

CRECOMM 2025 STRATEGIC EVENT PLAN

Supervisor: Rose Regier
October 25, 2024
Brielle Campbell



Table of Contents

Introduction.....	1
Key Publics Overview.....	2
Core Messages.....	4
Event Concept.....	5
Sponsor Proposal.....	9
Promotional Plan.....	10
Run Sheet.....	11
Budget.....	13
Evaluation.....	17

Introduction

The overall objective of this communications plan is for our key publics to attend the Creative Communications (CreComm) 2025 event.

Our SMART objectives are:

- To increase the number of people who attend the CreComm 2025 event by 20 people by April 9, 2025. We would measure this by comparing the 2024 attendance to 2025's.
- To build a strong relationship with our sponsor, Jump Up Bouncers, by the week of April 14, 2025. We will measure this by sending a survey to the organization the week of April 14, 2025, and evaluating their answers.
- To strengthen relationships with alumni and industry professionals during the CreComm 2025 event on April 9, 2025. We will measure this by sending a survey to these guests and evaluating their answers the week of April 14, 2025

The 2024 public relations (PR) students ran the first CreComm-only awards event last year and we will build on their successes and mitigate their let-downs in our plan. The previous PR students were ambitious in their attendance objectives, so we can use this to create realistic objectives. We need to improve our key messages and theme, ensuring they resonate with our publics. We also need to improve the networking environment.

We have access to many discounted and set assets from previous years, such as free printing, free/set venue, and set catering, saving a large chunk of budget and time. However, we are not professional event planners and this is bound to take us longer in a limited time frame.

This event is a chance to step out of our comfort zone and plan something we, as CreComm graduates, will find enjoyable. Our event time is a threat because it will take place on a weekday during dinnertime and since this event is not mandatory, there will be low motivation among alumni and industry professionals.

Key Publics Overview

Primary public: CreComm graduating class of 2025 and other acknowledged students.

Interests: They are interested in celebrating their graduation and achievements, and finding a job.

Beliefs and values: They believe getting a job isn't as easy as it used to be, and networking is one of the most important ways of finding a job.

Motivations: They want to celebrate their achievements with their friends and family. This could be their last chance to network at a CreComm event before their summer jobs.

Pain points: In a demanding school environment, this event will take away from the valuable time students have to do homework. It won't seem worth attending if they don't think the event will be enjoyable.

Desired outcomes:

- Our goal is to ensure all students attending the event feel satisfied with their networking by giving them a healthy amount of time to mingle.
- Our goal is for 60 out of 63 CreComm graduates to attend the event by encouraging motivation through fun activities.

Secondary public : CreComm alumni and industry professionals.

Interests: They are interested to learn what future communicators are being taught.

Beliefs and values: They believe they shouldn't be invited to an event unless it is of genuine interest to them.

Motivations: They are excited to see old classmates and talk to industry professionals and students to build relationships.

Pain points: This is not a mandatory event and takes place on a weekday around dinnertime, so they will have low motivation to attend.

Desired outcomes:

- Our goal is for 10-15 more alumni/industry professionals to attend the event by reaching out to different kinds of organizations and creating well-crafted RSVP invitations.
- Our goal is for alumni and industry professionals to feel like this event was useful by creating a fun, welcoming, and professional environment.

Secondary public: Working Draft.

Interests: It is interested in launching the newest edition of Working Draft successfully.

Beliefs and values: It believes Working Draft is a trustworthy magazine and should be seen as independent from CreComm and RRC Polytech.

Motivations: It wants to increase the readership of Working Draft among its key publics.

Pain points: Working Draft will be overlooked because of the activities at the event.

Desired outcomes:

- Our goal is for 60 people to scan the QR code at the Working Draft booth, directing them to its newsletter sign-up by setting up its booth near the food/beverages tables, so people see it while standing in line.
- Our goal is for 50 people to sign up for the Working Draft newsletter by having people who are knowledgeable about Working Draft and understand its key publics sit at the booth.

Secondary public: Sponsor (Jump Up Bouncers).

Interests: They are interested in increasing clients and making money.

Beliefs and values: They believe they are a hard-working organization deserving of recognition.

Motivations: They want to increase brand awareness at an event with a theme that aligns with their organization.

