to bond with their predecessors and gather insights for the coming year.

Style Guide

Reflecting on this goal, Senna recognized the importance of incorporating a comprehensive style guide for internal documents at Off-Screen. While he aimed to implement this guide fully, he acknowledges that he was only partially able to do so. However, all key documents have been updated, establishing a solid foundation for future Boards to build upon.

The introduction of a standardized document template will serve as a helpful resource moving forward, promoting consistency in tone, formatting, and content. This initiative is expected to enhance operational continuity and clarity, making it easier for new Boards to navigate the association's materials.

Understanding that this task extended beyond his official responsibilities, Senna was committed to seeing it through as an improvement for the entire association. He has now handed off the style guide initiative to next year's Vice-President, ensuring that the effort to streamline internal documents

continues. By doing so, he hopes to foster an environment of professionalism and effective communication within Off-Screen, benefiting all members in the years to come.

Administrative Systems

In light of the goals set for the year, Senna and the Daily Board focused on streamlining Off-Screen's internal administration. However, in careful consideration with last year's Board, the full realization of this goal wasn't achieved, primarily due to the size of the association and the existing systems already in place that adequately meet current needs. Although the transition to new software may be seen as a long-term investment, the current resources—like Wix and Conscribo—remain sufficient for now. The team has prepared a careful handoff of their findings and research for the next generation, ensuring they have valuable insights should they choose to pursue this initiative in the future.

Recognizing the significant implications of such a change, they planned extensive discussions with the Board of Advice, Board of Finance, past Board members, and active members to fully assess its multi-layered impact. The proposal includes a free trial, allowing the Daily Board to explore its features and determine its usefulness before making any commitments.

Head of the Promotion Committee

Committee Members

Deva van Aanhold

Mila Groen

Alexander Sweerts

Fabiana Toth

Sean Vis

As he looks back on his year as the Head of the Promotion Committee, Senna feels immense gratitude for the dedication of his team. He knows that he would be nowhere without them, and their commitment has made this journey both fulfilling and enjoyable.

Senna hopes his guidance has fostered a creative and collaborative atmosphere within the committee. He encouraged open discussions and feedback, countering the isolating nature of individual work. This approach ensured that all members felt valued and engaged in the creative process, which was crucial for projects like posters and teasers.

The committee successfully collaborated with the Acquisition Committee to launch a merchandise collection, showcasing their innovative spirit. Although there were goals left unfulfilled, such as creating an infomercial for The Hok, Senna feels proud of their accomplishments.

Platforms

Throughout the year, the committee promoted 51 events, created 10 aftermovies, and designed 16 teasers, maintaining a monthly calendar without fail. They even achieved an award-winning Committee Photo in December. Senna emphasized the importance of leveraging various platforms, with Instagram at the forefront for promotions, ensuring that their content was diverse and aligned with Off-Screen's values.

Senna aimed to enhance their presence on LinkedIn, focusing on highlighting key educational events, while also utilizing Facebook for its archival capabilities. He also recognized the need for a cohesive online presence, tailoring content to suit each platform's unique audience.

Ultimately, Senna's year was defined by a commitment to fostering an inspiring environment and maintaining professionalism while remaining approachable. His focus on collaboration, creativity, and effective communication not only benefited the committee but also left a lasting impact on Off-Screen as a whole. He remains grateful to Deva, Mila, Alex, Fabiana, and Sean, whose contributions made this year truly remarkable.

Vice-President Anisha Lakhmani

As Vice-President of Off-Screen, Anisha was mainly in charge of Off-Screen's administration, internal and external communication, and conveying important information to fellow Board members, among some others.

Email Account

One of Anisha's primary responsibilities was managing Off-Screen's Email Account, info@offscreen.nl. Communication went smoothly most of the year. Vacancy and event promotion requests were received via this email account, and communication with members and other associations were carried out too. During the direct debit and other busy times of the year, like yearbook designing, Anisha struggled keeping up with the email account, timely responses and keeping it organized.

Membership and Communication

Membership records and overseeing communication with members was also a task Anisha had to overlook. Unfortunately, the association had more-than-anticipated sign outs, 261 before the October 27th deadline. However, Off-Screen also achieved 156 new memberships before the first GMA. Anisha also implemented a new document for next year's membership cancellations, ensuring a smoother transition for the following Vice-President. This improved the efficiency of administration, reducing the risk of miscommunication.

Anisha also maintained the Year Agenda along with the President, Senna, and the rest of the Board, ensuring that events were strategically planned throughout the academic year to engage members across all levels and avoid overlap with University of Amsterdam's schedules. This was usually done

during Board meetings to ensure all Board members have a clear overview of the calendar and are in consensus.

Minutes

Minutes for every Board meeting were maintained weekly, to avoid miscommunication within the Board. Minutes for every GMA were written, formatted and sent out to the association's members, and other relevant associations that Off-Screen works closely with.

Head of the Reporter Committee

Committee Members

Irene Dogru

Alessia Faria

Meg Johnson

Kina Paul

Viola Townsend

In her role as Head of the Reporter Committee, Anisha oversaw the creation of video projects, photo coverage of events, editing of certain after-movies, and the designing of the annual Yearbook. The committee met weekly to discuss event coverage, review ongoing projects, and reflect on their past work. An important beginning to the year was the appointment of Alessia as Committee Coordinator, a decision made to improve task coordination and facilitate smoother operations within the committee. The Reporter Committee maintained a consistent and creative approach.

Photo Production

The committee ensured that event photos were selected and uploaded to Facebook within a week, and the best ten, posted on Instagram, maintaining Off-Screen's online presence. At some points in the year, the committee faced some delays uploading photos and writing captions due to monotony and the lack of motivation.

Video Production

Two videos were produced, with one scheduled for release later this academic year. Anisha strategically spaced out the committee's video projects, with a third video planned for early next year to ensure a balanced workload as the team transitions to yearbook production. Unfortunately, the third video did not make it to YouTube.

Holiday Competition

This video was in collaboration with the Social Activities Committee. The evening was quite chaotic due to all six teams, committee members filming and organizing, and the floating equipment, but it worked out quite well at the end and was well received. Collaborations this year helped maintain the limited budget, and motivated Off-Screeners to participate in exciting events.

Off-Screen Gets Ready for the Met Gala

This project was inspired by Vogue's popular "... Gets Ready for the Met Gala" series. Two committee members, Devrim and Sean, were filmed getting ready for Off-Screen's 'Met Gala' themed party in November. This too, was well received. Some of the Reporter Committee budget for this to book a Hotel room close to the party venue, as shown in the Vogue videos. It is recommended to always double check equipment before filming days since the committee ran into issues with the new lights

and microphone purchased at the start of the year. In the end, the filming day was wholesome, went well, followed by the participants leaving glammed up for the Off-Screen Met Gala.

