

BYE LAWS

ADVERTISING STUDENT’S LEAGUE (ASL)

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About us

The Advertising Agencies’ Association AAA, has created a students’ association. It shall be named “Advertising Student league”, it will be referred in this document as ASL

. ASL shall abide by the rules and regulations set forth by the AAA and whose president should be appointed directly by the Executive Members of the AAA . All students majoring in advertising & marketing, graphic designs and all related activities from all around Lebanon shall be asked to become members of this

association .

The ASL intent is to create a truly “advertising world” where hundreds of students from diverse universities will have the chance to interact with the professional communities to exchange ideas and views and to learn from each other’s experience to boost and regulate the advertising business a large .

Mission:

The ASL is a nonprofit organization created and supported by the AAA . It works for the benefit of the Advertising students in Lebanon under the directions of the AAA.

The ASL seeks to enhance the perception and understanding of advertising among students and faculty members who are studying the marketing communications or any related field .

Vision

To provide the new generation with advertising know-how and to continuously develop their potential for the benefit of the marketing communication business in Lebanon .

To deliver an ethical communication system to be respected and cherished by all communities .

Objectives:

- 1 To offer its members a forum for exchanging ideas

- 2 Its operation shall evolve to the benefit of the new breed of advertising professionals
- 3 To provide the advertising education and to initiate new trends in our field
- 4 To strengthen cooperation between agencies and advertising students

members

The Advertising Student League shall consider that its members shall be formed by students who are full timers in the following Lebanese universities :

1. English-speaking universities: AUB, AUST,AUT, BCU, LAU, NDU etc...
2. French universities: ALBA, ESA, USEK, USJ etc...
3. Arabic-speaking universities: Lebanese University, Middle East University etc...

The Advertising Student League Committee

The ASL president shall be appointed by the AAA Executive committee and shall serve under its directions . He or she will be forming the ASL committee from the advertising clubs of each university . These clubs shall be called as an example : AAA NDU advertising club .

I- The ASL Executive Council:

5 members will be elected from the clubs of different universities preferably one member representing each university . Each member shall have a duty to fulfill according to the job required by the ASL . His duty is to arrange dates to held seminars in

his or her university , also to prepare all promotional materials for required events .

Meetings :

Meetings shall be held in the AAA premises in Sin El Fil. .

- 1 Meetings shall be called by the president and or his secretary .
- 2 The secretary and the president shall prepare the agenda of the meeting.
- 3 The quorum for the Executive committee will be half of the members + One
- 4 The meetings of the council shall be chaired by the President and managed according to Robert's Rules of Order.

The president's duties

- 1 Representing the AAA Advertising student League in all occasions, its meetings with the AAA executive committee and preside over it
- 2 Contributing with the members of the club in the planning of activities
- 3 Legislating by his/her signature all the actions, activities, events, meetings, memos, and all other proceedings of the ASL.

The secretary's duties

1. Hold all papers and formalities of the ASL
2. Arrange the calendar of events
3. Write minutes of all the meetings
4. Take care of the archive, pictures, videos of all the ASL activities
5. Take care of press releases and send it to the media

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-Others

This by laws can be altered , changed or amended whenever such action is required and to be called by the majority of the AAA Executive Committee.

This document is being prepared by the General Secretary of the AAA and approved by both the President and the General Secretary of the AAA whose signatures are as stated below

President (Mr. George Abdel Malak)

General Secretary (Kamal Darouni)

Date : 5th March 07