Pain points: They might not think the sponsorship proposal is equivalent to what we're asking from them.

Desired outcomes:

- Our goal is for the sponsor to be satisfied with the collaboration and willing to work with us again by increasing awareness for the organization through signage.

Core Messages

CreComm class of 2025 and other acknowledged students: The CreComm 2025 event will be an enjoyable night with friends and family and the last CreComm event with a networking opportunity.

Alumni and industry professionals: The CreComm 2025 event is the perfect opportunity to learn what your future communicators are learning today.

Event Concept

Overview

The CreComm 2025 event will take place at 319 Elgin Avenue on the first and second floor of the Manitou a bi Bii daziigae building between 5:30 p.m. and 8:00 p.m. The main focus of the event is the awards ceremony, recognizing CreComm students for their achievements, which will take place inside the Roundhouse Auditorium.

The PR students' goal for the CreComm 2024 event was for 200 people to attend. In the end, 165 people RSVP'd and 135 people attended. The CreComm 2025 event attendance goal should be similar so we will aim for 155 people to attend.

The event theme will be garden party activities, which will have a light, playful, and professional tone with rustic, greenery, and floral touches. We will form a sponsorship with Jump Up Bouncers and use their set of backyard activities for rental. This theme ensures guests have fun and feel comfortable interacting.

Event Roles

There are 20 people on our PR team. We will have a team student lead and Rose Regier as our secondary lead. The team lead will make final decisions on event roles. For the other 19 people, the number of people per role is as follows:

- Venue/Decorations (Decor): Two people
- Food/beverages: Two people
- Promotions/signage: Four people
- Sponsorships: Two people
- Guests: Two people
- Speakers: Four people
- Volunteers: Two people
- Evaluation: One person

Note: The person assigned to evaluation will help with extra work if needed.

Venue/Decor

The event will take place in the Manitou a bi Bii daziigae building. The flow through the venue will be as follows:

1. The signage posted outside will guide the guests to the main floor of the building.
2. They will then check their coats, receive name tags and programs, and move toward the food/beverages.
3. The food/beverages will be lined up along the walls buffet style, with caterers to serve the food. Guests will stand in line waiting to choose food.

4. The Working Draft booth will be near the food/beverages so people are drawn toward it as they are waiting.
5. There will be cocktail tables around the main floor for people to mingle and eat as everyone arrives.
6. People can then follow the signage to the second floor, where there will be music and backyard activities.
7. The activities will be set up to play the entire time but will be taken away once the awards ceremony begins.
8. The awards ceremony will begin and people will move to sit in the Roundhouse Auditorium.
9. After the ceremony is over, people can take pictures against the photo wall set up directly outside the room.

Music will be playing throughout the event from upstairs only. The music will be upbeat with summer/spring vibes.

Since the theme is a garden backyard party, we would incorporate a lot of bright, light, and classy colours into the decor. This includes rustic, greenery, and floral decor, and mini tea light candles.

Here similar examples of what to imagine:



Catering

Marek Hospitality will cater the event, taking up \$5,000 of the \$6,000 budget. Based on the backyard activities and spring-like theme, the food will be light but filling. We recommend primarily vegetarian foods like fruits, vegetables, and mushroom/smoked salmon sliders, etc. The non-alcoholic drinks will be water, coffee, sparkling peach tea, and strawberry spritzers. We will provide catering with any dietary restrictions in advance.

The food will be set up along the far wall of the main floor because it will be easier to set up and take down. Guests will be hungry after a tiresome work day and will appreciate eating at the beginning.

If there is leftover food, we will ask students and volunteers to take some home, as last year they couldn't donate it.

Volunteers

The volunteer team will create slots for 16 first-year CreComm student volunteers, allocating one to three people per role. This will include anything from gathering dishes to greeting guests.

We will send an email to the first-year CreComm students with a sign-up link for volunteering, where they will choose their roles. We will then send them email updates finalizing their roles and explaining the goal of the event and any logistical information.

The volunteer team will print and email instructions to the volunteers with their tasks and they will gather for a meeting before the event. All volunteers will be served pizza before the event begins as a reward for their work. We will assure volunteers feel comfortable reaching out to the volunteer team with any questions/concerns.

Speakers

We will reach out to speakers in February and keep them up-to-date throughout the planning process.

