

Cheers to the CreCom Top 10

A special event plan for the launch of
The CreCom Top 10: Celebrating a Decade of Excellence at Red River College

November 15, 2008

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Situation Analysis

The Creative Arts program at Red River College has a reputation as a centre of excellence in Canada. The program offers a wide range of creative media and communications from Graphic Design, Photography, Digital Media and 3-D Graphics to Advertising, Public Relations, Broadcasting, and Journalism studies. However, these areas do not always interact as commonly within the faculty as they do in the “real world.” The launch of *The CreCom Top 10: Celebrating a Decade of Excellence at Red River College*, a chronicle of the top IPP projects of the last 10 years, provides an excellent opportunity to unite the faculty and promote a unified front to media, alumni and industry professionals who understand how connected the creative arts community truly is. It also provides Red River College a chance to share its resources and give to potential students by creating a scholarship program from the proceeds of this book/DVD.

Concept

An afternoon cocktail reception will launch the book/DVD *The CreCom Top 10: Celebrating a Decade of Excellence at Red River College* to media, alumni, students and the public.

To accommodate busy alumni and industry professionals, and to build on its excitement, the event occurs directly before the 2008 Red River College Alumni Dinner on Saturday, November 15, 2008. Creative Arts alumni and current students, along with literary and communications professionals, will be invited to this cocktail reception/launch.

Guests will arrive at Red River College’s Princess Street Campus for cocktails and hors d’oeuvres beginning at 3:00 p.m. There will be guided campus tours available to guests and buffet food tables for grazing as people network. Cruiser tables will be scattered throughout the Loewen Atrium, which will be converted into a display gallery featuring work by current Creative Arts students.

The cocktail setting provides the media an opportunity to interview participants, staff and students. It also allows industry and alumni the opportunity to see students’ work and students the chance to network with potential employers.

Larry Partap, Chair of Creative Arts, will open the formal component of the afternoon with the announcement of the book/DVD and the scholarship fund. Larry will highlight the contribution Creative Arts students have had on the local communications and literary community. He will emphasize that the proceeds from this book/DVD will provide more students with the opportunity to develop their talents at this centre of excellence.

The news conference will take place in the Tim Hortons cafeteria (set up theatre style with standing room). Creative Arts students will choose three of the 10 profiled authors/artists to provide a five-minute overview of their project, just as they did as students. Their presentations will include visuals and/or graphic displayed on the room’s

three Plasma TV screens and projected onto a large screen at the front of the room¹. All 10 contributors chosen for the book/DVD will then form a panel and answer questions from the media and the audience. Red River College president, Jeff Zabudsky, will chair the panel.

After the question period has wrapped, Jeff will present each participant with a copy of the book/DVD to sign. These books will act as door prizes; a random drawn will determine which 10 guests will each receive an autographed edition of the book/DVD.

In closing, Jeff will offer his congratulations and thanks to these 10 participants, as well as to all alumni, staff and current students for their contributions in building an outstanding reputation for the Creative Arts program. He will reinforce that it is students and alumni working together with a supportive industry that ensures Red River College will continue to be a Canadian centre of excellence.

The event will wrap at 6:00 p.m. as the last limousine shuttle leaves for the Alumni Dinner at Red River College's Stevenson Campus.

Audiences

The primary audiences of the book/DVD and the launch event are divided into four main groups.

Current Creative Arts students and their families

Key Messages: This book/DVD raises the profile of the entire Creative Arts department, and in turn, your degree/diploma. It creates an opportunity for you to introduce yourself and your work to media and industry professionals at the launch event, it will increase awareness of the diverse talents you develop in your program, and it provides you with an opportunity to work with other Creative Arts departments in a professional, real world setting. Building the reputation of the department leads to greater job opportunities for you as a Creative Arts graduate.

Tools: Creative Arts staff and instructors will inform students of the book/DVD release. They will reinforce the key messages and outline the opportunities for students to promote their work through class projects and the launch event.

To reduce the potential for jealousy or resentment between departments, students will collaborate with other programs on projects relating to the launch, such as Graphic Design students with Photography students. This should unite the faculty and create awareness and excitement about the book/DVD and the launch event. Students will then pass along their enthusiasm to their families.

