

80 Marinus Place
Winnipeg, MB R2N 3V5

November 30, 2017

Ms. Tracey Seida
Program Coordinator
Creative Communications Program
Red River College
160 Princess Street
Winnipeg, MB R3B 1K9

Subject: Event Plan for the 2018 Creative Communications Open House

Dear Tracey:

I have created and attached the event plan for the 2018 Creative Communications Open House.

CreComm has a perception problem. A lot of people do not apply to the program because they are concerned they won't get in. Others are worried that if they do get in, they won't be able to handle the workload.

At the Open House, visitors will be able to see what the program is all about. They will get the opportunity to discuss their concerns with current students. We will place visual student samples at the Open House. This way the attendees will be able to see what they could potentially create in a fun and quick way. Tuition is another concern for our target audiences. The raffle to win a \$100 tuition credit voucher will act as an incentive to attend the event. It will also give the winner an additional reason to apply to the program.

If this event plan is executed successfully, I think we can increase the awareness of the event amongst our target publics and motivate them to attend the Open House. This should lead to an increase in the number of applications the program receives.

Please feel free to reach me by phone at (204) 963-7023, or email at sjhunjunwala@academic.rrc.ca with any questions or concerns.

Sincerely,

Shreya Jhunjunwala
PR Major student

Encls.: 1

CREATIVE COMMUNICATIONS OPEN HOUSE

AN EVENT PLAN

By

Shreya Jhunjunwala

INTRODUCTION

This is an event plan for the 2018 CreComm Open House that will take place on Tuesday, January 30, 2018, from 6 p.m. to 8 p.m. at the Roblin Centre campus.

The CreComm Open House is organized to give potential students (and their decision-making helpers) information about the program. It gives them the opportunity to explore the classrooms and the campus, meet instructors and students, and decide if the program is the right fit for them.

SITUATION ANALYSIS

Strengths

Most communications or related degrees and diplomas in Winnipeg specialize in a specific area of communications. What sets CreComm apart from its competitors is that the students develop skills in all four majors: Journalism, Public Relations, Advertising, and Media Production. This not only gives students the chance to figure out which major suits them the best but also gives them an edge when they're applying for jobs.

In order to organize a successful CreComm Open House, we have the college's resources, including printing services, at our disposal. We also have a class of 21 PR students to help us run the event and at least one instructor from each of four majors whom we can use during the event.

Weaknesses

A lot of students do not apply to the program because they think they won't get in. Some people also think that the program has a high dropout rate. A few high school guidance counsellors have been known to advise students against applying to CreComm. The application process is lengthy and has several steps. The portfolio portion may seem like a lot of work to potential students.

The CreComm Open House usually invests in snacks and drinks for attendees. Not a lot of attendees eat or drink at the event. The refreshments are usually consumed by staff and volunteers. Although it is not a huge expense, we can invest less on refreshments and make better use of the money.

Opportunities

CreComm has a long list of successfully employed alumni who are proud to have graduated from this program. Some of them have a huge following on Twitter and Facebook. We can use their reach by asking them to share information about the Open House.

Approximately one-third of CreComm students were/are employed in creative fields like Theatre, film, and the arts. Some of them even have previous degrees or diplomas from these programs. We can approach theatre, film, or artist networks and ask them to share information about the Open House within their community.

Threats

Weather in January is unpredictable and a risk while organizing the CreComm Open House. We should be prepared in case of a snowstorm or adverse weather conditions on the Open House night.

Most of the attendees spend an average of 15-20 minutes at the event. Most of them will be spending a considerably longer period of time travelling to and from the Open House. We have to make the event worth the trip by giving them more information than what they can find on the website.