Pub Crawl

The Pub Crawl was filmed in February. The filming was tricky due to many teams with many people, and people recording on different devices which hampered the quality and consistency of footage. Unfortunately, the Pub Crawl video could not be uploaded due to untimely preparation and having to pass over account access to the next Board. The video was not up to par on time, which may have been the fault of the footage itself, however it was a fun project to work on for the committee and Anisha would recommend trying and testing ideas despite the chance of them not working.

After-Movies

The Wild Wild West part, Ski Trip, Valentine's Borrel, and Summer House after-movies were edited by the Reporter Committee. They were short, well received and summed up the events well. It is, however, tricky to film at parties with dim lighting with a phone. Some trial prior to such events is recommended.

TikTok

The Reporter Committee posted a total of 14 videos on TikTok this year. TikTok turned out to be a great platform for short, fun, and light-hearted content. Kina Paul, a committee member, mainly oversaw the running of the app. Anisha would recommend using it more to create hype for events, the association, its people, and the environment and brand of Off-Screen. The committee did not create and post as much as they wanted to, but the videos online were loved and talked about with smiles.

All videos, apart from the ones posted on TikTok, were uploaded and stored to Vimeo, the video archive for the association's content.

Museum Visit

After a lot of thought and consideration, the Reporter Committee organized a Museum Visit to FOAM Fotografiemuseum. The committee initially wanted to conduct a creative workshop but due to the unavailability of workshop leaders, Anisha had to contact FOAM for a visit instead. Things with FOAM did not go as planned either, the plan to have museum teachers show participants around had to be changed due to their unavailability. Instead, the members of the Reporter Committee prepared some introductory write-ups for the participants, who were then free to walk around and explore the museum.

Date: 30th January, 2024

Location: FOAM Fotografiemuseum

Participants: 20

Price: €1 for members, €2,99 for non-members, service fee incl.

Yearbook

The Reporter Committee started preliminary discussions about yearbook design and workflow from early 2024. Anisha visited Perfectbook, the publishers, in Vught, to discuss the logistics and timeline for the yearbook. Work was divided in an orderly manner; an excel sheet was maintained to ensure clarity and convenience, and every committee member was also able to choose to design some event pages that they were passionate about. There was, however, a significant amount of delay with deadlines, and the workload was stressful for everyone. Closer to the production, the committee faced several technical issues, but after a great amount of help from Perfectbook and fellow committee members, everything worked out and the yearbook files were sent in for printing.

The Reporter Committee's hard work culminated in the yearbook's production. To incentivize sales, yearbooks were paired with discounted Off-Screen merchandise; a 20% discount on a crewneck or t-shirt with every yearbook purchase

Treasurer Oishee Roy Chowdhury

This year's role of Treasurer and Head of Acquisition was fulfilled by Oishee Roy Chowdhury. She effectively managed the Budget and maintained the Association's financial health. She ensured timely payments, monitored expenses, and kept the Board informed about subsidy deadlines. Oishee also maintained Off-Screen's legal standing by updating the Board's registration with the KvK.

Budget

With the guidance and performances of past Treasurers, Oishee was smoothly able to make the Budget at the start of the year. As mentioned as one of her goals in the Policy Plan, Oishee worked with each of the commissioners during Board Weekend to allocate their respective committees' budget which in turn left little to no space for losses or unexpected expenses. Fortunately, there were no major losses this year and more left in the reserves than budgeted. This can be seen clearly in the Budget Realization: [\(LINK\)](#)

Membership Fee and Direct Debit

As voted in at the end of the 26th Board's tenure, the membership fee was changed to €25. This resulted in high income as more first years than budgeted had signed up. This helped balance the amount of sign-outs which was significantly higher than the previous years. The direct debit software remains the same, IBANC, and although Oishee went through some hurdles familiarizing herself with the program all the membership fee withdrawal was done within her year, including the false chargebacks which were rectified in June. Some people got wrongly debited even after signing out on

time, they were refunded immediately, however, Oishee will clean up IBANC before handing it over to her successor to avoid similar mistakes.

Things that went well:

- Higher membership fee than budgeted for new members.
- Off-Screen's members received clear reminders about the membership fee withdrawal several weeks in advance.
- Most people honored the sign-out deadline and the rest allowed recharging as they understood they signed too late.

Things that could have gone better:

- Oishee needed to start reading the IBANC manual sooner
- Anisha and Oishee should have communicated and coordinated better about the cancellations to avoid wrongful debiting.
- Some people's IBANs were not filled in correctly on the website, which meant Oishee was unable to get the contribution from those members.
- The process of direct debit needed to start sooner but not rushed

College of Humanities

The College of Humanities increased its funds by €1000 this year, therefore, the amount given by them was €5000. Oishee was able to invoice and utilize the entire amount. The University also gives Off-Screen €3000 for Media Studies Introduction Week, which was utilized as well. The 27th Board bought amenities for the HoK (vacuum cleaner, speaker charger, etc.) and equipment for the Reporter Committee (microphones, SD card reader, etc.). This fund was also used to cover Social activities during this specific week (Crazy88 and the first Borrel).

The total amount that Off-Screen has received from the College of Humanities is €7637.12

The allocation and utilization of these funds were discussed by Senna van Ruiten (President 2023/2024) and Leonie Schmidt (Coordinator of the Media Studies department). Oishee and the 27th Board would like to thank UvA and our tav for smooth communication and flexibility.

Things that went well:

- Communication between Off-Screen and UvA
- The invoices sent by Oishee were paid without any questions or concerns

Things that could have gone better:

- Using up the entire €3000 for the introduction week on time. The UvA might not be flexible each year about how and when Off-Screen spends this amount

External Subsidies (ALPHA and AUF)

In addition to the College of Humanities funding, Off-Screen is also eligible for two external ones.

ALPHA, the faculty association for all study associations under the Humanities and AUF, the Amsterdam University Fund. Oishee was able to apply and utilize both the subsidies this year.