The first speaker will be an Elder, who we will provide with brief speaking notes for a five-minute speech. We will write the Land Acknowledgment and have the Elder approve it in advance. We will also provide the Elder with food/beverages, transportation (if necessary) and an offering for sharing their knowledge.

The second speaker will be a College representative, who will give a brief 5-7 minute speech. We will write the speech for this person and go over it with them in advance.

Our final speaker and master of ceremonies (MC) will be Braiden Watling, who will hand out the awards. We will write his speech for him and go over it with him in advance.

The awards ceremony will last around 50 minutes, the awards presentations taking 30 minutes.

Sponsorship/Activities

We will partner with Jump Up Bouncers for our sponsorship, a small business that rents inflatable bouncers and backyard games. We will send a sponsor proposal to the organization with plans to increase their brand awareness at our event using signage equivalent to their rental price. In return, we will ask for their set of five backyard activities, which is \$109. We will also ask for their basketball arcade game, which is an extra \$79 if we have leftover budget.

These activities will be on the second floor of the event, spread out across different areas of the hallway. We will measure the space in advance for walkways to the stairs, bathroom, and elevators to avoid hazards.

Each game will have instructions and a whiteboard for people to sign their name to be in the queue line. The game instructions will also be available in the programs. The activities will be available to play up until the awards ceremony.

Signage

The first signage will direct guests to the entrance of the main floor. There will be arrows every few steps and a large entrance sign on the door. Once inside, they will receive a nametag and a program. The programs will include the event title, donors and the list of people receiving awards, the activity instructions, and a thank-you note.

Each food dish will have a printed list of ingredients and there will be a beverage menu list. Working Draft will have a large sign at its table and a QR code for guests to scan in order to be prompted to its newsletter.

There will be signs along the stairs leading guests toward the activities, where there will be posted instructions.

There will also be a large photo wall after the awards ceremony with the RRC Polytech and Jump Up Bouncers logos. Programs and activity instructions will also include the sponsor's logo.

Sponsor Proposal: Jump Up Bouncers

Sponsor desired outcomes - what they want	What we have that delivers their wants
Increase in brand awareness.	Creating signage for an event with a theme that aligns with their brand to increase visibility.
Increase in customers.	A large event where people are experiencing their activities.

The offer	The ask
Signage with their branding at the event. This includes their logo on the photo wall, programs, and game instructions. We will also mention them in social media content on the day of the event.	\$188 worth of rentals.

Promotional Plan

Our promotions will mainly use email marketing. We will send RSVP invites using encouraging language tailored to each public (alumni, industry professionals, donors, and students). We will send the first email after the RSVP landing page opens, the second with the logistics of the event, and the third to remind RSVP recipients of the upcoming event.

The next promotional tactic is social media posts, which will be posted in two waves:

The first wave will be posted in February. We will create CreComm student profiles featuring one person from each specialization. Each student will be in one category: Outstanding academic achievement, community engagement, participation, and enthusiasm. The instructors of the specializations will pick the winners. The first-year CreComm instructors will also choose one first-year student to be posted. The promotions team will interview each student, create a multi-media element, and post it on RRC Polytech's LinkedIn, Instagram, and Facebook pages.

The second wave will be posted in March on the same social media platforms. We will design a few variations of posters that represent the theme. We will then make an in-feed post explaining the purpose of the event and how many people are graduating this year. We will continue to post Instagram and Facebook stories using the same message.

We will also promote the event in a blurb at the bottom of the Working Draft newsletter once/twice.

The promotions team will also create a short intro video for the awards ceremony showcasing impressive CreComm work from the 2025 graduates.

