

## Proposal Profit Allocation HBW 2022

The estimated profit this year is €7.672,-. In this proposal there will be given different options for the allocation of the profit. All given prices include VAT.

Styrofoam letters (one big set and two smaller sets)- €2.516,80 (€2.426,05 + 2 \* €45,38)

Link: <https://www.piepschuimletters.nl/grote-3d-letters>

In order to improve the visibility of the HBW during the promotion weeks and the HBW itself the Committee thought that the purchase of three big capital letters would be an appropriate solution.

Next to the three big letters we also want to buy two sets of smaller letters because the sets that we own now are worn out. Other big career weeks like the ERD and the ECD also use these kinds of letters.

The big letters can be used during the promotion weeks, the opening, the theme day and the healthcare debate. The letters attract attention and look professional. The big letters will also have a KKD plastic coating which makes the letters a lot more durable. The smaller letters can be used as decoration on the bar tables during the whole HBW.



The big letters will have the dimensions of 95 cm \* 20 cm. The two smaller sets will have the dimensions of 20 cm \* 10 cm.

The letters can be stored in the storage room behind J7-55.

Laptop + computer mouse + 3 years insurance - €1.563,89 (€1.349,- + €34,99 + €179,90)

Link: <https://www.coolblue.nl/product/889652/hp-470-g8-i7-16gb-512gb.html#product-insurance>

Regular laptops often get overburdened when applications like InDesign and Adobe Creative Cloud are being used. These kinds of applications are often used by the Marketing Managers. In order to use the applications without any issues we thought it would be a good idea to buy a laptop which is able to run 'heavy' applications like InDesign and Adobe Creative Cloud.

According to several laptop specialists we spoke to, the requirements of the laptop for the intended use of applications like InDesign and Adobe Creative Cloud are a core i7 processor and a 16 gigabyte RAM.

We chose for the HP 470 G8 i7-16gb-512GB because this laptop meets the requirements and is available with a good and comparatively cheap insurance. The laptop will be fully insured for three years with an own risk of only €135,-.

This laptop can be used as the central laptop during promotion weeks and the HBW which shows the number of registrations. During the months prior to the HBW, the laptop can be used to run 'heavy' applications like Adobe Creative Cloud and InDesign. In order to damage the laptop as less as possible the laptop will be stored in the board at J7. The laptop shall only be taken home by one of the Marketing Managers whenever it is logistically impossible to use the laptop at J7.

The laptop will be shared with the Manager of Communications of SHARE when he/she needs a laptop with these kinds of specifications. Whenever the situation occurs that (one of) the Marketing Managers and the Manager of Communications both want to use the laptop at the same time it is of importance that both parties communicate with each other to create a schedule that is workable for both parties.

The laptop will be amortized annually during the period of five years. Thus, the upcoming five years €270,- will be put on the 'Expenses' side of the HBW budget.

iPads + protection covers – €1.177,98 (2 \* €544 + 2 \* 44,99)

Link: [https://www.mediamarkt.nl/nl/product/\\_apple-ipad-mini-2021-wifi-64-gb-spacegrijs-1707843.html](https://www.mediamarkt.nl/nl/product/_apple-ipad-mini-2021-wifi-64-gb-spacegrijs-1707843.html), [https://www.kloegcom.nl/ipad-mini-6-hoesje-met-handvat-handgreep-grip-case-airstrap-grabbit?gclid=Cj0KCQjwhheyUBhD-ARIsAHJNM-PxoGjYa\\_fhb0Ha2rXRNkrINhOUoFmbUHFLHEspFJcEXH3jVx3bcgkaAt\\_fEALw\\_wcB](https://www.kloegcom.nl/ipad-mini-6-hoesje-met-handvat-handgreep-grip-case-airstrap-grabbit?gclid=Cj0KCQjwhheyUBhD-ARIsAHJNM-PxoGjYa_fhb0Ha2rXRNkrINhOUoFmbUHFLHEspFJcEXH3jVx3bcgkaAt_fEALw_wcB)

The tablets which SHARE currently possess are outdated and no longer work well. They do not connect well with the WIFI and are slow when used. Renewed tablets will ensure that during the promotion weeks and the HBW tablets will be used again. During the promotion weeks the tablets can be used by possible participants to buy a ticket and during the HBW they can be used to keep the participant lists up to date which can be sent to the tablets from the back office. When tablets are used to keep track of the participants who show up instead of paper companies cannot see the paper sheet with all the registered participants. Furthermore, the tablets will contribute the digitization of the HBW.

