

Call to Order – 2:33 pm November 5, 2014 | Build SFU Think Tank

### 1. Roll Call of Attendance

#### Committee Composition

Vice President Student Life (*chair*)..... Kayode Fatoba  
Board of Directors Member .....Shadnam Khan  
Board of Directors Member ..... Katie Bell  
Board of Directors Member ..... Jeremy Pearce  
Board of Directors Member .....Rebecca Langmead  
Councilor ..... Erwin Kwok (*late*)  
Councilor .....  
Student At-Large.....  
Student At-Large..... Kevin Kumar  
Student At-Large ..... Baqar Hassan

#### Society Staff

FBS Promotions Coordinator..... *vacant*  
Minute Taker ..... Dion Chong

#### Guests

SFU/FIC.....Ally Baharoon  
Member ..... Karan Thukral  
Member ..... Blossom Malhan

#### Absence

Student At-Large..... Lukas Grajauskas

### 2. Adoption of the Agenda

#### MOTION ECOM 2014-11-05:01

Hassan

*Be it resolved to adopt the agenda as amended.*

*Discussion on I Moustache You To Dance added.*

#### CARRIED AS AMENDED

### 3. Ratification of Regrets

The committee chose to defer the removal of member Grajauskas pending followup by the chairperson.

### 4. New Business

#### a. Halloween Pub Night Followup/Report date

#### MOTION ECOM 2014-11-05:02

Pearce/Amended Langmead

*Be it resolved for the Events and Promotions Committee to buy a strobe/LED light and fog machine for future events and to be rented out to other clubs/DSUs*

*Be it further resolved to approve up to \$400 from the approved Halloween Pub Night 2014 budget from 817/20 Events - Committee for both purchases.*

A fog machine and light was supposed to be rented, but they were out of stock from the supplier (Long and McQuade). The machine was purchased instead, which could be used by other clubs and student unions. These could be taken from the Halloween pub night budget instead if

necessary. This was recommended to avoid the Events and Promotions Committee line item being used for capital purchases, although the purchases were under \$500 in total. A procedure would have to be put into place to ensure that there was accountability for fog machine rental.

Questions were raised around the machines selected. The strobe light was deemed by a member to have been the best available within the limited budget. The Vice President University Relation, given limited resources and time, purchased the fog machine. The fire alarm was activated during the pub night as the fog machine was used on a continuous basis, as opposed to being switched on in intervals. A different type of fog machine could've been purchased designed specifically to avoid such circumstances.

*Kwok entered at 2:41pm*

Flags and DJ equipment are also available for clubs. It would be necessary to

**Action Item:** Khan would follow up with the General Office on the item available for clubs and student unions.

**Action Item:** Langmead would inventory all available items purchased for Halloween events.

The committee was reminded that typically the committee should have discussed processes

#### **CARRIED AS AMENDED**

The event was highly successful as an event and as an investment. Almost \$1000 was made at the door alone. The working group successfully covered all costs and also incurred a surplus. Very few complaints were received, although there were some issues with coats being tangled together during coat check.

SAAC and UNICEF would be compensated for their assistance.

*The Welcome Back Pub night report would be provided next week.*

#### **b. SFU's Got Talent** **MOTION ECOM 2014-11-05:03**

Pearce/Amended Khan

*Be it resolved to approve SFU's Got Talent 2015 in principle;*

*Be it further resolved to allocate \$200 from 817/20 Events - Committee for the booking of SFU Theatre on February 6th, 2015.*

At the previous meeting, the committee discussed approving the event in principle at the beginning prior to the working group bringing formal financial requests to the Events and Promotions Committee table. SFU Student Engagement has indicated interest in potentially assisting in the funding.

The SFU's Got Talent budget was still of concern to the members. The financial projections of the event would still be up for consideration by the committee.

The committee chose to approve the event in principle along with the date.

**CARRIED**

**5. Discussion**

**a. The Examination**

The presenter of the matter had been writing a play around examinations in the academic setting and in life. A play was seen by the presenter was seen an engaging way to consider cheating in life. 10 positions were being sought, and recruitment would begin as of January 1<sup>st</sup>. The individual indicated that SFU students were the ones who were involved with the event. Confusion was expressed around the letter received by the committee where significant emphasis was expressed around the involvement of Fraser International College students over SFU students, which had been identified as a problem as FIC students were not SFU students and therefore ineligible for SFSS membership. The organizer was reminded that the Simon Fraser Student Society serves its membership, and that providing for FIC students represents a major liability. This view was questioned, as the event would cater to the SFSS membership through entertainment.

It was expressed that FIC students would be involved through particular aspects of the operation of the event, although event management would be through SFU members. Proportion of roles of FIC students were encouraged, but the event should be primarily for SFU students should SFSS support be sought. The goal was to encourage FIC students to attend events on the SFU campus. Additionally, it was expressed that a number of student unions and clubs had the expertise to assist with the event.

A detailed budget and formal request was sought from the organizer, with significant clarity in the scope of the event. Upon receipt, the committee would consider the matter.

**Action Item:** Hassan would assist in the development of a formal request.

**b. Foodsafe Training**

Issues were identified around the lack of foodsafe certification for members of the committee and the corresponding impact on event planning. It was requested that a foodsafe training session be operated for EPCOM members schedules, but open to the community at large. EPCOM in the past has paid for the food safe certification fee by members of the committee. This could also be expanded to Council and Board of Directors members, although there was concern that extended such training to these groups was no guarantee that they would participate in events.

