

# *Aloha* **Communicators Event**

Wednesday, April 9, 2025

5:00- 8:00 p.m.

**Shruti Nigam**

**For: Rose Regier**

**Thursday, October 24, 2024**

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# Introduction

The purpose of this document is to provide a detailed outline of the CreComm 2025 event, which will be held on April 5, 2025, from 5:00 p.m. to 8:00 p.m. This year's theme is tropical/Hawaii-inspired and called "Aloha Communicators," with a budget of \$6000. The event will be executed by 19 PR Majors with Rose Regier as the lead.

The event plan includes an overview of the internal and external factors affecting it, an analysis of key publics of their wants and needs, and promotional tactics to promote the event. It also includes a sponsorship proposal aligned with the event concept and audience, a budget overview, and an evaluation approach.

CreComm 2025 has the following goals:

- Celebrate this year's graduating class
- Acknowledge stand-out performances by students
- Launch Working Draft 2025
- Motivate readership of Working Draft among its key publics
- Maintain and strengthen our relationships with alumni and industry

## SMART Objectives

- Get 200 guests to attend the event.
- Out of 63 graduating students, get 60 to attend the event.
- Recognize 15-20 CreComm students for their outstanding performance.
- Have 20 first-year students volunteer at the event.
- Ensure 15 award donors attend and present their awards
- Encourage 20 guests to access Working Draft 2025 via QR codes

## Situation Analysis

### Strengths

- As PR Majors are organizing this event, we already have foundational event-planning knowledge from our participation in last year's event. This allows us to analyze past experiences and avoid repeating mistakes.
- Being the primary audience gives us an advantage, as we can align our own wants and needs with the event theme. We will also dedicate at least 10 hours of our winter-term classes to executing the event plan. With a team of 19 people, we can efficiently divide tasks and complete them.
- The event will be held in the Manitou bi Bii daziigae Building, giving us access to free space and technological resources, which will enhance the event's overall enjoyment and visual appeal. We also have access to RRC Polytech PrintShop services for this event at

no cost, though we might have to travel to the Notre Dame campus for large scale printing.

### **Weaknesses**

- Our budget is \$6,000, with approximately \$5,000 allocated for catering. This leaves us with limited funds for other expenses. We can mitigate this by prioritizing our spending, negotiating with caterers, or securing sponsorships.
- While we have basic event-planning education, we are not professional event planners. We can overcome this by seeking guidance from instructors, asking questions, and reviewing other successful event examples.

### **Opportunities**

- We have access to a four-floor building, allowing us to use the space creatively, such as placing signage for easy navigation for guests.
- There are many businesses that benefit from CreComm, and being near to these businesses gives us opportunities to seek sponsorships, while they can also contribute to the event.

### **Threats**

- Some attendees may have concerns about downtown safety and have limited parking information. Through our promotional communications, we will include maps and directions for parking, as well as information that parking is free after 5:30 p.m. We will also promote the Safe Walk and Safe Ride Programs on campus to ensure attendees feel safe coming to the event.

# Key Publics

## 1. Primary Publics: Creative Communicators

### **Students (18-28)**

These are primarily young adults pursuing a career in communications. They live in Manitoba and are highly active on social media like Instagram, TikTok, YouTube and X. Some work part-time jobs, some may be unemployed. They have a stressful routine and struggle to take care of their mental health despite making improvements in their assignments. They may need a short break from their stressful life. Despite everything, they are eager to network with industry professionals and get a job in communications.

### **Instructors (32-65 years)**

These are experienced educators and mentors who play a crucial role in shaping the next generation of communicators. They motivate their students with feedback and are highly invested in the success and development of their students.

## 2. Secondary Public: CreComm Alumni (25-50)

These are CreComm graduates that have secure jobs in communications. They consume social media like Instagram, TikTok, Google, Winnipeg Free Press, etc., to stay updated on recent news and trends. They either work in-office or remote. Some work in-office, others remotely, and a few even travel for work. While they enjoy socializing with friends, their busy and stressful schedules often limit their free time. Many are saving money for future vacations. They maintain strong connections with the college and their instructors and are eager to reconnect and give back in appreciation for the career opportunities they've gained.

## 3. Tertiary Public: Industry Professionals (35-55)

These individuals hold degrees in communications, marketing, or related fields, with experience ranging from five to over ten years. They work in diverse settings, including corporate environments, agencies, or as freelancers. They highly value networking opportunities to stay connected with others in the industry and to scout potential talent for their companies. Given their busy work and personal lives, they seek events that encourage them to step out of their professional environment. They prefer events with a relaxed and enjoyable atmosphere that also offer opportunities to network and get to know people on a more authentic, personal level.

## Core Messages

1. **Students:** By joining this event, you'll have a fun and interactive experience and know that CreComm 2025 is celebrating this year's graduating class.
2. **Instructors:** Joining the event will give you an opportunity to watch your students shine, reconnect with friends and have a fun evening of celebration.
3. **CreComm Alumni:** By joining this event, you'll get to relax, have fun, inspire and reconnect with your CreComm family.
4. **Industry Professionals:** By joining this event, you'll get to enjoy a relaxed, fun event while building authentic connections and investing in the future of communications industry.

# Event Concept

## Theme

Hawaiian-inspired, “Aloha Communicators,” is all about bringing a vacation to our audience this spring, instead of them having to go on one. During winter break and spring break, many people from Winnipeg travel to beach destinations. This event is for those who have stressful work and school lives, couldn’t take time off, and just want to relax. And what’s a better way to celebrate achievements than by enjoying a little relaxation and a taste of vacation?

## Dress Code

The dress code would be Hawaiian inspired clothes. Floral dresses, printed tops and jeans for women and printed shirts for men. We would send the dress code with the final reminder invites and parking information.