TARGET PUBLICS

“The Young’ns”

“The Young’ns” are potential CreComm applicants between 18 to 21 years of age. They are either fresh out of high school or currently enrolled in the Joint Degree with The University of Winnipeg. Some of them are thinking of going back to school after a gap year. A few of them are currently enrolled in other degrees or diplomas that they aren’t happy in. They have limited income and rely on the financial support of their parents or on student loans for their education. Most plan to live with their parents until they finish their degree. It is highly likely that their parent will accompany them to the Open House. They want a job as soon as they graduate so they can move out. They heard about CreComm either through their high school counsellors or teachers, or through their friends and family who have graduated from the program. They do not have a lot of experience, but have the drive and are eager to learn. They are worried about the intensity of the program and wonder if they’re good enough to get in. They look at what’s happening in the city using Facebook Events. They use Instagram and Snapchat to post pictures of where they are and what they’re doing.

Desired Outcomes:

- To have at least 50 Young’ns attend the CreComm Open House on January 30, 2018.
- To get at least 10 Young’ns who attended the CreComm Open House to apply to the program.

“The Back-to-Schoolers”

“The Back-to-Schoolers” are potential CreComm applicants between the ages of 21 to 35 years of age. Most of them have degrees or diplomas in creative fields like art, design, English, theatre, or film. Some of them have work experience or a strong interest in those fields. They aren’t happy at their current jobs. Those who just finished a degree feel like they didn’t get enough practical knowledge in University. They are interested in communications and are thinking of going back to school to find their ‘passion’. They are wondering if CreComm is the right fit for them. They have some money saved up but are worried about the lifestyle changes they would have to make if they decide to go back to school. They are concerned if the program is worth taking a temporary financial hit. They have heard about the program through their family, friends, and colleagues and are prepared for the challenging course load. They usually come to the Open House alone or are accompanied by their partners, siblings, or a friend. They are more active than The Young’ns on Facebook and use it to keep in touch with friends and family.

Desired Outcomes:

- To have at least 50 Back-to-Schoolers attend the CreComm Open House on January 30, 2018.
- To get at least 10 Back-to-Schoolers who attended the CreComm to apply to the program.

KEY MESSAGES

Potential CreComm students: The application process is do-able and you have a fair shot at getting in the program if it is a good fit.

Potential CreComm students: CreComm is an intensive yet fun program and you will get a fulfilling job in the communications industry when you graduate from the program.

EVENT CONCEPT

Before the Event

We will divide the PR Majors into eight groups. We will assign students to the group once the event plan is approved on the basis of the students' interests and skills.

The first group of three people will be the Design and Promotion Team. They will design an invite for the CreComm Open House and work with Tracey Seida to promote the event. They will create an Event Page on Facebook and reach out to CreComm alumni and ask them to share the link on their social media handles. They will also reach out to existing Film, Theatre, and Art groups on Facebook and ask them to share the link because the program might be of interest to some of their group members. They will also design and print the information package and survey form for the attendees. They will also use paid advertising to boost the Facebook Event Page.

The second group of three people will be responsible for creating the video for the Welcome Room. They will write the script, recruit volunteers to act, shoot, and edit the video. They will also act as the Logistics team. They will work with John Pura to handle all the Audio-Visual requirements for the event.

We will create six groups of two people each. Each group will be in charge of a Major room or the Welcome Room. They will be responsible for the set-up and take-down of the room. They will also coordinate with the instructors, and be present on the day of to make sure that event runs smoothly. They will also collect and display the student samples and the video clips as needed. They will coordinate with the Logistics Team to let them know about the audio-visual requirements for their room.

A group of three will be the Management Team. They will lead all of the other teams and do any crisis management that may occur. They will also be responsible for catering at the event, and recruiting volunteers from the first year to lead tour groups. They will organize the door prize and conduct the evaluation survey.

At the Event

At the CreComm Open House, we will show potential students what they will be learning while they're in the program and the career options they have once they graduate from it. We will give them a hard copy of the application information to make it easier for them to apply. Since the tuition is a concern for a lot of our target publics, we propose that we take \$100 out of our budget to conduct a raffle. All potential students who attend the Open House will be entered into a raffle to win a \$100 tuition credit voucher. We will post about this raffle on all our promotional platforms (RRC website banner, blog post, and Facebook Event Page).