Each year, Off-Screen generally receives around €850 from ALPHA to support educational activities like museum tickets, gifts for guest speakers, and other related expenses. To secure this subsidy, requests had to be submitted before the deadline, and Off-Screen's presence was required at the ARVs, where ALPHA would discuss the allocation of subsidies to associations. This year, Oishee did not need to use the full amount as most of the activities were within budget. Oishee secured a total of €222.50 from ALPHA's regular subsidies for a MAC event. There was a need to apply once again for another event but unfortunately, due to miscommunication on both ALPHA and Oishee's part, the correct forms could not be submitted on time. Oishee takes full responsibility for this blunder but in the

bigger picture, MAC has saved enough money from other events to cover the losses of this one. Other categories, for example, website subsidy and study trip subsidy were applied for at the start of the year, which Off-Screen received.

The Amsterdam Universiteitsfonds is an independent foundation that provides grants to individuals and associations aiming at academia. Despite strict deadlines, Off-Screen was able to apply €2504.55 for our annual Study Trip in April. Oishee sent an email explaining our timeline and how it was not possible to gather all the information (participant info, hostel name, etc.) before the deadline but kept updating them. The Head of Travels, Junaita, put together an itinerary, got recommendation letters from 2 professors and gave all additional details throughout the months of January, February and March. After a successful trip, the AUF requested for a post-trip report and budget realization and were pleased with our communication and participant feedback. After the realization Off-Screen needed less money than requested, so the AUF settled on the final amount of €2365. In return Off-Screen had to advertise AUF's contribution on our website and Study Trip article.

Things that went well:

- Oishee and Senna attended all necessary ALPHA meetings and GMAs.
- The website, the first round and study trip subsidies were requested on time to ALPHA.
- Communication between Off-Screen and the Amsterdam Universiteitsfonds was efficient.
- We received the amount needed to balance out in accounting for the Study Trip.

Things that could have gone better:

- Oishee should have communicated better with ALPHA with regards to the subsidy deadline for the last round.
- Although MAC's frugality does not let its budget go to red, ALPHA's last round's missed deadline could have been utilized and should not have been missed.

Bookkeeping (Conscribo)

The bookkeeping software usually used by Off-Screen for years, Conscribo was used this year as well. Despite it being in Dutch, Oishee quickly adapted to the settings and the key words. All receipts and bank transactions were updated once or twice a month and checked by the Board of Finance. Oishee did not erase any previous year transactions in case they were needed for investigation.

Legal Affairs

All the KvK (Chamber of Commerce) documents were handled by Oishee. The forms were filled right after the first GMA where the 26th Board was voted out. Due to administrative issues on KvK's side the forms had to be filled in and sent several times causing a delay in the Board grant. This was fixed soon and everyone started to get their respective amounts from March. There was a slight raise in the compensation amount (€27 more) due to inflation. The months per Board member remained the same as the year prior (9 months for the Daily Board and 7 months for Commissioners).

Head of the Acquisition Committee

Committee Members

Jack Hannah

Luciana Seibt

Maryana Romanenko

Devrim

Maryana was the assigned committee coordinator, and was responsible for creating meeting agendas. Oishee aimed to create a diverse group with different life experiences. Everyone brought something unique to the table yet working seamlessly well together. The Acquisition Committee was very close-knit and reliant on each other. This created good morale and everyone learnt something from each other. The committee had one meeting per week of approximately two hours at various different locations. Oishee's vision for Acquisition was to expand the committee's focus areas and utilize its full potential, which was successful because of her committee members and their competence. Oishee along with the 27th Board would like to extend her heartfelt gratitude towards the Acquisition Committee for their hard work and making it the most memorable part of her Board year.

Partners

Leading the Acquisition Committee, she created pitches for sponsors and enhanced Off-Screen's brand image through digital brochures, business cards, and strategic partnerships. This year the acquisition Committee successfully acquired 5 new partners. Oishee's contributions played a crucial role in the Association's stability and success.

Events:

Portfolio Event

The first and an extremely successful event, the Portfolio event was introduced by Oishee this year. The vision was to help media students navigate through the world of careers and how to succeed within it. Noticing the demographic and how this would be very useful, Oishee along with her committee contacted three speakers from different realms of media to talk and present their experiences in the industry and how one should begin their journey. With over 55 sign-ups, it was a popular event attracting students from Media and Culture as well as Media and Information from all three years. The three speakers were, Susie Boogaerdt 't Hooft from AccentureSong, Oygar Erdal from code d'azur, and

Denzel Maple of Lucifer Productions. They each had valuable advice for our participants along with productive presentations with links and other sources for future networking.

What went well:

- The promotion and sign-ups for the event were well received
- A lot of people showed up despite bad weather due to the usefulness of the topic
- The speakers had great content and were interactive, allowing participants to ask all their questions.
- Overall, the event ran smoothly, not going over time.

What could have gone better:

- Due to the cancellation of one of the speakers, it was difficult to get someone new even though we managed to do so.

Location: Roeterseiland Campus, Building A

Date: November 20th, 2023

Participants: 35

Price: Free for all

Thesis Pitch Event

The Acquisition Committee brought an engaging academic experience with the Thesis Pitch Event, where students from all years explored the fundamentals of thesis writing. Through debates on complex prompts and collaborative outline pitches, the event sparked valuable discussions and insights. Our guest speaker Lucia Pascua, who had just submitted her thesis, gave an impressive thesis pitch, showcasing her journey from concept to polished work, inspiring fellow writers in the room. More than just educational, the event fostered a sense of community, proving that research and writing can

be both intellectually stimulating and enjoyable. Although a smaller number of participants, the people in the room were responsive making it an interactive session. All the participants were divided into smaller groups and were given 15 minutes to come up with a thesis statement which they had to present one by one justifying its feasibility.

What went well:

- Re-introducing the pitch aspect to the thesis event was an exciting and well-received addition.
- The sign-ups were high compared to previous years.
- Students from all years attended, bringing their own experiences to the table and giving valuable advice to each other.

What could have gone better:

- Due to the low attendance of this event in the previous years, the morale and motivation to host this event again was low.
- It was difficult to find a guest speaker during the winter break, but luckily, Lucia came to the rescue as she understood our urgency.

Location: PC Hoofthuis

Date: January 24th, 2024

Participants: 11

Price: Free for all

Career Exploration Day

Introduced with great success last year, the Career Exploration event was held at the prestigious SAE Institute in Amsterdam Noord. The committee got in contact with them one month prior to the scheduled day and communication was great. SAE teachers and assistants drafted a plan for the entire

day by dividing our participants into smaller groups and making sure everyone gets to see each studio in the building. There were a total of five studios, film lighting, analog mixing, electronic music production, game developing and sound design. Each studio had a professional/expert in that respective field explaining the workings of the machines and softwares and addressing all our questions. The participants also had the opportunity to make demos and try the latest and advanced machines. This event covered various fields of the media industry that are often not covered by the University's curriculum. The event had over 50 sign ups and 40 people showed up. Overall, the participants had an exciting time exploring different aspects of the industry and would utilize SAE's equipment for their future projects. Lastly, the people at SAE were kind enough to make the studio tour free of cost!