## Venue and Time

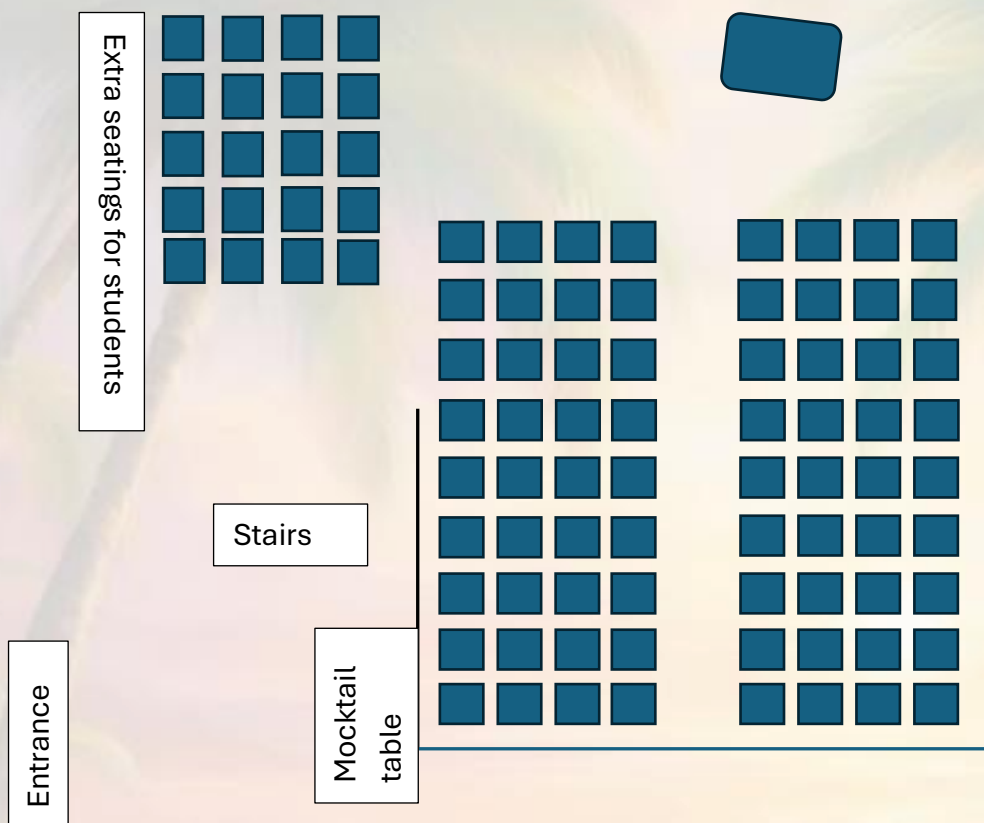
The event will be held inside the Manitou a bi Bii daziigae building. The main event, including speeches, presentation, the Working Draft launch, and prize distribution, will take place on the main floor. Games, food, sponsorship booths, and the photo booth will be located on the second

floor in the Roundhouse Auditorium. The event will run from 5:00 p.m. to 8:00 p.m. The gates will open at 4:25 p.m.