We will have one welcome room and one room for each of the four majors. A description of each room and the sequence of a tour is described below.

Entrance: We will station one greeter at each of the three entrances to welcome people and direct them to the Welcome Room.

Welcome Room (P1 07): Tracey Seida, Creative Communications Program Coordinator, will welcome attendees to the first room. A volunteer will give each potential student an information package containing application information and a program information sheet. It will also contain a sheet providing links to current CreComm blogs (Second year) and the links to the website or social media handles for the current Independent Professional Projects. We will also set up a refreshment table with coffee and donuts for the attendees. Once we have ten people in the room, Tracey will give them a brief introduction to the program and answer any questions that they might have. We will then play a 1-minute video, made by the A/V Team, that will show viewers what a day in the life of a CreComm student looks like. It will show students operating media production equipment, attending classes, and interacting with their classmates and instructors. It will also include short testimonials by current students. We will show them that CreComm is an intensive yet fun program through the video. We will also highlight the fact that this is a student-made video and they will develop the skills to make something similar if they do join the program. After that, volunteers will lead tour groups to the all the Major rooms.

PR Major Room (A2 03): Melanie Lee Lockhart will greet potential students to the PR Major classroom. She will give attendees a brief description of the PR Major. She will explain what PR is, the learning outcomes of the course, and the career options they have if they graduate as a PR Major. We will also set the projector up with a slideshow of pictures of the Magazine Trade Fair and the mock News Conference. We will also place a few second year communications strategies and work samples from both the years that visitors can look at.

Advertising Major Room (The Agency): We'd use The Agency as the Ad Major room. Melodie Richard will welcome attendees to the room and give them an introduction of the Ad Major, the learning outcomes of the course, the career options that will have if they graduate as an Ad major. We will set the gallery walls up with student samples of print and out-of-home ads that visitors can look at. We will place sample ad campaign strategies on the tables for attendees to look at.

Journalism Major Room (W1 02): We will use the Newsroom as the Journalism Major room. James Turner and Joanne Kelly will greet potential students entering the room and give them a brief description of the Journalism Major. They will talk about the different types of Journalism (print, broadcast, and web), the learning outcomes of the course, what career options they have once they graduate. After that, they will play a short clip of a student sample from the Broadcast Journalism class.

Media Production Major Room 1 (W1 18): Dean Cooper and Forde Oliver will be present in the TV Studio to welcome potential students. They will give them a brief introduction to the Media Production Major and tell them about the career options they have once they graduate. We will play select second-year projects. After that, they will show them around the TV Studio and the equipment that they have there.

Media Production Major Room 2 (A1 10): Dan Vadeboncoeur will greet potential students to the Radio Station (A1 10) and talk about the Radio portion of Media Production. RRC Radio will be playing the background. He will also give them a tour of the equipment in the Radio Station.

Tour Leaders will bring the tour group back to the Welcome Room at the end. We will ask them to fill out a survey to help us evaluate the success of the event. As an incentive, we will enter everyone who fills out a survey into a draw to win a \$50 Tim Horton's gift card.

Once the event is over, we will order pizza for all the volunteers and staff to show our appreciation and thank them for their time.

After the Event

After the event, the Management Team will collect survey responses. They will also organize a team meeting to assess what worked and what didn't. Then they will prepare an evaluation report and present suggestions for next time to Tracey.