¹ The Tim Hortons cafeteria may not accommodate a projector and screen image system because of the large amount of light entering through the many windows. This is not a threat as visuals will be aired on the three TV monitors, which are accessible to the audience.

Creative Arts staff

Key Messages: This book/DVD is a chance to show industry, alumni and media how well we prepare professional, diverse and talented students that are ready for the work force. Our knowledge and experience furthers Red River College's reputation as a Canadian centre of excellence and this publication reinforces our contribution to our students' success.

Tools: Larry Partap will announce the publication of the book/DVD at the first department meeting of the fall semester. While making this announcement, Larry will emphasize the contribution that Creative Arts staff have on the success of the program and the success of Red River College. Both Larry Partap and Red River College president Jeff Zabudsky will offer public recognition and congratulations to all Creative Arts staff at the book/DVD launch, which all Creative Arts staff are invited to attend.

Creative Arts alumni

Key Messages: This book/DVD will bring back the great experiences you had as a Red River College student in the Creative Arts program; by purchasing this book/DVD, you will help provide that opportunity and experience to another deserving student. The Creative Arts program contributed to your success, and remains an excellent and deserving program worthy of your time and attention.

Tools: Creative Arts alumni will receive individual invitations to the launch party and will be privy to a sneak preview of the book/DVD in *Distinctions*, the alumni magazine. During the launch, tours of the Princess Street Campus will be offered to keep alumni in touch with the current programs. The event is scheduled just before the Alumni Dinner with complimentary limousine shuttle to Stevenson Campus to encourage alumni attendance.

Winnipeg's literary and professional communications communities

Key Messages: Most likely, you interact with Creative Arts graduates in your professional career and are impressed by their talent, creativity and professionalism, a product of their time at Red River College. By purchasing this book/DVD and attending the launch event, you are giving back to your industry by enabling more students access to a valuable education in the Creative Arts program at Red River College. In return, we will provide you with an opportunity to explore and learn more about this centre of excellence and the students it produces.

Tools: Students will choose industry professionals to invite to the book/DVD launch and will send them personal invitations and creative reminders to spark their interest in the book/DVD and the launch event. While at the event, student volunteers will offer guided tours of the Princess Street Campus and provide information about the programs in the Creative Arts faculty. Industry professionals will have the opportunity to view student projects and network with potential employees.

Event Plan and Timeline

Task	Notes	Due	Resp.
<i>Venue</i>			
Reserve venue	Reserve venues at the RRC Princess St. Campus, the Tim Hortons cafeteria and the Loewen Atrium for Nov. 15, 3:00-6:00	Aug. 1	Event Planner (EP)
Hire security	Be sure to have adequate and professional security for event.	Aug. 1	EP
Confirm security, venue, set up info	Have copies of all contracts and supervisors/managers contact information.	Nov. 13	EP
<i>Internal Announcement/ Internal Duties</i>			
Meeting of CA staff	CA chair Larry Partap will announce launch to CA staff and outlines opportunities for different departments (reinforces key message – congratulations, this is good for the whole CA department!)	Aug. 25	Larry P.
Email to all RRC staff	RRC President Jeff Zabudsky will send an email to all staff announcing the book/DVD launch, a symbol of our continued success.	Aug. 26	Jeff Z.
Class announcements	CA instructors will share the news of the book launch with their classes and discuss opportunities to contribute to launch.	Sept. 9	CA Inst.
Assign class projects	Departments in CA decide on projects to display students' skills during the launch (who will be showcased, how they will decide what to do, who is responsible for what, etc.)	Sept. 12	All CA Instr. & stud.
CA department meeting	CA meeting to ensure everyone is aware of (and on board with) activities, responsibilities, and contributions – how student work will be displayed and whose work goes where. Nominate three favourite profiled IPPs to be presenters at the launch.	Sept. Dep't mtg.	CA staff
Post event on RRC Website	Arrange with website administrator to have event profiled on opening page of RRC website.	Oct. 17	EP
Approach potential speakers	Ask desired presenters if they are willing to participate (as chosen by the CA students and staff).	Sept. 15	CA staff
Confirm speakers	Check contracts (if have), ensure all special requests and arrangements are in order.	Nov. 13	EP
<i>Catering/Food Services</i>			
Arrange catering	Use Aramark Canada Ltd. catering (Culinary Art students preparing Alumni Dinner)	Aug. 1	EP
Decide on menu	With advice from CA students and CA staff	Oct. 17	EP
Confirm catering	Provide final attendance numbers (plus 20 per cent for non-RSVP guests)	Nov. 13	EP
<i>Audio/Visual</i>			
Reserve audio/visual equipment	Mike for podium, mikes for panel discussion (5), pool sound, lighting, DVD of visuals from presenters, and student work. Check college AV for equipment, arrange outside rentals if needed. Book persons to run equipment (Broadcast students).	Aug. 1	EP & CreCom B stud.
Arrange ambiance music with KICK FM	Arrange for light jazz/ambiance music to play in the Loewen Atrium during the cocktail reception.	Sept. 15	EP
Test audio/visual equipment	Ensure have all equipment and it is in working condition, test DVDs to ensure they work.	Nov. 13	EP and AV