What went well:

- The SAE did not charge us anything so the allocated budget did not have to be used, thereby covering losses for other Off-Screen events.
- There was no ticket price so sign ups were high and more people showed up.
- Students from both Media and Culture and Media and Information participated.
- The teachers and professionals at SAE planned the tours to the highest efficiency and explained everything very well.
- With this event, Off-Screeners could delve into the music and gaming industry for the first time ever.

Location: SAE Institute

Date: February 23rd, 2024

Participants: 33

Price: Free for all!

Charity Gala

The Charity Gala was a standout event this year, raising an impressive €1531.46 for *Students for Children*, a charity dedicated to funding educational projects for underprivileged children in India and Uganda. This total included money from the auction, lottery, and ticket sales. The auction featured a variety of exciting items, including paintings and tattoos created by our talented members, free tickets and coupons to popular venues across Amsterdam, and even a date with campus celebrity teacher *Mark Deuze*. With over 10 Foam Gift Baskets donated and countless moments spent trying to capture the audience's attention, the night was a huge success. Attendees dressed to impress, enjoyed great drinks, and most importantly, supported a meaningful cause.

We held the event at Café de Jaren, where the first 50 guests received a free glass of wine. The night kicked off with prosecco pong (prosecco provided by us!) and ended with a wonderful live jazz performance by the *Diego Canada Quartet*. The Board of *Students for Children* was present to give a presentation on their foundation's mission and budget, explaining how the funds raised would directly impact the children's education.

The entire team worked tirelessly, dedicating time and effort to ensure we delivered the best event possible— and in the end, we achieved exactly what we set out to do. Oishee stayed in close contact with the Board of *Students for Children* and have transferred the funds.

What went well:

- We successfully raised over €1500 for *Students for Children*.
- The charity Board's presentation added a meaningful, educational component to the event.
- The jazz quartet gave the night a perfect ending, enhancing the atmosphere with live music.

What could have gone better:

- Capturing the audience's attention throughout the night was sometimes challenging.
- Better time management could have kept the event more streamlined and on schedule.
- The organization could have been better for the audience to pick up their items later.

Location: Café de Jaren

Date: March 7th, 2024

Participants: 80

Price: Members: €7; Non-Members: €11

Feels Like Family Borrel

Our final event, the *'Feels like family but also...'* borrel, took place at *Bora Bora*, a vibrant bar that provided us with everything we needed— mics, a projector, a speaker system, and a great atmosphere. We were thrilled to not only meet but publicly exceed our bar guarantee, which added to the excitement of the night. The event was filled with fun and laughter, thanks to two key activities: an *Off-Screen Roast*, where members took turns poking fun at each other in good humor, and *WooClap Confessions*, where attendees anonymously shared their thoughts and stories with the crowd. Both segments were incredibly well received, keeping the energy high and everyone engaged.

The *'Feels like family but also...'* borrel was the perfect way to wrap up our events for the year, giving everyone a chance to let loose, connect, and enjoy the evening together. The team put a lot of effort into ensuring the event ran smoothly, and it truly paid off with a lively and memorable night.

What went well:

- We successfully exceeded our bar guarantee, which was a great achievement and well recognized by everyone.
- The *Off-Screen Roast* and *WooClap Confessions* were the highlights of the evening, providing a mix of humor and insight that kept the crowd entertained and engaged.
- *Bora Bora* was an ideal venue, offering excellent facilities that made it easy to host the event and manage the technical aspects seamlessly.

What could have gone better:

- A bit more structure in the event flow could have helped maintain focus and prevent overlapping moments during the activities.
- The committee should have kept the bar guarantee numbers internal.

Location: Bora Bora

Date: May 6th, 2024

Participants: 40

Price: Free for all!

Head of Media and Academics

Aida Gardberg

Committee Members

Sophie Harmsen

Zeynep Aksahin

Antonina Staszczak

Frieda Pleiter

For the academic year of 2023/2024, Aida Gardberg took on the role of the head of the Media and Academics Committee. This year was a special one as it was a transition from the older generation to the younger. I had as a goal to keep the traditional events, some cultural, and academic mixed with some socializing and making the events fun and engaging.

Events

Pub Talk

Mac's first event of the year, the traditional Pub Talk was hosted at VOX-POP. We had a group of five professors as a panel discussing how media influences our outlook on love and dating, covering everything from rom-coms to dating apps. Our panelists included Mark Deuze, Misha Kavka, Faye Mercier, Erinne Paisley, and Alvaro Lopez.

What went well:

- Interesting speakers
- Engaged audience

What could have been improved:

- It ended abruptly, people still had questions but we had to leave the location
- Time management

Date: September 20th 2023

Time: 19:00 - 21.00

Location: Vox Pop

Sign-ups: 30

Turnout: 50

Price: Free for both Off-Screener's and non-members

Moodboard workshop

The MAC Committee's second event was a wonderful Moodboard Workshop hosted in October to kick off the new academic year. It took place at Buzzhouse on the Oudemanhuispoort campus, in a cute, warm, and inviting environment. The workshop served as a platform for goals and wishes to be discussed and creative mood boards to be designed. These mood boards were meticulously crafted, each with a unique representation of aspirations and dreams. As the boards were completed, a circle was formed, and presentations of the creations were given, along with reflections on the goals and visions shared by the participants. The Moodboard Workshop, spanning two hours from 6 to 8 p.m., was a valuable opportunity for Off-screen members to come together and express themselves. It enabled connections to be formed and supported, and it encouraged discussions about ambitions and dreams for the year.

What went well:

- Super cute event
- Easy to plan

What could have gone better:

Buzzhouse was a difficult location to find

- Not enough diversity in supplies
- Limited space
- Not organized enough

Date: October 12th 2023

Time: 17.30 - 20.00

Location: Buzzhouse

Sign-ups: 33

Turnout: 10

Price: Free for both Off-Screener's and non-members

Conversation Club #1-3:

#1: The first Conversation Club of the year was held at the Oudemanhuispoort campus in a cozy room with snacks and baked goods. Each member shared a bit about the book they brought, sparking lively discussions. Two books, "Little Life" by Hanya Yanagihara and "Normal People" by Sally Rooney, really got people talking. We discussed how trauma is shown in stories and the impact of characters' pasts. The small, friendly group made the event feel personal and engaging, allowing everyone to share and ask questions. We chatted for almost two hours, from 6 to 8 p.m., and could have kept going if we had more time.