CRITICAL PATH

Date	Tactic	Public	Responsible	Done
Week of Jan 2				
	Team Brief – Assign roles to each group	PR Majors	Management Team	
	Meet Tracey Seida and get an approval on the final event plan	Tracey	Management Team	
	Design Invite	The Young'ns and the Back-to-Schoolers	Design and Promotions Team	
	Write video script	The Young'ns and the Back-to-Schoolers	Logistics Team	
	Meet John Pura to discuss A/V requirements	John Pura	Logistics Team	
	Prepare room layouts	The Young'ns and the Back-to-Schoolers	Room Teams	
Week of Jan 8				
	Team Brief – Progress reports	PR Majors	Management Team	
	Order food, book table, and buy napkins for the Welcome Room.	Tim Hortons and Pizza Pizza	Management Team	
	Create Facebook Event Page Design Information Package	The Young'ns and the Back-to-Schoolers	Design and Promotions Team	
	Recruit actors and shoot Welcome Video	The Young'ns and the Back-to-Schoolers	Logistics Team	
	Approach all CreComm instructors and request samples of student work and get permission to display them	CreComm Instructors and students	Room Teams	
	<ul style="list-style-type: none"> Meet with the instructors for the four majors and Tracey Seida. Prepare talking points for them 	CreComm Major Instructors and Tracey	Room Teams	

Week of Jan 15				
	Team Brief – Progress reports	PR Majors	Management Team	
	<ul style="list-style-type: none"> Recruit volunteers to lead tours and greet Assign volunteer roles and brief them 	First year CreComm	Management Team	
	<ul style="list-style-type: none"> Boost Event Page on Facebook Print Information package 	<ul style="list-style-type: none"> The Young’ns and the Back-to-Schoolers The Red River College Print Shoppe 	Design and Promotions Team	
	Give Tracey the invite and information package to send to high schools, employment advisors etc.	Tracey Seida	Design and Promotions Team	
	Edit Welcome Video	The Young’ns and the Back-to-Schoolers	Logistics Team	
	Collect and sort through the student samples	The Young’ns and the Back-to-Schoolers	Major Rooms Teams	
Week of Jan 22				
	Team Brief – Progress reports	PR Majors	Management Team	
	Finalize door prize details	The Young’ns and the Back-to-Schoolers	Management Team	
	Ask alumni, aforementioned groups, current students, and instructors to share Event Page on social media	Alumni, influencer groups, current students, and instructors	Design and Promotions Team	

	<ul style="list-style-type: none"> • Write blog post on the RRC website • Modify the invite to use as a banner on the RRC website 	The Young'ns and the Back-to-Schoolers	Design and Promotions Team	
	Prepare a final list of A/V Requirements	Room Teams	Logistics Team	
	Print and prepare video or audio clips of student samples	Print Shoppe, The Young'ns and the Back-to-Schoolers	Room Teams	
	Prepare a list of A/V requirement(s)	Logistics Team	Room Teams	
Week of Jan 29				
	Team Brief – Progress reports	PR Majors	Management Team	
	Prepare and distribute final run sheet	PR Majors, volunteers, Major instructors, and Tracey	Management Team	
	Design and print survey/evaluation forms	The Young'ns and the Back-to-Schoolers	Design and Promotions Team	
	Test all A/V equipment and check if all student samples work	PR Majors, volunteers, Major instructors, and Tracey	Logistics Team	
	Meet with instructors to finalize talking points	Major instructors	Room Teams	
Monday, January 29, 2018	Do a run-through	PR Majors, volunteers, CreComm Major instructors, Tracey Seida, and John Pura	Management Team	
Tuesday, January 30, 2018	Event Day: Refer to run-sheet			
	Team Briefing – Evaluate event	PR Majors, volunteers,	Management Team	

		CreComm Major instructors, Tracey Seida, and John Pura		
	Collect and analyze survey responses and prepare evaluation report	Tracey Seida	Management Team	

RUN SHEET

Date: Tuesday, January 30, 2018

Time: 6-8 p.m.

Project lead: Shreya Jhunhunwala
iPhone: (204) 963-7023
Email: sjhunhunwala@academic.rrc.ca

Where: Roblin Centre
160 Princess Street
Winnipeg, MB R3B 1K9

Key contacts: Tracey Seida
Phone: (204) 949-8339
Email: tseida@rrc.ca

John Pura
Cell: (204) 793-1943
Email: jpura@rrc.ca

Timeline:

4-5:30 p.m. Room Teams sets up Major rooms as per room plans.