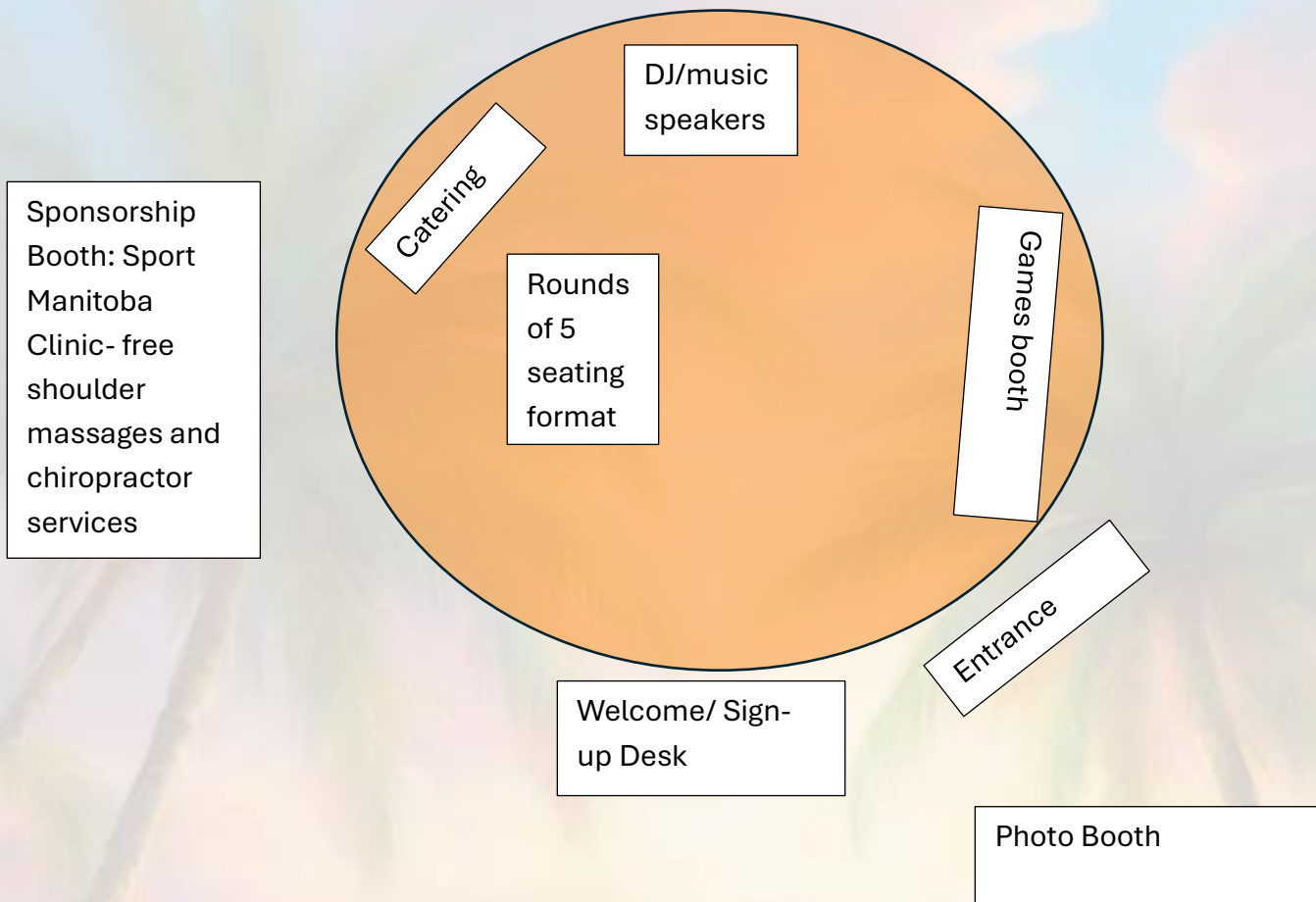
## Set-up

The main floor will have a theatre-style seating format

### Main Floor



## Second Floor: Roundhouse Auditorium



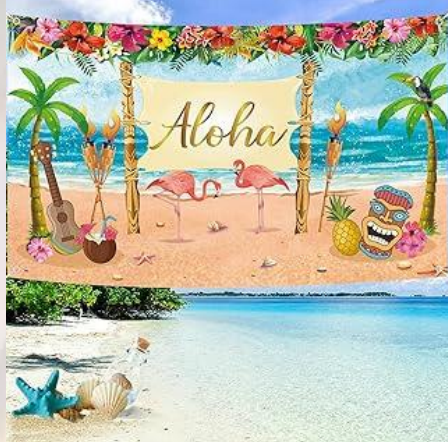
## Decorations

The main floor will be decorated with plants that the college already owns, along with other decorations such as artificial palm trees. The main floor won't be as heavily decorated compared to the second floor. In contrast, the second floor will have more Hawaiian-themed decorations and include a background banner for the photo booth we can purchase from Amazon.

We will have signage for easy navigation for our guests. We will have one bamboo wooden signage inside the building beside the stairs of the main floor. The wooden signage matches the Hawaiian theme and is something we can make on our own too. Here are some examples of decorations supplies, and they are all easily available on Amazon.



Decorations



Background Banner



Wooden signage

## Volunteers

We will reach out to first-year CreComm students to volunteer for this event. The volunteers will be present at the entrance, exit and to help guests show directions to go to the second floor. They will be wearing a name tag so that the guest would easily recognize them, should they need any help.

## Catering

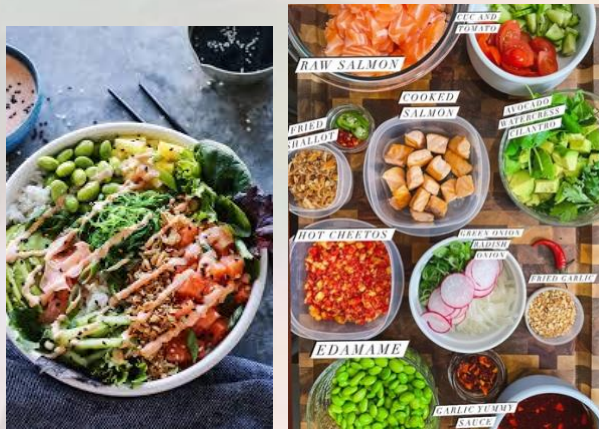
Marek Hospitality will provide the catering. They will offer Hawaiian cuisine which includes a “make-your-own” Poke bowl station. Poke bowls are a blend of veggies, marinated, typically raw seafood (like sushi-grade salmon) with rice base. For protein, we’ll offer options like salmon, tofu, chicken, beef and chickpeas. Guests can choose between rice and noodles as the base, along with a variety of vegetables. Sauces will include Poke sauce, soy sauce, ginger, chili,

and sesame oil, allowing guests to customize their bowls according to their preferences. We'll also send out an email beforehand to check for any food allergies.

The food will be arranged as a buffet, where guests can either serve themselves or a server can assist them.

They will serve two mocktails on both the floors. On the main floor, they'll be serving to only welcome the guests. The two Hawaiian-themed mocktails would be: a Virgin Mai Tai Mocktail and a Blue Hawaii Mocktail.

### Poke' Bowls



### Mocktails



Virgin Mai Tai Mocktail



Blue Hawaii Mocktail

## Games Booths

### Tiki Toss game

Tiki toss is a game where participants aim to hook a ring on a peg. They'll get three turns to get it right otherwise they'll lose. We can get the game from Amazon.

You can access the YouTube video on how to play Tiki Toss.

[https://www.google.com/search?client=safari&sc\\_esv=945b0f90c133864c&rls=en&q=tiki+toss+game&tbm=vid&source=lnms&fbs=AEQNm0CrHVBV9axs7YmgJiq-](https://www.google.com/search?client=safari&sc_esv=945b0f90c133864c&rls=en&q=tiki+toss+game&tbm=vid&source=lnms&fbs=AEQNm0CrHVBV9axs7YmgJiq-)

Here's an image of it:



### **Word Challenge Booth**

We'll have several communications related words (such as "pitch," "journalist," and "Instagram") printed or written on placards. Guests will play in pairs (one alumnus and one CreComm student), with one partner holding up the placard without looking at the word. Instead of acting it out, the other partner will explain the word without using the word itself. The person holding the placard has 30 seconds to guess the word. Afterward, the partners will switch roles.