Cheers to the CreCom Top 10

Confirm audio/visual equipment rentals	Double check with rental companies, arrange pick up, delivery and set up.	Nov. 13	EP
<i>Volunteers</i>			
Recruit volunteers	Need volunteers for various duties on day of event including: welcome/registration table, coat check, usher guests and media, event set up, event take-down, clean up during event, book sales, ticket sales, campus tours, etc. (About 50 volunteers)	Oct. 10	CA staff and stud.
Draft volunteer expectations	Have list of duties and expectations for each volunteer, addressing their particular job	Oct. 10	EP
Volunteer schedule	Post on board on second floor with name and duties, include a leader for each position	Oct. 17	EP
Have volunteer meeting	Overview of event, duties, problem solving	Nov. 12	EP
Create agenda	Distribute to volunteers, speakers, audio/visual personnel, caterer, security, photographers (students) and media	Nov. 12	EP
Student work samples	Students will set up their own work samples and are in charge of marketing themselves as artist and creator	Nov. 15 a.m.	CA stud.
<i>Transportation and Parking</i>			
Arrange reserved parking for VIPs	Reserve parking for media, particularly with equipment, near front entrance	Oct. 17	EP
Arrange limousine shuttles	Contact limo company to reserve limousines for guest transportation to Alumni Dinner between 5:00 and 6:00, include on invite, MUST RSVP	Aug. 15	EP
Confirm limousine rentals	Estimate number of trips needed, plus last minute guests wanting rides.	Oct. 30	EP
<i>Printed Material/Signage</i>			
Design event posters	Have posters designed by Graphic Design (GD)/Photography students and ready for approval (by EP)	Sept. 26	GD stud.
Post posters	Displayed around RRC, in Exchange District, industry offices	Oct. 6	GD stud.
Create press kit	Include backgrounder on book/DVD and profiled participants, information about each program in CA department, distinguished alumni and instructors, work samples, info on scholarship fund, general info on RRC, etc. Include electronic DVD samples. INCLUDE INFO ON 2009 IPP Presentations	Oct. 20	CreCom PR stud. w/DMT
Produce press kits	Produce enough to send to media and to have at the event for interested VIPs (about 200)	Oct. 24	EP
Produce draw tickets	Tickets for chance to win a door prize, one of 10 autographed book/DVD. (one ticket per guest – 400) Jeff Z. will draw ten winners.	Nov. 7	EP
Produce/print/buy drink tickets	One free ticket per guest (about 400), with extra tickets for sale at \$4.00 at a separate table (proceeds to scholarship fund)	Nov. 7	EP
Produce/print/buy coat check tickets	Free coat check at event, tickets at registration table	Nov. 7	EP
Produce signage for welcome table	For welcome table (welcome to, please register here, media register here, for coat check, etc.)	Nov. 7	GD stud.
Signage for limousine shuttle service	Schedules arrival/departure times, sign up sheets, etc.	Nov. 7	GD stud./EP