Date: October 19th, 2023

Time: 18.00 - 20.00

Location: Oudemanhuispoort

Sign-ups: 5

Turnout: 5

Price: Free

#2: For the second conversation club we were joined by a special guest, the voice of SpongeBob himself, Lex Passchier! Together we ventured through a complex landscape of the contemporary media industry and talked about all the possible challenges upcoming media professionals might face on their journey to success. Lex provided us with valuable insight into the industry and shared his own experience with working on TV and movie sets. This was an unforgettable and very educational conversation club that deepened our appreciation for the intricacies of working in the media industry.

Date: February 22nd, 2024

Time: 18.00 - 20.00

Location: Buzzhouse

Sign-ups: varied from 10 to 15

Turnout: about 10 to 15

Price: Free

#3: For the third edition of the conversation club we had quite an attention-grabbing theme; the sex industry! With a group of over 20 students, we discussed the many prompts that we prepared beforehand. The prompts were used in a game where the participants could agree or disagree and share their thoughts on the statements. Many viewpoints were presented and it's safe to say that everyone left the room with more knowledge and insights about the topics that were discussed!

Date: March 13th, 2024

Time: 18.00 - 20.00

Location: Singel Library

Sign-ups: 15

Turnout: 15

Price: Free

Trivia Nights 1 & 2:

This year Mac introduced a new event, Trivia Nights!

Both Trivia Nights turned out to be a big success.

#1: For the first one about 50 people signed up together with their teams, which resulted in a waitlist. The event was held at Café de Jeugd, a nice pub near Oosterpark. People started coming into the cafe and mingling, and when everyone had arrived we started the trivia. The game consisted of 6 rounds: pop culture, literature, a photo round, films/series, and a music round. Every two rounds there was a break to get some drinks and get to know each other, we were happy to see that the interest in the event reached beyond Off-screenerers as a lot of non-members were there. During each break, we counted the points from the previous rounds and at the very end, we announced the top three teams and gave the winners their prizes!

What went well:

- The questions were great, not too difficult but not too easy
- A lot of interest from the audience
- Nice location

What could have gone better:

- The space was too small so we had to move into a bigger room
- The sign-up was messy which made the making of the teams difficult

Date: November 9th, 2023

Time: 19.30 - 22.00

Location: Cafe de Jeugd

Sign-ups: 60-65

Turnout: 50 (all spots were filled)

Price: Free for Off-Screeners and €2.99 for non-members

#2: The second Trivia Night of the academic year proved to be yet another resounding success, building upon the momentum generated by our first event. Held in a different venue, but with the same concept that garnered such enthusiasm previously, we were thrilled to see almost 60 eager participants sign up. This time, we gathered at another charming spot: Cafe Lust. As people started to come you could feel the excitement in the air. Everyone was chatting eagerly, getting ready for a night of challenging fun. Divided into six captivating rounds spanning picture rounds, fashion, quotes, art, crime, and music. Beyond the familiar faces of Off-Screeners, we were delighted to welcome participants from outside the university, adding a refreshing dynamic to the gathering. During breaks between rounds, there was a chance to get a drink and chat with others. Once again, Trivia Night showed us how it brings people together. We're excited for the next chance to have fun and challenge ourselves again!

What went well:

- Again, a lot of interest in the event from members and non-members

What could have gone better:

- We were not prepared enough, we did not have mics or a cable for the HDMI which delayed the start of the event
- Small venue, but cozy

Date: February 1st, 2024

Time: 19.00 - 22.00

Location: Cafe Lust

Sign-ups: 60-65

Turnout: 50 (all spots were filled)

Price: Free for Off-Screeners and €4.99 for non-members

Movie Nights #1-3:

#1: Movie night was a collaboration with the University Library, and therefore also screened at Singel. Before entering the screening hall everyone could get a drink and some popcorn. Once we started, Aida and Sophie introduced Off-Screen and MAC, and we had an introduction to the movie by a historian from the library. Everyone enjoyed the movie, *Sunset Boulevard* (1950, Billy Wilder), about the classic Hollywood lifestyle. Afterward, we had a Q&A on Zoom with director Allan Arkush, who was in Hollywood himself at the moment. We discussed the script, and the filming techniques, and made many comparisons with other movies. Parts of the talk were a bit chaotic, but it was very interesting overall, and everyone got to ask their questions. (Most importantly the last one about Barbie).

What went well:

- The collaboration between MAC and the University Library went fluently.
- We had numerous questions during the Q&A.

What could have gone better:

- We could try to have a more leading role during a Q&A, so it is the way we want it to be.

#2: To celebrate Women's Day Offscreen joined forces with HeforShe to host a movie night screening of the amazing film "The Day I Became a Woman" by Marzieh Meshkini. Together with some

off-screeners and some HeforShe participants, we gathered at Roeterseiland to watch the movie and afterward discuss what we saw and how it made us feel.

What went well:

- HeforShe was nice and it's always good to collaborate

What could have gone better:

- Communication was poor and we didn't know what was expected from us
- More engagement regarding promotion
- Better location

#3: Off-Screen's third movie night was a collaboration with A24 to screen an exclusive preview of their newest movie "Civil War". The movie, screened at LAB 111, was sold out. The event started with a short introduction and a thank you to the audience, and once the movie was over people mingled and shared their thoughts and opinions on the movie.

What went well:

- We produced the whole event in a pretty short amount of time.
- We sold out! So promo did really well.

What could have gone better:

- Our communication with A24 was not clear.
- People kept going in and out during the movie (although there was a sheet that said a movie was screening -> maybe make it more clear not to enter).

Date: 6th December, 2023; 5th March, 2024; 11th April, 2024

Time: 18.30, 19.00, 19.00

Location: Singel Library, Roeterseiland, Lab111

Price: free, free, members 5€ non-members 8€

IDFA x Off-Screen

The Media and Academics Committee hosted a film screening in collaboration with the International Documentary Film Festival Amsterdam (IDFA). The audience viewed the recently released documentary, ‘1001 Days’ by Zikethiwe Ngcobo and Chloe White - which follows the life of healthcare workers in Alexandra, South Africa. The documentary discussed topics such as motherhood, inequality, South African culture, and social issues. 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, Zikethiwe Ngcobo, who was introduced by Mac’s own Antonina Staszczak who also moderated the Q&A. The audience had a lot of questions and the conversation was interactive.