Logistics Team sets up A/V equipment.

Design and Promotions team check and hand over information packages and survey forms to the Welcome Room team.

Food arrives from Tim Hortons at 5 p.m. Welcome Room team sets up information/survey table and refreshment table.

Management Team checks all the rooms.

5:30 p.m. Volunteers arrive.

Management Team briefs volunteers. They station one volunteer (greeter) at each entrance and give them a sheet for evaluation. Ten volunteers (tour group leaders) wait outside the Welcome Room.

Tracey Seida and the Major Instructors arrive at their respective rooms. Room Teams brief them and do a test run. Attendees start arriving.

6:00-8 p.m.

Greeters direct attendees to the Welcome Room.

Room Team greets attendees and hands the potential student an information package and enters them for the \$100 tuition refund door prize. Attendees are requested to grab a coffee and Timbit until a group of at least ten attendees can be formed.

6:15 p.m. (First Welcome begins, second round starts every 5 minutes)

Once we have a group of ten attendees, Welcome Room Team introduces Tracey.

6:15-6:20 p.m.

Tracey gives her talk and plays the Welcome video. If more attendees arrive during this period, the Tour Leaders/Room Team members are directed to request that the attendees wait outside till the video is over.

When the video is over, Room Team hands over the group of attendees to a tour leader.

New attendees enter the room.

6:20 – 6:30 p.m.

Each Tour Leader introduces himself/herself to the group and leads them to the first room, the PR Major room. Tour Leaders answer questions and converse along the way.

PR Room: Melanie gives talk and answers questions. Attendees look at samples. Tour leaders lead attendees to the next room.

6:30 – 6:40 p.m.

Ad Room: Melodie gives talk and answers questions. Attendees look at student samples. Tour leaders lead attendees to the next room.

6:40 – 6:50 p.m.

Journalism Room: James and Joanne give talk, play video clip, and answer questions. Attendees look at student samples. Tour leaders lead attendees to the next room.

6:50 – 7:00 p.m.

Media Production Room 1: Dean and Forde give talk, play video clip and answer questions. Attendees look at student samples. Tour leaders lead attendees to the next room.

7:00 – 7:10 p.m. Media Production Room 2: Dan gives talk and answers questions. Attendees look at student samples. Tour leaders lead attendees back to the Welcome Room.

7:10 – 7:15 p.m. Welcome Room: Attendees are asked to fill out survey. Tour Leaders thank them for coming. End of tour.

Each tour leader repeats cycle second time once groups of ten attendees can be formed.

8:00 p.m. Instructors and teams wait in their rooms till all the attendees leave.

Pizza arrives. Management Team places the pizza on the refreshment table.

Management Team collects survey responses. They conduct the draw for the door prize and make a note of the winner.

8:15 p.m. Room Teams start tear down of student samples.

A/V team returns equipment (if any).

Management team thanks everyone and invites instructors, volunteers, and Room Teams to the Pizza Party but everyone is free to leave after they finish their assigned tasks.

9 p.m. Management Team ensures that tear down is complete and disposes of Pizza boxes. End of Event.

Next day Management Team notifies winner for door prize.

Management Team picks and notifies a 'survey winner'.

BUDGET

Event Budget (Cost)

Budget Item	Estimated Cost (\$)
Coffee @ \$49.70 for a 35 cup cambro	\$150
Timbits @ \$9 each for a 50 Pack	\$40
Pizza @ \$15 each	\$60
Paper Towels (6-pack)	\$5
Foam Plates @3.99 for a 50-pack	\$20
Sponsored Facebook posts	\$75
Tuition credit door prize	\$100
Tim Hortons gift card	\$50
Total	\$500

Printing Budget (Cost)

Budget Item	Estimated Cost (\$)
Student samples (number to be estimated on the basis of instructor feedback)	\$0.30 per colour print
Information packages (approximately 200 packages)	\$0.50 per package
Survey forms (approximately 200 @ \$0.10 each)	\$5

