



★ ★ ★

CreComm Carnival

April 9, 2025

Carson Woytowich

Introduction

Following tradition, second-year PR Majors will organize an event to celebrate the graduating class and Working Draft launch. This document will contain a key publics overview, core messages, our event concept, a sponsor proposal, essential tasks we must execute, an estimated budget, and how we will evaluate the success of our event.

For the event theme, we propose the “CreComm Carnival.” This event will be structured, strategized, and executed by second-year PR Majors. We will also have first-year student volunteers at our disposal. Despite being given a budget of \$6,000, \$5,000 is designated for the food at our event. The venue and printing services are free, and our sponsorship will allow for more budget room.

Taking place in the Roundhouse Auditorium and the first floor of the Manitou a bi Bii daziigae, our event is booked for Wednesday, April 9, 2025. We have set our event to begin at 5 p.m. and end at 9 p.m. to avoid work hours. The Exchange District Campus has limited parking, so we will provide signage for our guests.

The “CreComm Carnival” sparks creativity, showcases student work, celebrates achievements, explains what Creative Communications is, and offers networking opportunities. As events are supposed to be engaging and fun, we chose a more light-hearted theme and approach. However, we still want to remain professional. To do this, we have set objectives aligning with our client’s goals.

- **Objectives**
 - Celebrate graduating class: Recognize all graduating students by the end of our event on April 9, 2025.
 - Acknowledge stand-out performances by students: Include 40 standout assignments by students in Working Draft launch, awards ceremony, and carnival games.
 - Launch Working Draft 2025: To have 180 guests attend our event on April 9, 2025.
 - Motivate readership of Working Draft among its key publics: Have 120 QR codes scanned by the end of our event on April 9, 2025.
 - Maintain and strengthen our relationships with alumni and industry: Collect 40 submissions in our post-event survey from alumni and industry members, stating the event built networks and connections by April 2025.

Publics overview

For the “CreComm Carnival,” we have selected three key publics to target. They are Creative Communications students and faculty, students’ families, and Creative Communications alumni. Despite not being included in this overview, our guest relations team and volunteer coordinating team will be inviting donors and first-year Creative Communications students. The following points will inform us how to reach them physically, intellectually, and emotionally.

- **Primary audience: Creative Communications students and faculty**
 - Intellectually: Students and faculty value the creative and academic achievements celebrated at our event. This event will provide networking opportunities for both students and faculty.
 - Emotionally: As Creative Communications students and faculty put countless hours into this program, recognizing their work, effort, and milestones will create a feeling of excitement and accomplishment. Faculty will foster a sense of pride for the graduating students. Students have overcome numerous obstacles, so celebrating shared experiences will build bonds.
 - Physically: Creative Communications students and faculty tend to be on campus from 8 a.m. to 5 p.m. on weekdays. Students and faculty use their school email and LEARN.

- **Secondary audience: Families of students**
 - Intellectually: These family members are not in Creative Communications, so they will need to learn what we do. They want to know what career paths are available with this program.
 - Emotionally: Families want to see their loved one succeed. Families want to show their loved ones they are proud. Families of students want to make memories at this event.
 - Physically: Families of students do not spend much time on campus. Students are usually in touch with their family members, so students can be used as a communication bridge. With most of their parents tending to be older, they may follow RRC Polytech on Facebook.

- **Secondary audience: Creative Communications alumni**
 - Intellectually: Alumni are informed about our program and invested in their careers. Alumni are attracted to building their network and viewing work related to their industry.
 - Emotionally: Alumni want to reminisce about their time in the program and reconnect with former peers. They are proud of this program and long for the feeling of community Creative Communications offers. Alumni will feel a sense of pride in these students and the program.
 - Physically: Alumni contact information is available for us. Alumni often attend events related to RRC Polytech or Creative Communications. Alumni likely have a full-time job, so we must find a suitable time for the event.

Core messages

- **Core messages for Creative Communications students**
 - Enjoy yourself because you have earned it.
 - You are talented and should be proud.
 - The industry is ready for you, and your career starts now.
- **Core messages for Creative Communications faculty**
 - Your students' success doesn't happen without your guidance and mentoring.
 - You are the core of an amazing and thriving program.
 - Connect with former students, peers, or coworkers and learn more about the industry.
- **Core messages for families of students**
 - Learn what we do here.
 - Make a memory at our event.
 - Your love and support helped your family member achieve their goals.
 - Find out what is next for your family member.
- **Creative Communications alumni**
 - Reconnect and reminisce.
 - Evaluate and identify the future of your industry.
 - Support the next generation of communicators.
 - Expand your connections and network.