Cheers to the CreCom Top 10

Produce map of event	Include student display areas, washrooms, Tim Hortons cafeteria and other points of interest/need to be displayed at event. One at welcome/registration table, two in the Loewen Atrium, one in Tim Hortons cafeteria	Nov. 7	GD stud./EP
Signage for book sales table	Need signage for sales table, buy books here!	Nov. 7	GD stud./EP
Create reserved signs	For media and Photography students during formal section of conference (in Tim Hortons cafeteria), reserved parking signs	Nov. 7	EP
Name tags for volunteers	About 50 needed	Nov. 7	EP
<i>Invites</i>			
Create Facebook/social networking site		Sept. 26	EP
Invite students, alumni and others to join group/site	All CA students and staff	Sept. 26	All CA stud.
Create/design invitations	Have invitations designed by Graphic Design/Photography students and ready for approval (by EP) – include RSVP for event and for complimentary limousine shuttle to Alumni Dinner	Sept. 26	GD stud.
Create guest list	Complete guest list with suggestions from CA students and staff	Oct. 3	EP
Produce mailing labels	Use guest list	Oct. 3	EP
Create RSVP list	Use guest list	Oct. 6	EP
Send VIP invites	To industry, alumni and media as decided by CA students and staff	Nov. 6	EP
Update RSVP as responses come in	Continuously – please file copy of RSVP card to ensure list is accurate	Oct. 27	EP
Create special animated email invitation	To be sent to all VIP and all invited guests, CA students, students' family, and media to remind them of event.	Nov. 3	EP
Test animated email (and approve)	Ensure the message can be received and is safe to open – send from a known and trusted email source (direct from Larry, Jeff or known CA instructor)	Nov. 10	EP
Send animated email reminder/invite	To all VIP guests and media (as a reminder) and all CA students	Nov. 10	Larry/ Jeff
Post animation on social networking site and RRC website		Nov. 14	EP
Print final guest list (three copies)	One copy at welcome/registration table, one copy for security, one for file	Nov. 14	EP
Print final RSVP list (two copies)	One at welcome/registration table – one copy for file	Nov. 7	EP
<i>Thank You Cards (Event follow up)</i>			
Prepare thank you packages for presenters	RRC swag (mugs, sweaters, pens) to the 10 profiled IPP participants	Nov. 7	CreCom PR stud.
Prepare thank you cards/notes	For VIP guests in attendance (will later add photos from event night by Photography students)	Nov. 17	Photo stud.
Complete thank you cards	Add photos taken by RRC photography students on the event day.	Nov. 18	EP

Cheers to the CreCom Top 10

Send thank you cards to VIP s	Add photos to cards, seal, label and mail.	Nov. 18	EP
Thank you for volunteers	Include small gift (i.e. RRC pen and notepad or gift certificate for coffee)	Nov. 17	EP
<i>Media</i>			
Create media guest list	Determine which media outlets students would like to invite and how best to target them	Sept. 22	CA Stud.
Issue invites to selected media	As decided by CA students and staff	Sept. 26	CA. Stud. and Instr.
Write media advisory	To be sent with animated email and press kit to various local media outlets.	Nov. 7	CreCom PR stud.
Send animated email invitation	Be sure it's tested and will open, send through well known email address so media will open message	Nov. 13	Larry, Jeff, Instr.
Send press kit		Nov. 13	CreCom PR stud.
Send media advisory		Nov. 13	CreCom PR stud.
Meet with Rick from KICK FM	Research what is involved with having a live broadcast from Tim Hortons cafeteria.	Sept. 16	CreCom B stud.
Propose live broadcast on 92.9 KICK FM	Write and deliver a proposal to KICK FM to broadcast the news conference live, including promotions and commercials airing on station, with free book/DVD give aways, interviews, etc.	Sept. 23	CreCom B stud.
Follow up with KICK FM	Ensure on board and will run commercials and promotions (give out copies of books).	Oct. 14	CreCom B stud.
Create advertisements to run on KICK FM	Ads will highlight the book/DVD launch and the launch event.	Oct. 14	CreCom Ad stud.
Make necessary arrangements to have live broadcast	Rent/reserve equipment, ensure DJ is able to go live, test broadcast from location, set up at location, arrange interviews with special guests, line up and time schedules, arrange take down, equipment storage and transfers.	Nov. 10	CreCom B stud.
Write pitch letter	Create pitch letter to send to <i>The Projector</i> , and <i>Distinctions</i> magazine, request CreCom Journalism students write articles about launch and write reviews on book/DVD.	Oct. 14	CreCom PR stud.
Write articles for publication in <i>The Projector</i> and <i>Distinctions</i> magazine	Contains interviews with CA alumni and staff, Larry and Jeff, reviews of the book/DVD and information about the launch event. Arrange for follow up articles with interviews after the event.	Issue out by Nov. 1	CreCom J. stud.
<i>Post Event Publicity</i>			
Maintain Facebook/social networking site group	Update regularly with information, links to media articles, reviews, and blogs.	Nov. 15	EP, all CA stud. & inst.
Issue news release	Update events that occurred, with interviews from alumni, Jeff and Larry, and students. Sent to media not in attendance	Nov. 15	CreCom PR stud.