Event Budget (Time)

Budget Item	Estimated Time (per person)
Team Briefs (All teams - 20 mins per meeting for 7 weeks)	2 hrs 20 mins
Event Day (All PR majors)	5 hrs
Management Team	
Meet Tracey	15 mins
Order food, book table, and buy napkins for the Welcome Room.	1 hr
Recruit volunteers to lead tours and greet, Assign volunteer roles and brief them	1 hr
Finalize door prize details	30 mins
Prepare and distribute final run sheet	1 hr 30 mins
Run-through	1 hr
Evaluation	2 hrs
Subtotal	7 hrs 15 mins

Design and Promotions Team	
Design Invite	2 hrs
Create Facebook Event Page	30 mins
Design Information Package	1 hr 30 mins
Boost Event Page on Facebook	15 mins
Print Information package and give to Tracey	15 mins
Ask alumni, aforementioned groups, current students, and instructors to share Event Page on social media	1 hr
Write blog post on the RRC website	1 hr
Modify the invite to use as a banner on the RRC website	30 mins
Design and print survey/evaluation forms	2 hrs
Subtotal	9 hrs
Logistics Team	
Write video script	2 hrs
Meet John Pura to discuss A/V requirements	15 mins
Recruit actors and shoot Welcome Video	1 hr
Edit Welcome Video	3 hrs
Prepare a final list of A/V Requirements	1 hr
Test all A/V equipment and check if all student samples work	2 hrs
Subtotal	9 hrs 15 mins
Room Teams	
Prepare room layouts	1 hr
Approach all CreComm instructors and request samples of student work and get permission to display them	1 hr
Meet with the instructors for the four majors and Tracey Seida and prepare talking points for them	2 hrs
Collect and sort through the student samples	1 hr
Print and prepare video or audio clips of student samples	2 hrs
Prepare a list of A/V requirement(s)	30 mins
Meet with instructors to finalize talking points	1 hr
Subtotal	8 hrs 30 mins
Volunteers	
Run-through	1 hr
Event day	3 hrs

Subtotal	4 hrs
Instructors	
Preparation	1 hr
Run-through	1 hr
Event day	3 hrs
Evaluation	30 mins
Subtotal	5 hrs 30 mins
Tracey Seida	
Preparation	4 hrs
Run-through	1 hr
Event day	3 hrs
Evaluation	1 hr
Subtotal	9 hrs
John Pura	
Preparation	2 hrs
Run-through	1 hr
Event day	3 hrs
Pack-up	1 hr
Subtotal	7 hrs

EVALUATION

We will ask the Open House attendees to fill out a survey before they leave to help us evaluate if our objectives were met. Some of the potential survey questions have been listed below.

- Which age group do you belong to?
- What is your level of education?
- Where did you hear about the Open House?
- Why does CreComm interest you?
- Did you find the information that you were looking for at the Open House?
- Did the you find the tours helpful?
- Did the Open House help you make the application decision?

Objective	Evaluation
Event promotion	<ul style="list-style-type: none"> • Count the number of people who select Interested or attending on the Event Page. • Track the number of alumni, groups, current students, and others who share the Event Page • Count the number of inquiries Tracey receives before the event. Ask Tracey to enquire if the callers have seen the Event Page.
To have at least 50 Young'ns attend the CreComm Open House on January 30, 2018.	<ul style="list-style-type: none"> • Ask the greeters to count the number of people that attend event, ask their name and age and note it down. • Evaluate the survey responses.
To have at least 50 Back-to-Schoolers attend the CreComm Open House on January 30, 2018.	<ul style="list-style-type: none"> • Ask the greeters to count the number of people that attend event and ask them their name and age. • Evaluate the survey responses.
Event success	<ul style="list-style-type: none"> • Check if the tuition credit door prize was used once the new session begins. • Ask Tracey and Student Services staff to count the increase or decrease in applications after the event. • Ask Tracey and Student Services staff to ask applicants if they had attended the Open House.