What went well:

- The documentary was incredible and the discussion following was insightful.
- Great audience, Q&A was super interactive

What could have gone better:

- Not everyone had an active role

Date: November 17th 2023

Time: 15:00 - 18:00

Location: Kriterion

Sign-ups: 20

Turnout: 19 (+ a full cinema audience)

Price: €6.50

Berlinale

MAC organized an exciting trip to Berlin's film festival, packed with various fun activities like visiting museums, exploring historical landmarks, bar hopping, and shopping at flea markets. The main highlight was attending three world premieres at the festival, including Q&A sessions with the directors and cast. This trip was one of MAC's standout events of the year, made even more memorable by the vibrant city of Berlin and the amazing art Off-Screeners experienced. MAC ensured there was always something planned and provided a list of recommendations to keep everyone engaged.

Things that went well:

- Good selection of films

What could have gone better:

- People did not show up for the cultural events.

Date: February 16th to 20th, 2024

Sign-ups: 55

Turnout: 30 (including Board and MAC)

Price: €150 for Off-Screeners and €180 for non-members

Open Mic:

All artsy, musical, funny, and dramatic people huddled up for Open Mic, held at Bar Lellebel. After some amazing performances (all thanks to Lydia) the evening took a turn and the stage turned into karaoke. In the beginning, there was some mishap from the bars side but it was resolved and we had a lovely evening.

Things that went well:

- It was a small venue so it filled up quickly

What could have gone better:

- Communication with bar
- Not many people performed

Date: 19 April 2024

Time: 19.00

Location: Bar Lellebel

Sign-ups: 15

Turnout: 20 - 30

Price: free

Film Festival:

This year's Film Festival was at the beautiful student-run De Uitkijk. The festival screened 7 student-made short films, the films were followed by a talk with industry professionals and of course the filmmakers. Everybody cheered as the winner was announced and yet another year of Off Screens film festival came to its end.

What went well:

- Sold out
- Great audience
- Amazing vibes

What could have gone better:

- One of the judges didn't show up
- The Q&A could have been more structured and prepared

Date: 09 May 2024

Time: 18.00 to 22.00

Location: De Uitkijk

Sign-ups: Tickets sold 84/84

Turnout: 20 - 30

Price: member fee 8.99€ non-member fee 12.99€

Art Event

The art event was a great idea but the sunny weather stole the audience. No one showed up but it would have been an amazing event. Here is also a great example of how the sign-ups don't always reflect the outcome. The event had 11 sign-ups but 0 participants.

Date: 02 May 2024

Time: 15.00

Location: Vox Pop

Sign-ups: 11

Turnout: 0

Price: free

Open Mac

This year Open Mac was a beers and beads event. The event was originally planned to be hosted at the park but because of the rain, we held it at the Hok. MAC had lots of supplies to make a plethora of jewelry, a crate of beer, and fresh strawberries. It was a really cute event to end the year with.

What went well:

- Easy to plan
- Good amount of supplies

What could have gone better:

- The space was very last minute so not the best
- The committee should have been more prepared, with things like cups and other supplies.

Date: 13 June, 2024

Time: 16.00 (but the poster said 17.00)

Location: The Hok

Sign-ups: 10

Turnout: 20 (including Board and MAC)

Price: free

Head of Social Activities

Chiara Ferra-Joachim

Committee Members

Renata Al-Dahleh

Joséphine Maeght

Louis Bowes-Jordan

Naz Gorken

Anastasija Sutirina

For the academic year 2023/2024, Chiara Ferra-Joachim led the Social Activities Committee (SAC) to ensure that Off-Screen's social calendar was both inclusive and exciting. Chiara, along with SAC, worked hard to uphold Off-Screen's traditions while also adding new events to keep things fresh and engaging.

Events

Borrel #1 - Crazy 88

Off-Screen's first Borrel of the year was centered around the Crazy 88 game, where members participated in fun and silly challenges. The event was a huge success, with 140 participants across 9 teams. The winning team completed 72 out of 88 challenges. The winners got free shots and beers.

- *Date:* September 4, 2023
- *Location:* De Heeren van Aemstel
- *Turnout:* 140
- *Price:* Free

Borrel #2 - Barbie

SAC's Barbie-themed borrel was a huge success. Everyone dressed up in bright neon colors, fully embracing the theme. The venue was packed, and the night was filled with dancing and fun.

- *Date:* September 11, 2023
- *Location:* De Heeren van Aemstel
- *Turnout:* 150
- *Price:* Free

Borrel #3 - Neon

The Neon Borrel added an extra layer of fun with a karaoke session. The intimate setting and lively atmosphere made it a lovely borrel.

- *Date:* September 18, 2023
- *Location:* Suzy Wong
- *Turnout:* 80
- *Price:* Free

Borrel #4 - Committee

A more casual event, the Committee Borrel was focused on conversation and team bonding. It was a chance for the Off-Screen members to get to know each other better in a relaxed environment.

- *Date:* September 25, 2023
- *Location:* De Heeren van Aemstel
- *Turnout:* 60
- *Price:* Free

Party #1 - Wild Wild West

The first party of the year took place at Akhnaton with a Wild Wild West theme. The venue was the right size, and the feedback was great despite the low ticket sales compared to previous years. The bar guarantee was reached.

- *Date:* October 5, 2023
- *Location:* Akhnaton
- *Turnout:* 148 tickets sold
- *Price:* €7 for members, €10 for non-members, service fee incl.

Borrel #5 - Oktoberfest

The Oktoberfest Borrel gave members the chance to experience a festive atmosphere with drinks and traditional Oktoberfest vibes while drinking a lot of beer.

- *Date:* October 9, 2023
- *Location:* De Heeren van Aemstel
- *Turnout:* 80
- *Price:* Free

Borrel #6 - Halloween

Off-Screen's annual Halloween Borrel was full of amazing costumes and vibes, with everyone embracing the Halloween spirit. It was our most successful borrel of the year with a costume contest and DJ rahul playing. Wristbands were given out at the entrance to make sure everyone present was allowed in the bar, and Chiara personally removed two unallowed people from the location.

- *Date:* October 30, 2023

- *Location:* Kopstootbar
- *Turnout:* 150
- *Price:* Free

Borrel #7 - Peaky Blinders

The Peaky Blinders-themed borrel was a stylish event, with members dressed in vintage-inspired outfits. The event was finished early after another association took over the bar which made the members uncomfortable, De Heeren van Aemstel apologized and offered us 50 free beers that we used during the Beer Pong Borrel.