Event Concept

The “CreComm Carnival” is an interactive, informative, and educational event in honour of the graduating class and the launch of Working Draft. The “CreComm Carnival” is scheduled for April 9, 2025, from 5 p.m. to 9 p.m. Intended to entertain and engage our key publics, the “CreComm Carnival” will spotlight student achievements, build networks, and align with the creativity of our program.

- **Event roles**

For the “CreComm Carnival” to be organized and prepared, Rose Regier will select a lead – event coordinator – to assign roles and oversee all operations. The event coordinator will select a role for each second-year PR Major.

- **Volunteer coordinating team:** The volunteer coordinating team is occupied by two people. Their duties include recruiting, assigning, and training our first-year student volunteers.
- **Logistics team:** The logistics part of our event needs a lot of attention and support, so we will assign five people to oversee the venue setup and layout, wayfinding signage, and seating arrangement.
- **Communications team:** The communications team will consist of five people, and they will invite our key publics, promote and create content for the event, and internally communicate for our team.
- **Technical support team:** The technical support team will be occupied by two people. They will ensure our visuals, audio, QR codes, and lighting perform properly.
- **Guest relations team:** Our guest relations team will need two people, and they will be stationed at the entrance of our event to greet guests, distribute tickets, and collect information for our survey.
- **Carnival games team:** Two students will be on our carnival games team. This team will oversee all four carnival games, find student work to spotlight, and watch over our volunteers.

- **Venue**

The “CreComm Carnival” will take place in two locations: the first floor of Manitou a bi Bii daziigae and the Roundhouse Auditorium. The Roundhouse Auditorium has a capacity of 210 seats. With this capacity, we will release a maximum of 210 tickets.

- **The first floor of Manitou a bi Bii daziigae**

On the first floor of Manitou a bi Bii daziigae, we will have a table for our guest relations team with lobby space to greet guests and gather guest information. A balloon arch will lead our guests to an open space with our four carnival games, food stations, raffle prizes, and tables with chairs. The Manitou a bi Bii daziigae is easily accessible for guests with mobility concerns.

- **Roundhouse Auditorium**

The Roundhouse Auditorium will feature a podium at the back of the room. We will have drapes behind the podium. Balloons with a QR code will be tied to each chair. Carnival-themed audio and visuals will be played and shown throughout the Roundhouse Auditorium. As the Roundhouse Auditorium is on the second floor of Manitou a bi Bii daziigae, our guests can take the stairs or elevators. A multi-gender bathroom is available for our guests on the second floor of Manitou a bi Bii daziigae.

- **Catering**

Marek Hospitality will be our catering service for our event. Marek Hospitality will provide hot dogs, churros, funnel cakes, cotton candy, and meat platters. For drinks, homemade lemonade and snow cones will be available. We don't want our guests to go hungry, so food and drinks will be available for them before the awards ceremony and Working Draft launch. It will be served in a buffet style.

- **Carnival games**

All carnival games require a foldable table and volunteers.

- Ring toss: Each contestant is given three rings to toss. An image of a Creative Communications instructor, alumni, or student will be on the stick you aim for.
- Pop the balloon: In this game, we will ask industry-related questions to our two contestants. The first contestant to answer correctly gets the opportunity to throw a dart at a wall of balloons. The first contestant to pop two balloons wins.
- CreComm/Working Draft trivia: Our volunteer will ask questions related to Creative Communications and Working Draft.
- Guess the ad: Our volunteer will showcase four student-produced advertisements. They will then read the goals for a desired campaign. Our contestants will then select an advertisement to match their goals.

- **Raffle prizes**

Guests who RSVP for our event will have a ticket reserved for the raffle prizes. Our guest relations team will hold these tickets. A guest can also receive a ticket by winning a carnival game. Guests are allowed a maximum of two tickets.

