



Unit Kegiatan Mahasiswa  
BNEC (English Club)

**BINUS**  
UNIVERSITY

People  
Innovation  
Excellence

# PROPOSAL

The 2021 Asian English Olympics  
“Exceed Our Possibilities”  
February 23– 27, 2021

**Head Office**

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## I. Background

English Olympics as an annual event held by BNEC was started in 2004. It was first a local competition called the BNEC English Olympics (BEO). In 2005, BNEC realized its dream to hold a wider-scaled event by expanding BEO into Nationwide English Olympics (NEO). For 6 consecutive years, NEO has been one of the most-wanted English competition in Indonesia, with a total of more than 500 participants.

Succeeded with NEO, in February 2011, BINUS English Club (BNEC) took a step further to face a higher-level challenge by holding its first international event, which is The 2011 Southeast Asian English Olympics (SEO). Looking at the success of SEO, BNEC raised the level of the competition and held the first Asian English Olympics (AEO) in February 2012. The Asian-scaled event is then held annually each year up to the most recent Asian English Olympics in 2020.

With the success of the 9 previous AEOs, BNEC has decided to keep holding the Asia-scaled English competition. Therefore, we will implement The 2021 Asian English Olympics in February 2021. There will be 7 fields of competition for participants to compete in, including Debate, Speech, Spelling Bee, Short Story Writing, Radio Drama, Newscasting, and Storytelling. Participants will also be given access to the series of events, such as the Opening Ceremony, Coaching Clinic, Breaking Announcement, and Closing Ceremony.

We hope that by executing The 2021 Asian English Olympics, it can become a learning platform for our committees as well as the participants, while also serve as an event to increase the exposure and reputation of BNEC and BINUS University to external entities.

## II. Goals

Below are the goals of The 2021 Asian English Olympics:

1. To improve Asian youth's English skills by providing a platform for them to compete and showcase their talents;
2. To raise competitiveness among Asian youths by enhancing the 2021 Asian English Olympics' system;
3. To brand BNEC and BINUS University as the host of the Asian English Olympics to external entities;
4. To build communities among Asian youths by providing a platform for them to enhance their skills and expand their networks.

For Participants

- a. Gain experience from an international competition;
- b. Discover talents and develop skills in a specific field of competition;
- c. Get tips and tricks in their field from Coaching Clinic;
- d. Gain new connection amongst the participants and judges;
- e. Get the chance to win the title of the "Institutional Champion" and to increase the reputation of their institution.

## III. Series of Events

### 1. Competition

#### a. *Debate (Fee: IDR 450000/team, max. capacity: 200 participants)*

An English Olympics will not be complete without debate. Debate itself is one of the most popular English competition fields in the world, proven by the rise of regional debate competitions, both nationally and internationally in recent years.

#### b. *Speech (Fee: IDR 240000/person, max. capacity: 60 participants)*

In this field of competition, participants will display their skills in public speaking and inspire others through their speech.



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- c. *Spelling Bee (Fee: IDR 240000/person, max. capacity: 60 participants)*

A simple field of competition which can be mixed with several fun rounds. Basically, what should be done by the participants is to spell words correctly. It is not only about English, but also strategy and other interesting things.

- d. *Newscasting (Fee: IDR 240000/person, max. capacity: 60 participants)*

This field of competition is an opportunity for participants to be able to become professional news anchors as seen on television.

- e. *Storytelling (Fee: IDR 240000/person, max. capacity: 60 participants)*

It is not only about telling a story, but also closely related to the ability of participants in delivering literature with their own style, facial expressions, and costumes and property utilization to put on the best performance in front of the audiences.

- f. *Short Story Writing (Fee: IDR 200000/person, max. capacity: 70 participants)*

In this field, participants will upload their best composition to AEO's fanpage where an online voting will then be held to determine the story that captivate the audience's heart the most.

- g. *Radio Drama (Fee: IDR 200000/team, max. capacity: 120 participants)*

This field is put into the competition with performances of no visual component; solely depending on dialogue, music, and sound effects to help the audience imagine the characters and story told.

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## 2. Coaching Clinic

In the Coaching Clinic, participants will be trained by experts in each field, invited by the committee. Coaching Clinic will be held for the participants as a privilege to give them guidance before the competition begins. Through Coaching Clinic, it is hoped that participants can give their maximum effort in AEO. Besides that, it is also expected that participants who had never experienced the competition before will be able to gain their confidence and compete in a higher potential in this Olympics.