- *Date:* November 13, 2023
- *Location:* De Heeren van Aemstel
- *Turnout:* 60
- *Price:* Free

Party #2 - Met Gala

The second big party of the year was the Met Gala, where members dressed to impress. It was an elegant and exciting event, with a glamorous atmosphere. SAC sold more tickets than we originally planned which was a great surprise, this surprise money helped fill the bar guarantee.

- *Date:* November 29, 2023
- *Location:* Groot Melkuis
- *Turnout:* 148 tickets sold
- *Price:* €11 for members, €13 for non-members, service fee incl.

Gingerbread House Competition

Off-Screen's Holiday event, the Gingerbread House Competition was a new event of the year. It was a cozy and creative way to kick off the holiday season.

- Date: December 4, 2023
- Location: The Hok
- Turnout: 30
- Price: €3 for members, €4 for non-members

Borrel #8 - Santa

The Santa Borrel was full of festive cheer, with holiday music and drinks.

- Date: December 11, 2023
- Location: De Groene Vlinder
- Turnout: 60
- Price: Free

Borrel #9 - Après Ski

The Après Ski Borrel celebrated the return from the ski trip with a cozy and fun vibe. The event had to be ended earlier than planned after an altercation between a member and a person at the bar. After this instance an awareness person was implemented within the social activities committee to prevent these types of events from happening.

- Date: January 22, 2024
- Location: De Heeren van Aemstel
- Turnout: 60
- Price: Free

Borrel #10 - Valentine's

The annual Valentines Borrel was a heartwarming event, where members participated in speed dating and enjoyed the festive decorations. Wristbands were given out at the entrance to make sure everyone

present was allowed in the bar. The concept was to wear the color of wristband that corresponds with one's relationship status; green for single, red for taken, and yellow for complicated.

- Date: February 12, 2024
- Location: Kopstootbar
- Turnout: 140
- Price: Free for Off-Screeners

Pub Crawl

The Pub Crawl was a fun and wild night, where members were divided into teams and led by SAC members to visit multiple bars.

- Date: February 29, 2024
- Location: Various Bars
- Turnout: 30
- Price: Free

Borrel #11 - St-Patrick's Green Cup

The St-Patrick's themed Green Cup Borrel was a lively event with plenty of green outfits and drinks to celebrate the holiday. SAC organized a beer pong tournament after which the winners received free beers.

- Date: March 18, 2024
- Location: De Heeren van Aemstel
- Turnout: 80
- Price: Free

Borrel #12 - Hangover

Following a successful Study Trip, the Hangover Borrel was a relaxed event, giving everyone a chance to recover and reminisce about the trip. The study trip presentation also took place. Even if the number of participants was lower than expected, members enjoyed themselves.

- Date: April 15, 2024
- Location: Kopstootbar
- Turnout: 30
- Price: Free

King's Night Cruise

The King's Night Cruise was one of our most anticipated events. Everyone enjoyed the festivities on the boat while celebrating King's Day. Everything went just as planned.

- Date: April 26, 2024
- Location: Rederij Nassau
- Turnout: 35
- Price: €26.99 for members, €29.99 for non-members

Party #3 - Summer House

Off-Screen's third and last party of the year was the Summer House party. It was a collaboration with bloom, the computational science study association. Despite some rain, attendees danced all night long. SAC sold more tickets than planned but made a loss on the bar guarantee.

- Date: May 15, 2024
- Location: Lagerwal
- Turnout: 139 tickets sold
- Price: €9.99 for members, €12.99 for non members

Open SAC - Gaming Night

The committee's 'Open SAC' event was a gaming night held at TonTon Club in West Amsterdam. Members enjoyed free drinks and sangria, and played games at the arcade.

- Date: May 20, 2024
- Location: TonTon Club West
- Turnout: 40
- Price: Free

Borrel #13 - Sports

The Sports Borrel was held in the park, where members played frisbee and flunkyball while enjoying some free beers.

- Date: June 3, 2024
- Location: Park
- Turnout: 30
- Price: Free

Borrel #14 - Yearbook

The final event of the year was the Yearbook Borrel, a sentimental event where members reflected on the year while enjoying drinks together.

- Date: June 17, 2024
- Location: De Heeren van Aemstel
- Turnout: 30
- Price: Free

This year has been an incredible journey. From new additions like the Gingerbread House Competition to Off-Screen staples like King's Night Cruise, we've had a diverse and successful calendar of events. The Social Activities Committee has grown in confidence and leadership. Chiara is confident that next year's SAC will continue to build on this year's success.

Chiara is appreciative of her wonderful committee, the Board, and all Off-Screen members for making this year unforgettable.

Head of Travels

Juanita White-Bannenberg

Committee Members

Yelyzaveta Danilkovych

Gabriela Dimitrova

Poppy Gleeson

Malgorzata Kossowska

Julia Meister

Mariana Sava.

Juanita White-Bannenberg completed the role of Head of Travels during the academic year of 2023/2024. With the help of the Study Travel Committee, Juanita was able to create five trips that each reflected a sense of aspiration for learning new cultures, prioritized a healthy, open, and welcoming environment that strengthened friendships and the core principles of Off-Screen, and highlighted the modern approach of her committee and herself. Additionally, Juanita prioritized creating itineraries that were media-centric and exposed the participants to local media landscapes, ultimately hoping they gather a deeper understanding of its global impact.

Throughout her tenure, Juanita, at her best abilities, implemented the three chosen core words by the 27th Board of Off-Screen; Integration, Resourcefulness, and Mindfulness. Juanita believed in the celebration of old traditions while integrating new ideas that reflected the ever-changing nature of the association. During trips, Juanita and her committee managed to solve any minor inconveniences and unforeseen challenges through resourceful thinking. Through mindful forms of communicating with both her Board and committee, Juanita was able to create an efficient and transparent environment. Next to that, she tried to mindfully incorporate our members to the local cultural practices of the destination.

Juanita devoted her year to creating a sense of intention by learning from the old and inspired to create something original and new. Ultimately, her goal was to put her own twist on the existing traditions and core values of Study Association Off-Screen.

Each of the committee members provided a unique insight and worked incredibly hard towards creating qualitative trips, for which Juanita is incredibly thankful. Yelyzaveta had an incredible amount of determination and full heartedly stood for what she believed in. Gabriela had an unwavering amount of motivation towards the betterment of the committee, our trips, and the whole of the association. Poppy's creative eye always added a fun spirited nature to each meeting and trip. Malgorzata's bright mind and calm demeanor added a level of neutrality and objectivity in every conversation we would have. For Julia, the sky was the limit, which reflected in her work ethic in the committee. And lastly Mariana blessed this year's committee with her incredible problem-solving skills. Juanita carries an immense amount of pride for the committee that guided her throughout this year.