- \$150 gift card to Carnaval Brazilian BBQ
- RRC Polytech merchandise gift basket (sweatshirt, toque, hat, shirt, mug)
- Two tickets to see Hans Zimmer

- **Signage**

The signage of our event will be printed by the RRC Polytech PrintShop services for free. Our signage will incorporate a carnival-themed design and the logo of Pratts Wholesale. With some of our guests never visiting Manitou a bi Bii daziigae, we need to put ourselves in their shoes for our signage to be effective. We will have signs at our main entrances and exits. In our lobby area, signs will be posted to guide guests to our carnival games, food, and Roundhouse Auditorium. We will also have signs directing our guests to bathrooms and elevators.

- **Audio/visual**

We will rent speakers for the first floor of Manitou a bi Bii daziigae. However, we will have access to the speakers and screens in the Roundhouse Auditorium.

- **What is happening at this event?**

Doors for the “CreComm Carnival” will open at 5 p.m. Our food, carnival games, and raffle prizes will be prepared for our guests. At 6:15 p.m., An announcement will notify our guests the awards ceremony is about to begin. The awards ceremony will begin at 6:30 p.m.

A carnival bell will ring in the Roundhouse Auditorium once all guests are seated. Our master of ceremonies – Braiden Watling – will give an opening speech for our guests. Braiden will invite Elder Paul Guimond to the podium. He will do a land acknowledgement. Following his speech, Braiden will invite Melanie Lee Lockhart to the podium. After Melanie’s speech, Braiden will begin announcing our awards.

As Braiden announces our awards, he will ask the award winner to “step right up.” A drumroll sound effect will be played before Braiden announces the award winner, and carnival music will be played as they walk to the podium to accept their award. A picture of the award winner will appear on our presentation screens.

Two new awards will be added this year: the Ringmaster Award and the Fortuneteller Award. The Ringmaster Award is awarded to a PR Major who incorporates the best strategy in an assignment. The Fortuneteller Award will be given to a Journalism student who produced the best story.

After all awards are announced, we will have a 15-minute intermission. Following the intermission, Braiden will invite Karen Press and Emily Cain to the podium. Karen and Emily will hint at Working Draft’s theme to our guests, and a presentation will be played. This short video will include pages being flipped fast, and the word “Movement” will finish the presentation. Emily will tell our guests to scan the QR code on the balloons, directing them to Working Draft’s website. Our QR codes will be shared on our presentation screens in case of complications. Braiden will verbally cue our guests to applaud.

Braiden will announce the winners of our three raffle prizes and invite our guests for an after-party on the first floor of the Manitou a bi Bii daziigae. As guests exit the Roundhouse Auditorium, our volunteers will give them a letter thanking them for their attendance and participation. At our after-party, we will still have our carnival games and food available for our guests.

Sponsor proposal

Pending sponsor: Pratts Wholesale

Sponsor desired outcomes – what they want	What we have that delivers what they want
Brand visibility and recognition	Our event and raffle prizes signage can feature Pratts Wholesale's logo.
Gain clients and build relationships	More people will see Pratts Wholesale with our signage, emails, and social media posts.
Community goodwill	Braiden will mention and thank Pratts Wholesale four times throughout our awards ceremony and Working Draft launch.

The offer	The ask
We offer to include Pratts Wholesale's logo on all event signage. We will promote Pratts Wholesale in three emails and three social media posts.	The four raffle prizes combine for a price of \$450.

Promotional plan

To attract our key publics to attend the “CreComm Carnival,” we must reach them physically, emotionally, and intellectually. This promotion plan identifies what we will do to convince our key publics to attend, how we will do it, and why we are doing it. I have broken our promotional plan into three phases.

- **Phase one (January 22, 2025 – February 7, 2025)**

First, we must build awareness for this event. We do not want to overwhelm our key publics, so we still strategically begin to plant seeds for our event and key publics. In this phase, we will post two times. Each post will individually focus on a key public. An option to RSVP will be included in all posts.

In this phase, we will email Creative Communications students, faculty, and alumni. We will encourage our students to inform their families about the event. However, we will share a post on Facebook with the RRC Polytech account. These posts will give a sneak peek and provide the basic information of our event.

- **Phase two (February 10, 2025 – March 10, 2025)**

As our key publics are now aware of the “CreComm Carnival,” we will begin showing what this event offers, such as the benefits and opportunities. This phase will publish three posts for each key public. Our theme will also be introduced in this phase.