Run Sheet

Time	Action	Committee	Done
April 9, 2025			
2:00 p.m.	Pick up activities from sponsor	Sponsorship	
2:00 p.m.	Pick up flowers	Venue/decor	
2:30 p.m.	Team meetup and check-in	Everyone	
2:40 p.m.	Measure space for activities	Venue/decor	
2:40 p.m.	Set up food/beverages area	Food/beverages	
3:00 p.m.	Set up name tag table and coat check	Guests	
3:00 p.m.	Set up Working Draft table	Team lead	
3:00 p.m.	Set up awards presentation area	Speakers	
3:20 p.m.	Set up sponsor activities	Sponsorship	
3:20 p.m.	Set up tables, chairs, and decor	Venue/decor	
3:20 p.m.	Set up signage	Promotions/signage	
3:30 p.m.	Volunteers arrive and gather in meeting room	Volunteer team	
3: 35 p.m.	Go over volunteers' assigned tasks	Volunteer team	
3:45 p.m.	Hand volunteers a printed copy of their instructions	Volunteer team	
3:50 p.m.	Run through tasks with volunteers	Volunteer team	
4:00 p.m.	Check audiovisual equipment and presentations	Venue/decor	
4:10 p.m.	Check sound and lighting	Venue/decor	
4:30 p.m.	Test activities	Sponsorship	
4:30 p.m.	Caterers arrive	Food/beverages	
4:40 p.m.	Final event run-through	Everyone	
4:40 p.m.	Order pizza for volunteers	Volunteer team	
5:10 p.m.	All volunteers in place	Volunteers	
5:15 p.m.	Doors open	n/a	

5:15 p.m.	Social media content captured throughout event	Promotions/volunteers	
5:30 p.m.	Guests arrive, check coats, receive programs and name tags	Volunteers	
5:30 p.m.	Turn on music upstairs	Venue/decor	
5:35 p.m.	Guests receive food/beverages	n/a	
5:40 p.m.	Guests mingle on the main floor around cocktail tables	n/a	
6:00 p.m.	Announce and encourage guests to play activities upstairs	Volunteers	
6:05 p.m.	Guests participate in activities	n/a	
6:30 p.m.	MC announces awards ceremony start and volunteers guide guests into the Roundhouse Auditorium	Volunteers	
6:30 p.m.	Identify and instruct top 12 donors	Team lead	
6:40 p.m.	Awards ceremony begins	n/a	
6:45 p.m.	Elder opening remarks and Land Acknowledgment	n/a	
6:50 p.m.	Activities clean up	Volunteers	
6:50 p.m.	MC opening remarks	n/a	
6:55 p.m.	CreComm introduction video	Volunteers	
7:00 p.m.	Photo wall set up	Volunteers	
7:00 p.m.	College representative speaks	n/a	
7:05 p.m.	MC speaks	n/a	
7:10 p.m.	Awards are handed out (donors present some)	n/a	
7:40 p.m.	Awards presentations end	n/a	
7:40 p.m.	MC closing remarks	n/a	
7:45 p.m.	Guests take pictures by photo wall	n/a	
8:00 p.m.	Event ends	n/a	
8:30 p.m.	Guests leave	n/a	
8:35 p.m.	Assemble team to delegate tasks	Team lead	
8:45 p.m.	Full tear down and clean up	Everyone	

Budget

The total budget for this event is \$6,000. We estimate this event to be under budget.

Category	Estimated cost, salaried hours	Estimated cost, taxes included (\$)
Venue		
Book venue	1	n/a
Create floor plan	1	n/a
Space walk-through	2	n/a
Set up and tear down	5	n/a
Venue cost sub-total	9	n/a
Decor		
Search for decor based on theme	2	n/a
Order flowers	1	\$90
Buy and pick up decor	3	\$50
Decor cost sub-total	6	\$140
Catering		
Initial meeting and check-ins	3	n/a
Book catering	1	\$5,000
Track RSVPs for dietary restrictions	1	n/a
Create food/beverages menu	3	n/a
Finalize menu	1	n/a
Catering cost sub-total	9	\$5,000
Sponsorships		
Create sponsor proposal	4	n/a
Contact and confirm sponsor	3	n/a
Meetings and check-ins with sponsor	4	n/a

Sponsorships cost sub-total	11	n/a
Volunteers		
Create volunteer sign-up sheet	1	n/a
Create social media guidelines for volunteers	1	n/a
Create and send emails to volunteers	2	n/a
Write instructions for volunteers	2	n/a
Volunteer meeting and run-through	1	n/a
Order pizza for volunteers	1	\$115
Volunteer cost sub-total	8	\$115
Signage		
Design signage: <ul style="list-style-type: none"> - Photo wall - Game instructions - Food/beverage labels - Directions - Programs - Sponsor logo 	15	n/a
Finalize signage	2	n/a
Order and print signage	1	n/a
Signage cost sub-total	18	n/a
Promotions		
Conduct student profile interviews	6	n/a
Create social media content and copy (Instagram, LinkedIn, and Facebook)	4	n/a
Create Working Draft newsletter announcement	2	n/a
Design graphic for social media	4	n/a
Post social media content	1	n/a
Gather content for CreComm video	4	n/a
Create CreComm video for awards ceremony	6	n/a