Introduction Weekend

Location: Noord-Holland, Bovenkarspel, Netherlands *Date:* September 29th - October 1st (2023)

Participants: 42

Price: €76 (Board and helpers - €69)

The trip that commenced the academic year, and served as an opportunity for first-years to introduce themselves to Off-Screen, was Introduction Weekend. This year we spent 2 nights in a secluded house in Bovenkarspel, solving a fun yet mysterious murder mystery, while giving the first-years a platform to get to know each other and forge new friendships. Due to this trip serving as an introductory lens to Off-Screen, Juanita decided to upkeep the traditions that come along with this trip: The Tiddie Award, Old Board Prank, Off-Screen Talent Show.

What went well:

- The activities were well rounded out - we had time to engage in calmer activities and also more active ones.
- The public transport to the house was very straightforward as well as cheap.
- First-years were genuinely enjoying themselves and actively participating in all the activities.

What could have gone better:

- The budget for the groceries was not allocated correctly, ultimately leading to surplus in bread and very little variety in the meals we served to the first-years.
- The helpers that were asked to aid in the overall execution of the trip were not as helpful as required.

City Trip*Location:* Vienna, Austria*Date:* November 2nd - 6th (2023)*Participants:* 30*Price:* €165 (for members)/ €199 (for non-members)

This year, Off-Screen spent the first week of November in Vienna. This was the first trip the Study Travel Committee (STC) worked alongside each other. In a span of three weeks the newly-formed committee put together a well-thought out itinerary, while the Head of Travels handled the location scouting (as well as the booking of the accommodation and transportation) ahead of time. This year, the STC decided to once again incorporate their Viennese version of the Pub Golf, while engaging in other fun activities such as a visit and private lecture at the Austrian Film Museum.

What went well:

- The STC knew exactly what to do and worked very well with each other, supporting one another when needed and giving the space to take over a situation when needed.
- The participants respected the itinerary created by the STC and showed up on time and with a lot of enthusiasm
- All of the activities were received very well amongst the participants.

What could have gone better:

- The train on the way back to Amsterdam was delayed by 6 hours, ultimately leaving us with a total of 20 hours spent in the train.
- There was a lot of miscommunication surrounding the nightlife activities between the Head of Travels and the 27th Board, ultimately creating unwanted tensions.
- The Pub Golf, although a fun concept, was too long, leaving the participants tired at the end of it.

Ski Trip

Location: Risoul, France

Date: January 12th - 20th (2024) Participants: 26

Price: €489

This year, Juanita decided to remain working with Totally Snow, as was done with her predecessors in previous years. After a lot of contemplation and continuous contact with the trusty Totally Snow representative, Vivianne, Off-Screen spent 8 ice-cold days in the French Ski village of Risoul. Risoul offered great skiing and snowboarding opportunities by day and fun après-ski gatherings by night. Next to these fun activities, The group participated in a pizza night and ice skating, hosted in collaboration with Totally Snow.

What went well:

- The participants really merged with one another and created a lot of core memories that are still talked about until this day.
- The accommodation was situated next to the social activities, which guaranteed the participants with a good time every night.
- There were skiing opportunities for all levels of skiers and snowboarders allowing everyone to have an equal amount of fun.

What could have gone better:

- The majority of the Board was unable to go skiing, including the Head of Travels, which lead to ten days filled with boredom and a sense of anticipation for the trip to end.
- While the communication with Totally Snow was very consistent and overall good, the outcome was not as promised and enlisted on the contract.
- The time of arrival and departure along with the time of check-out of the hotel did not match, ultimately leaving us waiting for the bus for over 10 hours.
- Large amounts of the deposit were taken from the participants without a concrete amount of evidence.
- Due to late promotion, there were some issues regarding sign-ups and (late) sign-outs.

Study Trip

Location: Athens, Greece (+ day trips to Aegina Island, and Nafplio) *Date:* April 2nd - 9th (2024)

Participants: 30

Price: €350 (for members)/ €390 (for non-members)

After an inspiring round of presentations of the STC regarding this year's destination of the Study Trip, Off-Screen made its way to the capital city of Greece; Athens. After 4 extensive months of hard

work by the STC, this trip ended up as the highlight of the year for 30 of our members. In the span of one week, STC was able to expose the participants to Greek culture and their media landscape. In order to keep the group engaged and give them the exposure of different Greek landscapes, STC planned two day trips; Aegina Island and the small coastal town Nafplio. The highlight activity of this trip was by far our visit to a viewing of *Generation Lost* at the National Theatre of Greece, leaving our participants buzzing about it for the duration of the trip.

What went well:

- Our private Hostel (Hostel Balloo) was the perfect getaway space, and the manager, Thomas, gave us a very personalized experience by letting us host a movie night and a pub quiz night.
- All of the activities picked by the STC worked out flawlessly, due to the extensive planning process prior to the trip.
- STC took pride in their work and took great care of all of the participants.
- By acquiring the AUF subsidy, we were able to provide our participants with a lot of fun activities, such as the visit to the National Theatre of Greece.

Location of the hostel was close to a lot of attractions in the center of Athens.

What could have gone better:

- The location of the hostel was in an unsafe district of Athens, which meant the participants needed to have a higher level of awareness when moving around the city.
- Communication between STC and the Board was quite tense throughout the duration of the trip, due to miscommunication about the process of the trip.
- Board members disrespecting the times they had to show up to places.

Farewell Weekend

Location: Friesland, Workum, the Netherlands *Date:* June 7th - 9th (2024)

Participants: 25

Price: €75 (for members)/ €99 (for non-members)

After what has been an amazing year of trips, STC decided to give our members one last opportunity to bid farewell by taking them glamping in a very small and sleepy town of Friesland, Workum.

Although the town was sleepy, participants had loads of fun while reminiscing over all the memories we have created throughout the year and playing games in the lush nature of the Netherlands.

Although this trip did not last long, it surely left an impression on our members!

What went well:

- Camp ground was incredibly clean and efficient.
- Neighboring campers did not complain about the noise we were making.
- Grocery store was easily accessible.
- We received a deposit back that we did not pay in the first place.

What could have gone better:

- Sign ups were incredibly low.
- Finding a student friendly campground took a significant amount of time.
- STC did not go through with the alternative hitchhiking idea.