Cheers to the CreCom Top 10

NOV. 15	CHECK LIST	TIME	RESP.	√
Site check up	Arrive at location, oversee/ensure proper set up	12:00	EP	
Venue check	Cleanliness: garbage picked up, washrooms clean and stocked, floors clean, tables and chairs clean. Cruiser tables: enough and positioned to maintain flow and still be useful. Adequate access to: emergency exits, washroom facilities, garbage and recycling disposals, still have access student work. Site accessible for everyone: wheelchair accessible, places to sit and rest, etc. Parking: adequate parking available, arrival area clear, reserved area for VIP, access for limo service	12:00	EP	
AV check	Tim Hortons cafeteria: theatre style seating, reserved areas for media and Photography students, cabling out of the way. Run video checks: All disks working condition, decide if want keep screen up/down, if can use screen/projection etc. Run sound checks: Decide on volume levels, when which mike is on, review schedule. Have extra cables, mikes, batteries, tapes, visuals, etc on hand just in case. Double check pool sound for media	12:30	EP	
Catering check	Plate service: quantity and quality (cleanliness) of plates, cutlery, napkins, toothpicks Drink service: quantity and quality of cups, straws, napkins, drinks, variety and brands ordered/discussed, test if possible Check food: on time, quality, quantity, test if possible	1:00	EP	
Volunteer check	Meet with volunteer leaders, review expectations and responsibilities. Double check supplies, instructions. Be sure everyone has name tags, schedules, maps. Address questions and concerns Offer encouragement, reinforce key messages	2:00	EP	
Backup kit check	Extra tape (various), extra batteries (various), pens, camera, emergency contact list, extra speakers notes, schedules, name tags, bandages, nylons, water bottle, etc.	10:00 a.m.	EP	
Welcome and registration table	Need: RSVP and guest lists Complimentary drink tickets Complimentary draw tickets/deposit boxes Press kits Schedules and maps <i>Signage:</i> Welcome/registration sign, location map, limo service here	2:30	Leader, CK & 4 vol.	
Limousine shuttle	Need: RSVP shuttle list Sign up sheet Schedule of events Schedule of arrival and departure times <i>Signage:</i> complimentary limo shuttle here, posted times	2:30	Leader BK & 2 vol.	
Coat check	Coat check tickets Extra hangers <i>Signage:</i> complimentary coat check	2:30	Leader, RB & 2 vol.	
Drink sales table	Need: Float with change Drink tickets	2:30	Leader, MD & 1	