For example, if the word is "Instagram," the explanation might be:

- "Pinkish colour"
- "Social media"
- "You post pictures on it."

### **Hula Hoop Storytelling Booth**

In this challenge, guests will hula hoop for 30 seconds while telling a (or their) story that begins with a CreComm theme. For example: "I chose to specialize on PR because..." They must continue storytelling while keeping the hula hoop going for the entire 30 seconds. This will happen in competition between two people.

## **Limbo Booth**

We'll have a Limbo game where the challenge increases as the stick gradually lowers with each round, making it more difficult to pass under without touching it.



## **Photo booth**

We'll have Media Production specialization students to click pictures.

## **Event Roles**

There are a total of 19 PR students as team members with Rose Regier as our Project Lead. The number for each role is as follows:

- Event logistics: 5 people
- Volunteers: 2 people
- Publicity: 4 people
- Awards: 2 people
- Speeches: 3 people
- Sponsorships: 2 people

## **Audio-visual (A/V) equipment**

We'll have access to the college's technical resources. On the main floor, we will need a podium for speeches and a projector for visual presentations. We already have access to the sound system inside the Roundhouse Auditorium to play music/DJ. We will display an automated visual presentation featuring a few of the Working Draft 2025 articles projected on both sides of the room.

## **Speakers**

Our keynote speaker for the event will be Melanie Lee Lockhart, the Chair of Creative Communications and Communications Management, and Fred Meier, President & CEO of RRC Polytech. We'll have Braiden Watling as the MC. The speeches will begin at 5:00 p.m.

## **Awards**

We'll have an awards ceremony immediately following the speeches where award donors will give the award to its recipient.

## **Extra details**

As soon as guests enter the main floor, they will be welcomed with two mocktails and directed to take a seat. Once everyone is seated, the speeches and ceremony will begin promptly at 5:00 p.m. We want the speeches to last only an hour but since speeches can last longer than we expect, we'll assume the speeches would take an hour and 20 minutes.

Afterward, we will invite the guests to join in the fun games and enjoy the food on the second floor, where they'll sign-up their names and category on the Welcome Desk. Volunteers will be stationed near the stairs and elevators to guide guests upstairs, in addition to clear signage.

The second floor will have a resort-like atmosphere, with an information desk at the front of the Roundhouse Auditorium. We will also provide QR codes throughout the second floor, allowing guests to easily access Working Draft 2025.

Inside the Roundhouse Auditorium, there will be few rounds of five tables where guests can sit, relax, network and enjoy the music and ambiance. Outside the Roundhouse Auditorium, on the left side, in a quieter location, the Sport Manitoba Clinic will offer free Massage Therapy (just for the upper body like shoulder and neck) to reduce symptoms of anxiety. Each massage will last five minutes to ensure that every guest can enjoy it in a calm setting, away from the crowd.

# Sponsorship Proposal- Sport Manitoba Clinic

## SPONSOR DESIRED OUTCOMES - WHAT THEY WANT

Increase brand recognition- greater visibility for the clinic and the services they provide

Get more patients for their clinic

## WHAT I HAVE THAT DELIVERS WHAT THEY WANT

We have the audience they should target for their clinic

We have the audience who work and study in downtown with proximity to the clinic

## THE OFFER

- Verbal acknowledgement- thanking them at the end of the speech and encouraging guests to try out the booth.
- Booth- giving them a space of their own to promote their services and network with the guests.
- We are offering them an audience that aligns with their target audience.

## THE ASK

-In-kind sponsorship: Provide free Massage Therapy services for our guests.

## Promotional Plan

We will promote the event from early January until the final day. The promotion will take place on our college's social media accounts, including LinkedIn, Instagram, and Facebook. We now have a CreComm LinkedIn page specifically for CreComm students, alumni, and industry professionals, which we will use to promote our event.

### Timeline

1. **Early Promotions (January 2, 2025 – January 31, 2025):**

This stage will focus on creating early awareness of the event by informing our audience about the date, time, venue, and theme. During this period, we will post about the event once a week on each platform and send out the awards sign-up sheet. We will also share the information in the RRC Student Newsletter. We'll track engagement with our posts and adjust our strategy if needed.

2. **Build Awareness and Excitement (February 1, 2025 – February 28, 2025):**

This stage will highlight the fun aspects of our event to attract attendees. It's the "what's in it for me" phase for them. We will post about what to expect at the event, including games, speakers, networking opportunities, and dress code, on LinkedIn, Facebook, and Instagram once a week to build excitement. We'll promote #CreCOmm 2025 on social media. We'll have CreComm instructors and Melanie Lee Lockhart post content on their account as well, acting as an influencer. We'll print posters and putting it on our college's bulletin board. We'll continue to include event details in our newsletter and encourage attendees, such as alumni and CreComm students, to promote the event as well.

3. **Encourage and Engage (March 1, 2025 – March 20, 2025):**

This stage will maintain the focus from the previous stage but with increased enthusiasm. We will post at least twice a week during this period and send out reminders about the event details. We'll emphasize the idea of taking a vacation from work and school stress, share behind-the-scenes content featuring our team, and promote the sponsorship of massage therapy while asking Sport Manitoba to cross-promote with us.

4. **Final Promotion (March 21, 2025 – April 5, 2025):**

We will ramp up our social media activity, posting more behind-the-scenes content and countdowns on our CreComm LinkedIn page.