## 3. Additional Event

### a. Opening Ceremony

As an international competition, we start the competition formally by holding an opening ceremony. There will be an opening symbolization marked by a gong beating ceremony as a sign that The 2021 Asian English Olympics has officially started. Also, there will be various performance to entertain all the guests and participants.

### b. Breaking Announcement

After competing for two days, we will hold a special occasion in the evening to announce the participants who qualify from the preliminary rounds to the elimination round. This heart-throbbing evening is referred to as Breaking Announcement.

### c. Closing Ceremony

As an international competition, The 2021 AEO will be closed by holding a closing ceremony. This ceremony will also be the last event. At this time, winners of all fields will also be announced.



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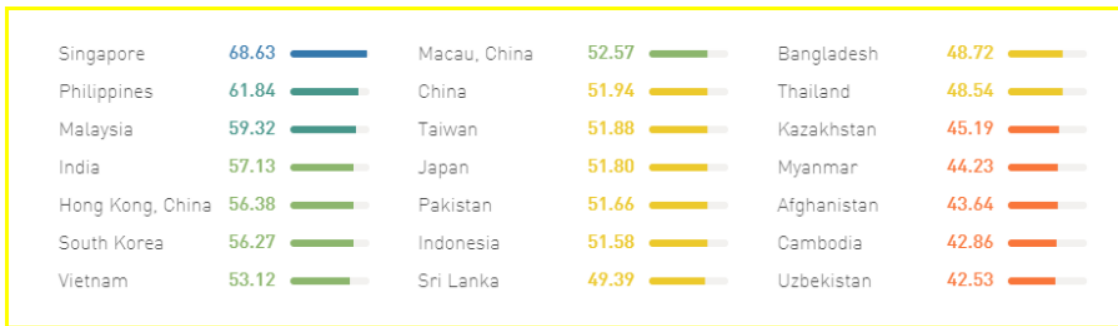
#### IV. Target

Several entities including:

1. Participants

The target will be 600 registrants consisting of high school and university students from all around Asia, with a ratio of 1:1 (National Participants : International Participants).

#### Country Listed



Our target countries are based on EF's English Proficiency Index (EF, 2019). To increase the challenge and competitiveness for our participants, we are targeting participants from the top 15 countries with the highest English proficiency, including Indonesia as the host country.

Hence our target countries are:

1. Singapore
2. Philippines
3. Malaysia
4. India
5. Hongkong, China
6. South Korea
7. Vietnam
8. Macau, China
9. China
10. Taiwan
11. Pakistan
12. Sri Lanka
13. Bangladesh
14. Thailand

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## V. Detail of Activity

The 2021 Asian English Olympics will be held on:

**February 14, 2021**

<b>All Field</b>			
<b>Time</b>		<b>Duration</b>	<b>Activity</b>
<b>Start</b>	<b>End</b>		
07:00	09:00	2.00.00	Re-registration
09:00	11:00	2.00.00	Opening Ceremony
<b>Debate</b>			
<b>Time</b>		<b>Duration</b>	<b>Activity</b>
<b>Start</b>	<b>End</b>		
11:00	11:15	0.15.00	Technical Meeting
<b>Speech, Newscasting, and Storytelling</b>			
<b>Time</b>		<b>Duration</b>	<b>Activity</b>
<b>Start</b>	<b>End</b>		
11:00	13:00	2.00.00	Technical Meeting
13:00	15:00	2.00.00	Coaching Clinic

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February 23, 2021

<b>Debate and Spelling Bee</b>			
<b>Time</b>		<b>Duration</b>	<b>Activity</b>
<b>Start</b>	<b>End</b>		
08:00	10:00	2.00.00	Re-registration
10:00	12:00	2.00.00	Technical Meeting
12:00	13:00	1.00.00	Lunch Break
13:00	14:00	1.00.00	Coaching Clinic
14:00	16:00	2.00.00	Simulation

February 24, 2021

<b>Debate and Spelling Bee</b>			
<b>Time</b>		<b>Duration</b>	<b>Activity</b>
<b>Start</b>	<b>End</b>		
08:00	09:00	1.00.00	Re-registration
<b>Debate</b>			
<b>Time</b>		<b>Duration</b>	<b>Activity</b>
<b>Start</b>	<b>End</b>		
09:00	09:15	0.15.00	Exhibition Result
09:15	11:45	2.30.00	Round 1