Cheers to the CreCom Top 10

	Info on variety of drinks and limo shuttle service <i>Signage:</i> Drink Tickets \$4.00, proceeds to scholarship fund		vol.	
Book sales/DVD	Need: Boxes of books for sale Float with change Donations box (for people wanting to donate to scholarship) Information on scholarship program <i>Signage:</i> Book sales here, Price, Proceeds to Scholarship...	2:30	Leader TS & 1 vol.	
Ushers for media/VIPs	Need: Name tags Maps, schedules of event Access to VIP guest lists *ensure they know where everything is, have a tour of the venue and are clearly distinguishable	2:30	Leader MA & 18 vol.	
Conference/stage manager	Need: Schedule of events Ensure room set up Speakers notes Bottles of water for presenters Visuals and backdrops intact and in working conditions Reserved area for media and photographers Cords are clear and safe <i>Signage:</i> name plates for speakers (double check spelling of names)	3:00	Leader ET & 1 vol.	
Tour guides (for campus tours)	Need: Name tags Maps, schedule of events <i>Signage:</i> Campus tours here, time of tours	2:45	Leader SS & 3 vol.	
Event clean up crew	Need: trays, extra garbage bags Collect empty glasses, plates, garbage to keep place looking neat and professional. Meet with catering to ensure know where everything goes (full garbage bags, glassware, etc.) *EP ensures catering understands we're not undermining their job, just want to make best impression possible	2:30	Leader RW & 4 vol.	
Post-event clean up crew	Collect paper, recycling, litter from student displays and news conference Pack unused print materials, collect signage	5:45	Leader DE & 4 vol.	

Preliminary budget*

ITEM	DETAILS	COST
Venue	Red River College's Tim Hortons cafeteria and the Loewen Atrium for Nov. 15, 3:00-6:00	\$500
Security	Three additional security guards for four hours each (set up/clean up)	\$180
Catering	Aramark Canada Ltd. catering service – hors d'oeuvres 300 people at \$10.00 pp (includes one beverage pp)	\$3,000
AV rental	Borrow from RRC, may need extras/backups	\$500
Volunteer name tags	Designed and printed in house (50 at \$1.00)	\$50
Various in house b/w print jobs	Volunteer schedules Volunteer expectations Event schedules and maps	\$30
Various signage	Created in house by Graphic Design students – printing costs Posters, drink tickets, prize tickets, coat tickets, event signage, reserved signs, etc.	\$300
Invitation printing	Created in house by students Printing 300 @ \$2.00	\$500

Cheers to the CreCom Top 10

Press kits	200 at \$4.00 each	\$800
Limousine rentals	Limousines to shuttle alumni to Alumni Dinner	\$600
Presenters gifts	Ten presenters at \$10 cost to College	\$100
Books for presenters	Ten Book/DVD at \$15 each	\$150
Books for raffle/prize	Ten Book/DVD at \$15 each	\$150
Volunteer gifts	Small token, pen/coffee certificate	\$50
VIP thank you cards	Created in house (100 at \$1.00)	\$100
Evaluation	Completed by CreCom PR students	-----
Event planner fee	(Estimate)	\$2,000
	TOTAL	\$9,010

*This budget does not include staff time because the large majority of work will be complete by students as part of their class work or by student volunteers.

Evaluation

The CreCom Public Relations class will aid with the evaluation of the project using four main measures to evaluate the success of the news conference announcing the book/DVD release.

Media Analysis:

Students will be assigned a different media outlet to monitor for press coverage of the book/DVD release.

Aiming for positive coverage in:

- At least one of Winnipeg’s daily newspapers,
- At least one local radio station (in addition to KICK-FM),
- At least one local television station, and
- At least one online media source (blog, social media group, etc.)

And positive publicity for the book in/on:

- *The Projector*,
- *Distinctions* magazine,
- KICK-FM, and the
- Red River College website.

Event Turnout:

The attendance at the book/DVD launch is a good indicator of how successful this event plan is, particularly at attracting our intended audience to the event.

Aiming for:

- At least 100 guests to be Creative Arts alumni or from the communications and literary community,
- At least 150 guests to be current Creative Arts students,
- At least 80 guests to be staff of the Creative Arts department, and
- At least 50 guests to be family and friends of current Creative Arts students.

Cheers to the CreCom Top 10

Public Knowledge

An informal poll by CA instructors and the response for volunteers will indicate how many CA students are aware of the publication before the launch.

Aiming for:

- At least 70% of Creative Arts student to be aware of the book's publication within one week of the launch.

Public Opinion

Opinion of our audience will be measured informally at the launch event and afterwards. Students will consider the attitudes and remarks of guests and poll VIPs and media sources after the event.

Aiming for:

- A positive impression from at least 85% of guests regarding the book launch,
- A positive opinion of the launch event from at least 80% of media sources,
- A positive opinion of the book/DVD from at least 80% of guests, and
- A positive opinion of the book from at least 75% of Creative Arts students and staff.