## Critical Path

| Date    | Description                                                      | Category                      |
|---------|------------------------------------------------------------------|-------------------------------|
| Nov. 1  | Get Melanie's approval for the theme, venue, and time            | Event Logistics               |
| Nov. 4  | Contact and pitch Sport Manitoba Clinic for sponsorship          | Sponsorships                  |
| Nov. 30 | Secure and finalize sponsorship                                  | Sponsorships                  |
| Jan. 3  | Post award applications on website                               | Awards                        |
| Jan. 3  | Send out an award applications email to the students             | Awards                        |
| Jan. 7  | Create and post content on LinkedIn                              | Publicity                     |
| Jan. 7  | Create and post content on Instagram                             | Publicity                     |
| Jan. 7  | Create and post content on Facebook                              | Publicity                     |
| Jan. 8  | Create and send newsletter content to the person in charge of it | Publicity                     |
| Jan. 14 | Create and post content on LinkedIn                              | Publicity                     |
| Jan. 14 | Create and post content on Instagram                             | Publicity                     |
| Jan. 14 | Create and post content on Facebook                              | Publicity                     |
| Jan. 15 | Send an initial volunteer email announcement                     | Volunteers                    |
| Jan. 16 | TEAM MEETING                                                     | ALL                           |
| Jan. 21 | Create and post content on LinkedIn                              | Publicity                     |
| Jan. 21 | Create and post content on Instagram                             | Publicity                     |
| Jan. 21 | Create and post content on Facebook                              | Publicity                     |
| Jan. 23 | TEAM MEETING                                                     | ALL                           |
| Jan. 28 | Create and post content on LinkedIn                              | Publicity                     |
| Jan. 28 | Create and post content on Instagram                             | Publicity                     |
| Jan. 28 | Create and post content on Facebook                              | Publicity                     |
| Jan. 30 | TEAM MEETING                                                     | ALL                           |
| Feb. 3  | Send out the first formal invites to guests                      | Event logistics,<br>Publicity |
| Feb. 4  | Create and post content on LinkedIn                              | Publicity                     |
| Feb. 4  | Create and post content on Instagram                             | Publicity                     |
| Feb. 4  | Create and post content on Facebook                              | Publicity                     |
| Feb. 5  | Create and send newsletter content to the person in charge of it | Publicity                     |
| Feb. 6  | TEAM MEETING                                                     | ALL                           |
| Feb. 11 | Create and post content on LinkedIn                              | Publicity                     |
| Feb. 11 | Create and post content on Instagram                             | Publicity                     |
| Feb. 11 | Create and post content on Facebook                              | Publicity                     |
| Feb. 12 | Send volunteer sign-up email                                     | Volunteers                    |
| Feb. 13 | TEAM MEETING                                                     | ALL                           |
| Feb. 15 | Design and order signage                                         | Event logistics               |
| Feb. 15 | Order Hawaiian themed decorations and games                      | Event logistics               |
| Feb. 18 | Create and post content on LinkedIn                              | Publicity                     |
| Feb. 18 | Create and post content on Instagram                             | Publicity                     |

|         |                                                                                       |                            |
|---------|---------------------------------------------------------------------------------------|----------------------------|
| Feb. 18 | Create and post content on Facebook                                                   | Publicity                  |
| Feb. 19 | Send out personal emails or in-person invitations to the donors                       | Project lead               |
| Feb. 20 | TEAM MEETING                                                                          | ALL                        |
| Feb. 25 | Create and post content on LinkedIn                                                   | Publicity                  |
| Feb. 25 | Create and post content on Instagram                                                  | Publicity                  |
| Feb. 25 | Create and post content on Facebook                                                   | Publicity                  |
| Feb. 27 | TEAM MEETING                                                                          | ALL                        |
| Mar. 3  | Send out reminder invitations                                                         | Publicity, Event logistics |
| Mar. 3  | Rent the technical resources, including screen, projector, microphone, and speakers   | Event logistics            |
| Mar. 3  | Contact Sport Manitoba Clinic for cross-promotion                                     | Sponsorships, Publicity    |
| Mar. 4  | Create and post content on LinkedIn                                                   | Publicity                  |
| Mar. 4  | Create and post content on Instagram                                                  | Publicity                  |
| Mar. 4  | Create and post content on Facebook                                                   | Publicity                  |
| Mar. 5  | Create and send newsletter content to the person in charge of it                      | Publicity                  |
| Mar. 6  | Create and post content on LinkedIn                                                   | Publicity                  |
| Mar. 6  | Create and post content on Instagram                                                  | Publicity                  |
| Mar. 6  | Create and post content on Facebook                                                   | Publicity                  |
| Mar. 6  | TEAM MEETING                                                                          | ALL                        |
| Mar. 11 | Create and post content on LinkedIn                                                   | Publicity                  |
| Mar. 11 | Create and post content on Instagram                                                  | Publicity                  |
| Mar. 11 | Create and post content on Facebook                                                   | Publicity                  |
| Mar. 11 | TEAM MEETING                                                                          | ALL                        |
| Mar. 13 | Create and post content on LinkedIn                                                   | Publicity                  |
| Mar. 13 | Create and post content on Instagram                                                  | Publicity                  |
| Mar. 13 | Create and post content on Facebook                                                   | Publicity                  |
| Mar. 13 | TEAM MEETING                                                                          | ALL                        |
| Mar. 14 | Send volunteer reminder emails                                                        | Volunteers                 |
| Mar. 18 | Create and post content on LinkedIn                                                   | Publicity                  |
| Mar. 18 | Create and post content on Instagram                                                  | Publicity                  |
| Mar. 18 | Create and post cross-promotional post on any platform                                | Publicity                  |
| Mar. 18 | TEAM MEETING                                                                          | ALL                        |
| Mar. 20 | Create and post content on LinkedIn                                                   | Publicity                  |
| Mar. 20 | Create and post content on Instagram                                                  | Publicity                  |
| Mar. 20 | Create and post cross-promotion post on any platform                                  | Publicity                  |
| Mar. 20 | TEAM MEETING                                                                          | ALL                        |
| Mar. 21 | Send out emails to gather dietary restrictions and allergy information                | Event logistics            |
| Mar. 21 | Send follow-up emails to confirm their attendance and answer any questions they have. |                            |
| Mar. 25 | Create and post content on LinkedIn                                                   | Publicity                  |
| Mar. 25 | Create and post content on Instagram                                                  | Publicity                  |