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11:45	14:15	2.30.00	Round 2
14:15	15:15	1.00.00	Lunch Break
15:15	17:45	2.30.00	Round 3
<b>Spelling Bee</b>			
<b>Time</b>		<b>Duration</b>	<b>Activity</b>
<b>Start</b>	<b>End</b>		
09:00	10:30	1.30.00	Preliminary
10:30	11:30	1.00.00	General Feedback

February 25, 2021

<b>Speech, Newscasting, Storytelling, and Spelling Bee</b>			
<b>Time</b>		<b>Duration</b>	<b>Activity</b>
<b>Start</b>	<b>End</b>		
13:00	15:00	2.00.00	Breaking Announcement
<b>Debate</b>			
<b>Time</b>		<b>Duration</b>	<b>Activity</b>
<b>Start</b>	<b>End</b>		
08:00	10:30	2.30.00	Round 4
10:30	13:00	2.30.00	Round 5
13:00	14:00	1.00.00	Lunch Break

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14:00	16:00	2.00.00	Breaking Announcement
16:00	17:00	1.00.00	Break
17:00	19:30	2.30.00	Octo Final (Main & Novice)

February 26, 2021

Debate			
Time		Duration	Activity
Start	End		
09:00	11:30	2.30.00	Quarter Final
11:30	14:00	2.30.00	Semi Final (Main & Novice)
14:00	15:00	1.00.00	Lunch Break
15:00	17:30	2.30.00	Final Round (Novice)
17:30	20:00	2.30.00	Final Round (Main)
Speech			
Time		Duration	Activity
Start	End		
09:00	12:50	3.50.00	Quarter Final
12:50	13:50	1.00.00	Announcement & General Feedback
13:50	14:50	1.00.00	Lunch Break

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14:50	15:40	00.50.00	Semi Final
15:40	16:40	1.00.00	Announcement & General Feedback
<b>Newscasting</b>			
<b>Time</b>		<b>Duration</b>	<b>Activity</b>
<b>Start</b>	<b>End</b>		
09:00	11:50	2.50.00	Quarter Final
11:50	12:50	1.00.00	Announcement & General Feedback
12:50	13:50	1.00.00	Lunch Break
13:50	15:30	1.40.00	Semi Final
15:30	16:30	1.00.00	Announcement & General Feedback
<b>Storytelling</b>			
<b>Time</b>		<b>Duration</b>	<b>Activity</b>
<b>Start</b>	<b>End</b>		
09:00	12:50	3.50.00	Quarter Final
12:50	13:50	1.00.00	Announcement & General Feedback
13:50	14:50	1.00.00	Lunch Break
14:50	16:10	1.20.00	Semi Final

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16:10	17:10	1.00.00	Announcement & General Feedback
<b>Spelling Bee</b>			
<b>Time</b>		<b>Duration</b>	<b>Activity</b>
<b>Start</b>	<b>End</b>		
09:00	11:50	2.50.00	Quarter Final
11:50	12:50	1.00.00	Announcement & General Feedback
12:50	13:50	1.00.00	Lunch Break
13:50	16:40	2.50.00	Semi Final
16:40	17:40	1.00.00	Announcement & General Feedback

**February 27, 2021**

<b>Speech</b>			
<b>Time</b>		<b>Duration</b>	<b>Activity</b>
<b>Start</b>	<b>End</b>		
9:00	9:55	0.55.00	Final Round



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<b>Newscasting</b>			
<b>Time</b>		<b>Duration</b>	<b>Activity</b>
<b>Start</b>	<b>End</b>		
9:55	10:50	0.55.00	Final Round
<b>Storytelling</b>			
<b>Time</b>		<b>Duration</b>	<b>Activity</b>
<b>Start</b>	<b>End</b>		
10:50	11:22	0.32.00	Final Round
<b>Spelling Bee</b>			
<b>Time</b>		<b>Duration</b>	<b>Activity</b>
<b>Start</b>	<b>End</b>		
11:22	13:22	2.00.00	Final Round
<b>All Field</b>			
<b>Time</b>		<b>Duration</b>	<b>Activity</b>
<b>Start</b>	<b>End</b>		
16:00	18:00	2.00.00	Closing Ceremony

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## VI. Closing

By holding an Asia-scaled English competition, The 2021 Asian English Olympics will mark the successful history of BNEC and BINUS University. Therefore, we hope to obtain any form of support from the university related to this event. Thank you for the attention.

Jakarta, December 7, 2020

Sincerely,

Tasya Berliana

**Project Manager of The 2021  
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