We chose for the APPLE iPad mini 8.3" 64 GB Wi-Fi Purple Edition 2021 (MK7R3NF/A) because this kind of tablet is qualitatively strong, durable and user-friendly.

To protect the tablets, we recommend buying protective covers. We chose covers which are safe, elegant and with the possibility to use handles. This is a very specific kind of protective cover which is not easy to find, hence the price.

SHARE will also be able to use the tablets, for example during the Eureka week to help new members with their registration.

We decided not to take out an insurance policy because the tablets will be held in SHARE's locker during 47 of the 52 weeks in the year. We expect to only make use of the tablets during the two promotion weeks, the HBW and during the Eureka week.

The tablets will be amortized annually during the period of five years. Thus, the upcoming five years €217,60 will be put on the 'Expenses' side of the HBW budget.

### Website Implementations – €455,- (€280,- + €105,- + €70,- + €X,-)

There are a number of investments in the website and LBS that the Committee feels necessary to implement. The following offers are all from PanArt (F.A. SHARE's (and thus HBW's) website developer).

#### **1. Automatic reminder emails – €280**

With this upgrade automatic reminder emails will be sent when someone has registered for an event. The day prior to that event someone who had registered for an event receives an email with, for example, the following content 'You have signed up for Furore's company presentation tomorrow at 13:30'.

#### **2. Update enrollment CV activities - €105,-**

When a participant currently enrolls for CV activities they do not receive any updates about their registration until the regarding company accepts/rejects/puts the participant on the waiting list. With the intended innovation, participants will be able to see the status of their registrations for CV activities in the overview of enrolled activities. A participant will for example see terms like 'pending', 'rejected', 'approved' or 'waiting list' next to the CV activity they had signed up for.

#### **3. Adjusting the questionnaire when buying a HBW ticket – € 70,-**

In order to get a better picture of the profile of the participants we want to add a few questions to the questionnaire which a future participant fills in in order to buy a ticket. The information that is extracted in this way can be used for marketing purposes during upcoming HBW editions. After the next promotion week, it will be possible to carry out more targeted marketing.

The questions that we want to add to the existing questionnaire concern the following:

- What year of study are you in?
  - o Choice between 'Bachelor 1', 'Bachelor 2', 'Bachelor 3', 'Pre-master', 'Master', 'Working', or the option 'Other:'.
- What study are you doing?
  - o Choice between the 10 most popular studies at the Erasmus University Rotterdam and the option 'Other:'.
- How did you get in touch with the HBW?
  - o Choice between 'I follow the HBW on Instagram', 'I follow the HBW on LinkedIn', 'Through the socials of SHARE', 'The stand during the promotion weeks', 'Physical promotion during lectures', 'Advertisement on LinkedIn', 'Advertisement on Instagram', 'Through a friend' and the option 'Other:'.

#### **4. Improvement of the ticket sale procedure – €X,-**

In order to reduce the error messages participants, receive when signing up for the HBW and the ticket sale related problems that the secretary must resolve manually with temporary SHARE accounts we think it is necessary to make a few adjustments in the current ticket sale procedure. We suggest the following adjustments:

- Make all fields of the registration form a participant needs to fill in to buy a ticket mandatory so that the registration form cannot be sent if not everything has been filled in.
- The submit button can only be clicked once.
- Prevent double accounts when registering by stating on top of the registration form: account/email address/user already exists.
- If a student registers and does not pay immediately, he/she will receive a reminder email after one hour with the payment link or an unsubscribe option.
- In the student's MyShare account, the payment link will appear behind the event they are registering for if payment has not yet been made but they have already clicked away the payment link.

## Total pricing

Innovation	Costs
Styrofoam letters	€ 2.516,80
Laptop	€ 1.563,89
iPads	€ 1.177,98
Automatic reminder emails	€ 280,-
Update enrollment CV activities	€ 105,-
Adjusting the questionnaire when buying a HBW ticket	€ 70,-
Improvement of the ticket sale procedure	€X,-
<b>Total</b>	<b>€ 5.713,67</b>

The amount that will not be spend, €1.958,33, will flow into SHARE's equity.