|          |                                                                                  |                               |
|----------|----------------------------------------------------------------------------------|-------------------------------|
| Mar. 25  | Create and post content on Facebook                                              | Publicity                     |
| Mar. 25  | TEAM MEETING                                                                     | ALL                           |
| Mar. 27  | Create and post content on LinkedIn                                              | Publicity                     |
| Mar. 27  | Create and post content on Instagram                                             | Publicity                     |
| Mar. 27  | Create and post content on Facebook                                              | Publicity                     |
| Mar. 27  | TEAM MEETING                                                                     | ALL                           |
| Mar. 28  | Create and send newsletter content to the person in charge of it                 | Publicity                     |
| Mar. 28  | Final menu review for catering                                                   | Event logistics               |
| Mar. 28  | Print QR codes for Working Draft 2025                                            | Event logistics               |
| April 1  | Finalize volunteers                                                              | Volunteers, Event logistics   |
| April 1  | Create and post content on social media platforms                                | Publicity                     |
| April 2  | Send out final reminder invitations                                              | Publicity, Event logistics    |
| April 2  | Close award application                                                          | Event logistics               |
| April 2  | Finalize speeches, land acknowledgement, and create A/V cue sheet.               | Speeches, Event logistics     |
| April 3  | Choose award recipients                                                          | Awards                        |
| April 3  | Create and post content on social media platforms                                | Publicity                     |
| April 4  | TEAM MEETING                                                                     | ALL                           |
| April 4  | Finalize number of guests                                                        | Project lead                  |
| April 4  | Final menu confirmation                                                          | Event logistics               |
| April 7  | Send email to volunteers with event and meeting details                          | Volunteers                    |
| April 7  | Create and post content on social media platforms                                | Publicity                     |
| April 8  | FINAL TEAM MEETING                                                               | ALL                           |
| April 8  | Create and post content on social media platforms                                | Publicity                     |
| April 8  | Set the venue up                                                                 | Event logistics               |
| April 8  | Brief Volunteers on their roles                                                  | Volunteers                    |
| April 8  | Create a Murphy Kit                                                              | Project Lead                  |
| April 9  | Create and post content on social media platforms                                | Publicity                     |
| April 9  | Finalize decorating and setting up the venue                                     | Event logistics               |
| April 9  | Rehearse A/V cue and speeches before the event starts                            | Event logistics               |
| April 10 | Send a thank you email to volunteers for their help                              | Volunteers                    |
| April 10 | Send personalized direct email thanking them for their contributions             |                               |
| April 10 | Create and post content thanking donors, volunteers, and the team for their help |                               |
| April 11 | Send a thank you email to the sponsorships                                       | Event logistics, Project lead |
| April 11 | Create and send out an online survey to our guests for evaluation                | Project lead                  |
| April 15 | Evaluate our event's objectives                                                  | Project lead                  |
| April 17 | Compile evaluation information                                                   | Everyone                      |

# Run Sheet

## “Aloha Communicators” Event

Wednesday, April 9, 2025

4:00- 8:00 p.m.

### Timeline

| Time      | Action                                                                     | Category        | Done |
|-----------|----------------------------------------------------------------------------|-----------------|------|
| 3:00 p.m. | Set up venue space (both floors)                                           | Everyone        |      |
| 3:00 p.m. | Set up the sound system on both floors                                     | Event logistics |      |
| 3:15 p.m. | The MC and keynote speakers arrive                                         | Speeches        |      |
| 3:15 p.m. | Explain what needs to be done and make sure they have everything           | Speeches        |      |
| 3:20 p.m. | Do a brief run through of the speeches with full A/V and presentation test | Speeches        |      |
| 3:20 p.m. | Set up signage                                                             | Event logistics |      |
| 3:20 p.m. | Run music speakers test on the second floor                                | Event logistics |      |
| 3:25 p.m. | Set up any additional decorations                                          | Event logistics |      |
| 3:25 p.m. | Volunteers arrive                                                          | Volunteers      |      |
| 3:30 p.m. | Brief them on their roles again                                            | Volunteers      |      |
| 3:45 p.m. | Make sure the mocktails are prepared                                       | Event logistics |      |
| 3:50 p.m. | Set the QR codes for Working Draft 2025                                    | Event logistics |      |
| 3:55 p.m. | Check everything once again                                                | Everyone        |      |
| 4:15 p.m. | Set up the mocktails on the main floor                                     | Event logistics |      |
| 4:25 p.m. | Gate opens                                                                 | Event logistics |      |
| 4:25 p.m. | Guests arrive                                                              | n/a             |      |
| 4:25 p.m. | Let them know about the mocktails so they can choose one                   | Everyone        |      |
| 4:25 p.m. | Guide them toward the seatings                                             | Everyone        |      |
| 4:25 p.m. | Welcome Donors                                                             | Project Lead    |      |