The post for Creative Communications students and faculty will be distributed through LEARN. It is focused on celebrating their graduation, networking opportunities, and our new awards. For alumni, we will create a LinkedIn post. This post will be focused on reconnecting, reminiscing, and networking opportunities. We intend to incorporate an element to encourage alumni to share this post with former peers. For the families of Creative Communications students, we will centre a Facebook post around celebrating their success.

- **Phase three (March 15, 2025 – April 6, 2025)**

This phase is dedicated to finishing strong, keeping our momentum, and acquiring last-minute RSVPs. This phase will include three posts dedicated to incorporating a countdown to the event. We will use alumni testimonials to reach their audiences.

In our email to Creative Communications students and faculty, it will be focused on a countdown to the event. We are doing this as a last-minute reminder for our students to communicate with their families. A Facebook post will be published to inform their families of how soon the event is. The post for the alumni will be on LinkedIn. We will use an alumni member who has attended this event before. We are hoping they relive their positive experience with this event. A countdown notification will also be used in this post.

Critical path and run sheet

- **Critical path**

Date	Task	Team	Status
November 20, 2024	Confirm event date, venue, theme, and promotional plan strategy.	Event coordinator	
November 23, 2024	Assign roles and form teams.	Event coordinator	
December 1, 2024	Identify Pratts Wholesale's interests.	Guest relations team	
December 2, 2024	Create sponsorship proposal.	Logistics team	
December 2, 2024	Contact Pratts Wholesale.	Guest relations team	
December 3, 2024	Finalize agreement.	Guest relations team	
December 4, 2024	Meet individually with each team.	All teams	
December 5, 2024	Create emails to donors.	Guest relations team	
December 7, 2024	Send emails to donors.	Guest relations team	
December 10, 2024	Create venue layout.	Logistics team	
January 10, 2025	Reach out to speakers – Braiden, Elder Paul, Melanie, Karen, and Emily.	Event coordinator	
January 12, 2025	Confirm speakers.	Event coordinator	
January 14, 2025	Find equipment for carnival games – student assignments.	Carnival games team	
January 16, 2025	Confirm equipment for carnival games.	Carnival games team	
January 16, 2025	Create an email list for key publics.	Guest relations team	
January 17, 2025	Monitor budget.	Event coordinator	
January 18, 2025	Reach out to Marek Hospitality.	Logistics team	
January 20, 2025	Confirm their services.	Logistics team	
January 22, 2025	Create email for students, faculty, and alumni.	Communications team	
January 22, 2025	Create RSVP option for email.	Technical support team	
January 24, 2025	Send email to students, faculty, and alumni.	Communications team	
January 26, 2025	Receive access to RRC Polytech Facebook account.	Communications team	
January 28, 2025	Create Facebook post.	Communications team	
January 30, 2025	Confirm Facebook post with RRC Polytech.	Communications team	
February 7, 2025	Publish Facebook post.	Communications team	

February 10, 2025	Receive access to Creative Communications LinkedIn page.	Communications team	
February 11, 2025	Create LinkedIn post.	Communications team	
February 13, 2025	Confirm LinkedIn post.	Communications team	
February 13, 2025	Publish LinkedIn post.	Communications team	
February 16, 2025	Create LEARN notification.	Communications team	
February 18, 2025	Confirm LEARN notification.	Communications team	
February 18, 2025	Post LEARN notification.	Communications team	
February 21, 2025	Meet with volunteer team.	Event coordinator and volunteer coordinating team	
February 22, 2025	Create email to first-year Creative Communications students.	Communications team	
February 23, 2025	Send email.	Communications team	
February 24, 2025	Meet with logistics team.	Event coordinator	
February 25, 2025	Design signage.	Logistics team	
February 27, 2025	Print signage.	Logistics team	
February 28, 2025	Order balloons and decorations for event.	Logistics team	
February 28, 2025	Monitor budget.	Event coordinator	
March 2, 2025	Create Facebook post.	Communications team	
March 5, 2025	Confirm Facebook post.	Communications team	
March 10, 2025	Publish Facebook post.	Communications team	
March 12, 2025	Meet with technical support team.	Event coordinator and communications team	
March 12, 2025	Order speakers.	Logistics team and technical support team	
March 15, 2025	Meet with communications team.	Event coordinator and communications team	
March 16, 2025	Develop countdown content.	Communications team	
March 16, 2025	Identify and contact testimonial candidate.	Communications team	
March 20, 2025	Create email for students and faculty.	Communications team	
March 22, 2025	Send email to students and faculty.	Communications team	
March 23, 2025	Confirm and receive alumni testimonial.	Communications team	
March 24, 2025	Meet with volunteers.	Volunteer coordinating team	
March 26, 2025	Receive all decorations, tables,	Logistics team, carnival	