Promotions cost sub-total	27	n/a
Speakers		
Contact all speakers	2	n/a
Meetings and check-ins with all speakers	5	n/a
Speechwriting for MC	4	n/a
Speechwriting for College representative	3	n/a
Write Land Acknowledgment	3	n/a
Speaking notes for Elder	2	n/a
Speakers cost sub-total	19	n/a
Activities		
Pick up and drop off sponsor activities	1	n/a
Buy whiteboards incase of activity queue	1	\$28
Activities cost sub-total	2	\$28
Guests		
Research on industry professionals, alumni, and donors	2	n/a
Create RSVP list	3	n/a
Create RSVP landing page	3	n/a
Create and send initial email to RSVP list	2	n/a
Open RSVP landing page	1	n/a
Track RSVP responses	2	n/a
Create and send instructions to guests	2	n/a
Meetings with other teams for menu and accessibility requirements	2	n/a
Guests cost sub-total	17	n/a
Extras		
Team meetings	5	n/a
Hire and meet with photographer	1	n/a

Make event playlist	1	n/a
Buy and make Murphy Kit	2	\$50
Print emergency lists	1	n/a
Guests cost sub-total	10	\$50
Evaluation		
Track RSVPs	3	n/a
Create and send surveys	4	n/a
Create and send thank-you emails	2	n/a
Gather feedback	2	n/a
Create final evaluation report	5	n/a
Evaluation cost sub-total	16	n/a
TOTAL BUDGET	152	\$5,333

Evaluation

Evaluating objectives and desired outcomes

Our SMART objectives are:

- To increase the number of people who attend the CreComm 2025 event by 20 people by April 9, 2025. We would measure this by comparing the 2024 attendance to 2025's.
- To build a strong relationship with our sponsor, Jump Up Bouncers, by the week of April 14, 2025. We will measure this by sending a survey to the organization the week of April 14, 2025, and evaluating their answers.
- To strengthen relationships with alumni and industry during the CreComm 2025 event on April 9, 2025. We will measure this by sending a survey to these guests and evaluating their answers the week of April 14, 2025

Our desired outcomes are:

- Our goal is to ensure all students attending the event feel satisfied with their networking by giving them a healthy amount of time to mingle.
- Our goal is for 60 out of 63 CreComm graduates to attend the event by encouraging motivation through fun activities.
- Our goal is for 10-15 more alumni/industry professionals to attend the event by reaching out to different kinds of organizations and creating well-crafted RSVP invitations.
- Our goal is for alumni and industry professionals to feel like this event was useful by creating a fun, welcoming, and professional environment.
- Our goal is for 60 people to scan the QR code at the Working Draft booth, directing them to its newsletter sign-up by setting up its booth near the food/beverages tables, so people see it while standing in line.
- Our goal is for 50 people to sign up for the Working Draft newsletter by having people who are knowledgeable about Working Draft and understand its key publics sit at the booth.
- Our goal is for the sponsor to be satisfied with the collaboration and willing to work with us again by increasing awareness for the organization through signage.

Evaluating key public(s) progress

We will evaluate our key publics' progress by comparing the CreComm 2024 event evaluation to CreComm 2025's event. To do this, we will:

- Send a survey to all guests asking about their experience at the event, what they thought of the theme, length, food, professionalism, etc.
- Send a survey to the volunteers asking if they felt prepared and comfortable with their tasks.
- Send a survey to Jump Up Bouncers inquiring whether they would work with us again and how effective our communication was.
- Send a survey to students asking what they thought about the duration for networking with alumni and industry professionals and how they enjoyed the activities.
- Measure the number of people who attended the CreComm 2025 event compared to last year's.

We would then determine if our key publics met our objectives and desired outcomes and if they understood our core messages to create a final evaluation report.

For further information about this plan, please contact:

Brielle Campbell
 Communications Coordinator
 (204) 123-1234
 bcampbell6@academic.rrc.ca