|                              |                                                                                       |                 |  |
|------------------------------|---------------------------------------------------------------------------------------|-----------------|--|
| <b>4:25 p.m.</b>             | Guide them to their VIP seat in the front                                             | Project Lead    |  |
| <b>4:30 p.m.</b>             | Bring the mocktails to them personally                                                | Project Lead    |  |
| <b>5:00 p.m.</b>             | Speeches start with land acknowledgement                                              | Speeches        |  |
| <b>5:05 p.m.</b>             | Elder is called upon to give blessings                                                | n/a             |  |
| <b>5:15 p.m.</b>             | The MC starts the event and introduces the keynote speakers, and donors               | n/a             |  |
| <b>5:15 p.m.</b>             | Set up food on the second floor                                                       | Event logistics |  |
| <b>5:18 p.m.</b>             | Clear mocktail glasses                                                                | Volunteers      |  |
| <b>5:25 p.m.</b>             | Melanie Lee Lockhart speaks                                                           | n/a             |  |
| <b>5:35 p.m.</b>             | Launch Working Draft 2025                                                             | n/a             |  |
| <b>5:40 p.m.</b>             | Share a short Working Draft 2025 film                                                 | n/a             |  |
| <b>5:40 p.m.</b>             | Clear mocktail glasses                                                                | Volunteers      |  |
| <b>5:45 p.m.</b>             | MC takes the stage again                                                              | n/a             |  |
| <b>5:50 p.m.</b>             | Fred Meier speaks                                                                     | n/a             |  |
| <b>6:05 p.m.</b>             | Award ceremony begins                                                                 | n/a             |  |
| <b>6:05 p.m.</b>             | Welcome the award sponsors (donors)                                                   | n/a             |  |
| <b>6:20 p.m.</b>             | Award ceremony ends                                                                   | n/a             |  |
| <b>6:20 p.m.</b>             | Talk about the food and games upstairs and thank Sport Manitoba Clinic for sponsoring | n/a             |  |
| <b>6:25 p.m.</b>             | Speeches end                                                                          | n/a             |  |
| <b>6:25 p.m. – 8:00 p.m.</b> | Everyone goes upstairs, eats food, play games, and network                            | Event logistics |  |
| <b>8:00 p.m.</b>             | Event ends                                                                            | n/a             |  |
| <b>8:10 p.m.</b>             | Guest leave                                                                           | n/a             |  |
| <b>8:15 p.m.</b>             | Clean up the venue                                                                    | Everyone        |  |

# Budget

Below is the overall estimated budget needed for this event

| Category                                                             | Estimated hours | Estimated cost including taxes |
|----------------------------------------------------------------------|-----------------|--------------------------------|
| <b>Venue</b>                                                         |                 |                                |
| Both floor decorations                                               | 3               | n/a                            |
| Chair set up                                                         | 1               | n/a                            |
| Booth set up                                                         | 3               | n/a                            |
| Venue costs sub-total                                                | 7               | n/a                            |
| <b>Catering</b>                                                      |                 |                                |
| Prep the amount of food needed                                       | 4               | \$2500.00                      |
| Prep the amount of two types of mocktails needed                     | 4               | \$2500.00                      |
| Catering costs sub-total                                             | 8               | \$5000.00                      |
| <b>A/V</b>                                                           |                 |                                |
| Rent speakers, mikes, projectors, screen from the college            | 2               | n/a                            |
| A/V costs sub-total                                                  | 2               | \$0.00                         |
| <b>Signage</b>                                                       |                 |                                |
| Order one wooden signage                                             | 1               | \$70.00                        |
| Design and print for four signs (provided by the college)            | 3               | n/a                            |
| Signage costs sub-total                                              | 4               | \$70.00                        |
| <b>Printing</b>                                                      |                 |                                |
| Design and print placards, QR codes, additional posters, and banners | 5               | n/a                            |
| Printing costs sub-total                                             | 5               | \$0.00                         |
| <b>Decorations and Games</b>                                         |                 |                                |
| Order decorations                                                    | 2               | \$100.00                       |
| Order background banner for photobooth                               | 1               | \$25.00                        |
| Order games supply (Tiki Toss, Hula hoops, and a Limbo)              |                 | \$150.00                       |
| Decorations and games costs sub-total                                | 3               | \$175.00                       |
| <b>Sponsorship</b>                                                   |                 |                                |
| Reach out and negotiate with the sponsors                            | 4               | n/a                            |
| Sponsorship costs sub-total                                          | 4               | \$0.00                         |
| <b>Volunteers</b>                                                    |                 |                                |
| Acquiring and briefing volunteers                                    | 5               | n/a                            |
| Volunteers costs sub-total                                           | 5               | \$0.00                         |
| <b>Speeches</b>                                                      |                 |                                |
| Write speeches and land acknowledgement                              | 4               | n/a                            |
| Speeches costs sub-total                                             | 4               | \$0.00                         |
| <b>Promotion/Publicity</b>                                           |                 |                                |
| Creating and posting content on LinkedIn, Instagram, and Facebook    | 22              | n/a                            |
| Creating and posting event details on newsletter                     | 4               | n/a                            |

|                                                                              |            |                  |
|------------------------------------------------------------------------------|------------|------------------|
| Contacting sponsors for cross-promotion and creating cross-promotion content | 4          | n/a              |
| Promotion/Publicity costs sub-total                                          | 30         | \$0.00           |
| <b>Invitations</b>                                                           |            |                  |
| Send formal invitation via email                                             | 2          | n/a              |
| Send two invitation reminders                                                | 4          | n/a              |
| Finalize who RSVP'd                                                          | 1          | n/a              |
| Send personalized or in-person invitations to the donors                     | 6          | n/a              |
| Send a follow-up invitation to the donors                                    | 2          | n/a              |
| Invitations costs sub-total                                                  | 15         | \$0.00           |
| <b>Dietary Restrictions</b>                                                  |            |                  |
| Gather information on guest's dietary restrictions and food allergies.       | 2          | n/a              |
| Dietary Restrictions costs sub-total                                         | 2          | \$0.00           |
| <b>Evaluation</b>                                                            |            |                  |
| Creating and sending out surveys                                             | 3          | n/a              |
| Gather social media analytics                                                | 3          | n/a              |
| Review overall data and compile them for conclusions                         | 5          | n/a              |
| Evaluation costs sub-total                                                   | 11         | \$0.00           |
| <b>TOTAL BUDGET COST</b>                                                     | <b>100</b> | <b>\$5,245</b>   |
| <b>TOTAL BUDGET COST + Prize Budget</b>                                      | <b>102</b> | <b>\$5,370**</b> |
| <b>TOTAL BUDGET COST + Social media paid content</b>                         | <b>100</b> | <b>\$5,345*</b>  |
| <b>TOTAL BUDGET + Prize Budget + Social media paid content</b>               | <b>102</b> | <b>\$5,470</b>   |