	carnival games, audio equipment, and raffle prizes.	games team, technical support team, and guest relations team	
March 27, 2025	Create LinkedIn post.	Communications team	
March 27, 2025	Create Facebook post.	Communications team	
March 28, 2025	Receive approval for Facebook post.	Communications team	
March 29, 2025	Monitor budget.	Event coordinator	
April 1, 2025	Publish Facebook post.	Communications team	
April 1, 2025	Meet with speakers to discuss their speeches.	Event coordinator	
April 3, 2025	Write letters for guests.	All teams	
April 4, 2025	Print letters for guests.	All teams	
April 6, 2025	Publish LinkedIn post.	Communications team	
April 7, 2025	Meet with guest relations team and create post-event survey.	Event coordinator and guest relations team	
April 8, 2025	Create Murphy Kit.	Event coordinator	
April 9, 2025	Set up event.	All teams	
April 9, 2025	Do a walkthrough with all teams, volunteers, and speakers.	All teams	
April 9, 2025	Execute event.	All teams	
April 10, 2025	Email post-event surveys to guests.	Guest relations team	
April 13, 2025	Close post-event surveys.	Guest relations team	
April 14, 2025 – April 20, 2025	Evaluation period.	Logistics team and event coordinator	

- **Run sheet**

Time	Activity	Team	Status
9 a.m.	Set up event.	All teams	
1 p.m.	Meet with volunteers for briefing and walkthrough of event.	All teams	
3 p.m.	Audio and visual checks.	Technical support team	
5 p.m.	Doors open for event.	All teams	
5 p.m. to 6:15 p.m.	Carnival games and networking.	All teams	

6:15 p.m.	Awards ceremony announcement.	All teams	
6:30 p.m.	Awards ceremony begins.	All teams	
6:35 p.m.	Elder's blessing.	All teams	
6:45 p.m.	Melanie's speech.	All teams	
6:55 p.m.	Award announcements.	All teams	
7:30 p.m.	Intermission.	All teams	
7:45 p.m.	Working Draft launch.	All teams	
8:00 p.m.	Raffle prize winners announced.	All teams	
8:10 p.m.	Invite guests to after-party.	All teams	
8:15 p.m.	After-party begins.	All teams	
9 p.m.	Event ends.	All teams	
9:15 p.m. to 10:15 p.m.	Event cleanup.	All teams	

Budget

Category	Estimated hours	Estimated cost
Catering		
Calculating amount of food needed.	1	n/a
Preparing food stations at event.	2	n/a
Food – hot dogs, churros, funnel cakes, cotton candy, meat platters, lemonade, and snow cones.	n/a	\$5,000
Total hours and price	3	\$5,000
Decorations and signage		
Designing and printing signage – 50 signs.	5	n/a
180 balloons with QR code.	n/a	\$23.40
100 balloons.	n/a	\$20.00
Blowing up balloons.	3	n/a
Designing and printing event tickets and raffle tickets.	5	n/a
Total hours and price	13	43.40
Carnival games		
Ring toss game.	1	\$3.35
Pop the balloon.	1	n/a
CreComm/Working Draft trivia.	1	n/a
Guess the ad.	1	n/a
Setting up all carnival games.	2	n/a
Total hours and price	6	\$3.35
Venue		
Setting up and cleaning venues.	6	n/a
Ordering and setting up speakers.	3	n/a
Renting speakers.	n/a	\$32.00
Total hours and price	9	\$32.00
Volunteers		
Finding volunteers.	2	n/a
Training volunteers.	2	n/a
Total hours and price	4	n/a
Sponsorship		
Creating proposal.	2	n/a
Contacting sponsor.	1	n/a
Negotiating and finalizing sponsorship.	2	n/a
Total hours and price	5	n/a
Awards		
Choosing award winners.	2	n/a
Customizing and ordering two plaques for new awards.	3	\$89.98
Total hours and price	5	\$89.98