*\*\* Social media contest and Games: Prize budget if needed (Amazon Gift Cards) +\$125*

*\*Social media Paid Content Budget if needed +\$100*

## Evaluation

Our event will be considered a success if we achieve our SMART objectives set at the beginning of this document.

| SMART Objectives                                                    | How we'll measure it                                                                                                                                                                                                                                                                                  |
|---------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Get 200 guests to attend the event                                  | We'll track the number of RSVPs we got and then compare it to the number of people who attended. We'll verify the attendance through the sign-up sheets at the event.                                                                                                                                 |
| Out of 63 graduating students, get 60 to attend the event.          | We'll track RSVPs and compare the number of graduates who attended to the goal of 60. We'll verify actual attendance through the sign-in sheet at the event.                                                                                                                                          |
| Get 30 alumni to engage with current students.                      | During the event, we'll observe how many alumni and students are pairing up to play games. We'll send out a survey post-event to alumni and students, asking whether they connected with each other during the event. We'll also assign a volunteer to observe and count alumni-student interactions. |
| Recognize 15-20 CreComm students for their outstanding performance. | We'll post and send the awards sign-up email to each CreComm students. We'll ensure we have at least 15-20 students for awards before the actual awards ceremony begins                                                                                                                               |
| Have 20 first-year students volunteer at the event.                 | We'll send out a volunteer sign-up sheet to the first-year CreComm students. On the event day, we'll count and verify the number of volunteers who showed up.                                                                                                                                         |
| Ensure 15 award donors attend and present their awards              | We'll track their RSVPs or in-person invitations. On the event day, we'll confirm the number of donors attended to present the awards.                                                                                                                                                                |
| Encourage 20 guests to access Working Draft 2025 via QR codes       | We'll analyze the QR codes through a software to track how many of them were scanned.                                                                                                                                                                                                                 |

### **Before the Event (Preparation)**

We will evaluate the success of our event preparations and promotions by tracking key quantitative metrics.

- **Sponsorship Proposal:** We will send a sponsorship proposal to Sport Manitoba Clinic and aim to secure it by the end of November 2024.
- **Email Publicity:** For pre-event publicity, we will monitor the number of people who view our email invitations using Mailchimp (open and click-through rates). Additionally, we will track the number of RSVPs received.

- **Social Media Engagement:** We will record social media metrics, including impressions, shares, and engagement on our posts, to help us adjust our strategy as needed. If one social media platform shows higher engagement, we will prioritize our promotional efforts there.
- **Budget Monitoring:** We will maintain a detailed budget sheet throughout the preparations to ensure we do not overspend on any items.
- **Audience Discussion:** We will monitor whether CreComm students, our primary audience, are discussing and posting about the event on social media.

### **After the Event (Impact)**

We have outlined how we will measure our SMART objectives. In addition to these metrics, we will send out a survey to evaluate our audience's demographics, gather feedback, and identify key takeaways to compare against our key public analysis and core messages. We'll also analyze if we were able to capitalize on opportunities and mitigate threats through the survey.

The survey questions will include the following:

1. Your name
2. Age
3. Are you currently employed? If so, where and what is your position?
4. Where did you hear about the event?
5. Were you able to navigate easily through the event with signage and directions?
6. Were our emails helpful in relaying information about the parking and Safe Walk and Safe Ride programs?
7. Did you like this year's event theme? Please explain your answer.
8. What did you like about the event?
9. What did you dislike about the event?
10. If you are a student, were you able to connect with at least one alumnus?
11. If you are an alumnus, were you able to connect with at least one CreComm student?
12. What were your key takeaways from this event?
13. What would you like to see done differently next time?
14. Additional feedback

Their responses will help us gauge their feelings and identify areas for improvement for future events.

- **Leveraging Strength:** We'll compare the feedback, last year's final report and evaluate if we were able to make improvements in this event compared to the last one.
- **Overcoming Weakness:** We'll evaluate if we were able to execute an event with the help of our instructor and team members by measuring the SMART Objectives.
- **Budget Evaluation:** With a budget of \$6,000, we will review the budget sheet from the preparation stage to determine whether we stayed within our budget or exceeded it.
- **Social Media Analytics:** We will collect and compile our social media analytics from all platforms to evaluate likes, comments, impressions, and shares, assessing whether we adhered to our promotional schedule. The survey will include a question about where attendees heard about us to determine the effectiveness of each social media platform.
- **Sponsorship Evaluation:** We will assess whether we secured Sport Manitoba Clinic as a sponsor and if they received the benefits we offered in exchange for their services.
- **Staff and Volunteer Feedback:** We'll gather feedback through online survey from event staff and volunteers about the event's flow and logistics and what we could've done better. This will help us get better perspectives on behind-the-scenes and add adjustments in future events.
- **Return on Investment (ROI):** We'll calculate the ROI by comparing the event outcomes to our goals against the budget spent. This will also include qualitative measures through surveys like guest satisfaction, volunteer satisfaction and sponsor visibility.

We'll have a final report by April 17, 2025, where we'll decide whether our event was a success or a failure.