Promotion plan		
Phase one – creating content.	7	n/a
Phase one – approvals.	1	n/a
Phase one – publishing content.	3	n/a
Phase two – creating content.	6	n/a
Phase two – approvals.	3	n/a
Phase two – publishing content.	3	n/a
Phase three – creating content	6	n/a
Phase three – approvals.	3	n/a
Phase three – publishing.	3	n/a
Total hours and price	35	n/a
Evaluation		
Creating post-event surveys.	5	n/a
Sending post-event surveys.	2	n/a
Reviewing Working Draft analytics.	3	n/a
Reviewing analytics from post-event surveys.	8	n/a
Briefing client on evaluation.	4	n/a
Total hours and price	22	n/a
Total budget	102	\$5,168.73

Evaluation

To determine the success of our event, we must identify strategic ways to evaluate. In this part of our event plan, we will show our approaches and why we are doing them.

- Did I bring about the changes I strived for?

Objective	Measuring tactic
Recognize all 60 graduating students during our event.	I will keep track of the number of students showcased for awards, Working Draft launch, and carnival games. In our post-event survey, I will also ask if their work was showcased in our carnival games.
Include 40 standout assignments by students in Working Draft launch, awards ceremony, and carnival games.	I will count the number of student assignments featured in the awards ceremony, Working Draft launch, and carnival games.
To have 180 guests attend our event on April 9, 2025.	Our guest relations team will do a head count as guests enter the event. We will also track the number of RSVPs.
Have 120 QR codes scanned by the end of our event on April 9, 2025.	We will add certain tracking parameters to our QR codes. Google Analytics will show us this analytic.
Collect 40 submissions in our post-event survey from alumni and industry members stating our event built their network by April 2025.	In our post-event survey, we will ask alumni and industry members if they believe they expanded their network from this event.

- Did we reach our key publics effectively?

What we want to know	Measuring approach
Did our key publics see our messages?	In our post-event survey, we will ask our participants if they are a Creative Communications student or faculty, a student's family member, or alumni. Following this question, we will ask how they found out about our event.
What convinced them to attend?	We will ask how they heard about the event in our post-event survey. We will also ask why they attended.

- Did we deploy our resources as effectively and efficiently as we could have?

Resource	Measuring approach
Catering service – food	In our post-event survey, we will ask our guests their thoughts about the food.

Venue	We will ask guests about the accessibility, comfort, appearance, ambiance, atmosphere our venues provided.
Promotional plan	We will measure the engagement metrics on our LinkedIn and Facebook posts. We will also measure the open rate of our emails.
Carnival games	In our post-event survey, we will ask our guests if they had fun or benefited from our carnival games.
Sponsorship and silent auction items	We will ask our guests if they learnt more about Pratts Wholesale. We will also count the number of raffle tickets for each prize.
Audio and visuals	We will ask guests about their opinion on our visual presentation during the Working Draft launch in our post-event survey. We will also ask guests in our post-event if they enjoyed our music choices.
Staff and volunteers	We will provide a survey to our staff and volunteers about their experiences from the event. It will be anonymous.

- **Did we take full advantage of our environmental insights?**

Environmental insight	Measuring approach
Student involvement	In our post-event survey, we can ask our guests if they could tell our event was organized and executed by students. In our survey to staff and volunteers, we can inquire about their involvement and role satisfaction.
Alumni connections	We will count the number of alumni to attend our event and compare it to past events.
Venue and printing services	For this strength, we will measure total guests compared to the capacity of our venues. In our post-event survey, we will ask our guests if they had any troubles finding our bathrooms, elevators, or rooms.
Our theme	In our post-event survey, we will ask guests if they found the event informative, engaging, and entertaining.
Date	We will track the number of family members and alumni to attend compared to past events. We will also track our social media comments to identify any complaints related to our event date.
Limited budget	We will ask guests in our post-event survey if they found the event was cheap. In our post-event survey, we can identify the areas we spent the most money and compare it to its guest satisfaction rate.

Showcasing student work	In our post-event survey, we will ask if any student work stood out. We will also visually identify what carnival games received the most attention.
Supplier issues	We will visually identify the timeliness and quality of the resources we receive from suppliers. In our survey to our staff and volunteers, we will ask if the operations with our suppliers ran smoothly.