The committee was reminded that foodsafe sessions provided by the SFSS was already heavily subsidized.

**MOTION ECOM 2014-11-05:04**

Khan

*Be it resolved* to task Councilor Kwok to liaise with the Student Union Organiser and EPCOM to plan a Foodsafe training session.

The committee was asked to consider the development of a foodsafe registry to keep track of available volunteers with certification. This may be integrated into a wider volunteer registry

**CARRIED**

**c. Comedy Night**

Yukyus had offered to partner with the Society. However, Yuk Yuks was identified by the committee as being an organization whose franchises have come under media scrutiny in the past due to alleged misconduct, and the committee felt that it would not be in the interest of the organization to be affiliated with them. The committee rejected the proposal from the organization.

**MOTION ECOM 2014-11-05:04**

Khan

*Be it resolved to* task At-Large Representative Pearce to bring a proposal for comedy night events.

**CARRIED**

**d. I Moustache You To Dance**

25toLife was hosting a pub night with a goal of raising money for the Canadian Cancer Society and bring awareness for prostate cancer. The event promotion was already underway. Committee support for the event through raising awareness was requested.

The committee was reminded that financial support for clubs was under the purview of the General Office and the Granting Committee, and that a clear division between the duties of EPCOM and GC was necessary, although EPCOM could continue to provide logistical assistance.

The General Office provided grant funding for printing. Lack of time did not allow the club to go to granting committee.

**MOTION ECOM 2014-11-05:04**

Pearce

*Be it resolved that* Events and Promotions Committee support the event through committee resources, including promotions.

**6. Attachments**

ProposalforTheExamination.docx.pdf  
SFUGotTalent.pdf

**7. Adjournment 3:33pm**

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DC /CUPE 3338

**SFU's Got Talent!**  
**"Our Time To Shine"**

**Title:** SFU's Got Talent 2015: "My time to Shine!"

**Mission:** *To equip talented individuals with resources to advance themselves.*

**Date:** Friday February 6th 2015

**Goal:** Develop strong team, organized committees, Secure funding and location and execute successful event timeline.

**Prepared by:** *VP Student Life*

**Accomplishments:**

With the overall success of the Open Mic night(PromoEvent), especially given the lack of advertisements and promotions needed to sell out the event, it's created a buzz as well as interest within the community towards building this platform into a strong pillar event within the community.

**Location:**

The locations currently being researched are:

SFU Theatre (\$400)

Convocation Mall (Free)

Goldcorp Center for the Arts(Theatre) (>\$4000)

Massey Theatre (>\$2,500)



**VP Student Life** | SFU's Got Talent

# SFU's Got Talent 2014

## “My Time To Shine”

Proposed Website: <http://www.sfss.ca/SFUgottalent>

#SFUGOTTALENT

### **1.0 - Table Of Contents**

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## **1.0 Executive Summary**

Most events in principle serve a purpose, this platform will become an opportunity to showcase students who are interested taking their talents to a new level. The judges will be professionals from the school of contemporary arts as well as other successful artists within the industry who have made it successfully. The prizes will also be enticing to attract a quality talent pool from which successful candidates can be selected.

Given this is the third year, the team is focusing on developing the event on a greater scale than the previous year it's been developed. Given the committee's direction of having the event on SFU location, emphasis will be placed on Quality with the event production being done at a level that allows the artists to feel excited and interest to participate in the

event.

<sup>1</sup>

## 2.0 Marketing strategy

### 2.1 Multi-level Marketing Approach

We're going to have tickets circulated to promoters around the campus. The goal is to have promoters around each campus so that there's a vibrant presence. These individuals will not only be responsible for selling tickets for the event, they'll also be promoting individuals to sign up for performances.

### 2.2 Social Media

The use of social media will be split into **two levels**, one will be announcements that's provided for immediate release by the communications department in charge of updating the "**Product's**" Facebook page, website, and other social media related to this event.

The second updates will be the **Media Partners like The Social Media Network, Marketing club and other clubs within our directory who specialize in new age media, that receive the email blast as well and markets it out.** This list will also consist of blogging companies and social media companies within SFU and the greater Vancouver area. The Peak, Vancity Buzz, 604 Vancouver, 24hours and Georgia Straight. Since we're not only branding ourselves to students within SFU, it's important to make sure that we are showing a very vibrant image of our school to the lower mainland. A majority of those who attend this event might either come to SFU later on, or stop speaking poorly about us in comparison to UBC.

**Contests** where individuals tag 20 of their friends for a chance to win free entry, or like the **SFSS Facebook Page**, write on the wall for a chance to win and much more. These contests can all be done through our social media platforms as well as other media partners.

Social Media Platform: **WE WANT TO BE ON EVERY PLATFORM.** NOT JUST OUR OWN. This means Instagram, Snapchat, twitter, reddit e.t.c || Everyone who's part of developments will be asked on to post on these platforms.

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<sup>1</sup> #SFUGotTalent | WWW.SFSS.CA/sfugottalent



### **3.3 Community Outreach**

The team will send messages to departments, DSU's, have tables in the AQ and much more.

### **3.4 Advertisement**

Apart from word-of-mouth and social media, a large part of the marketing campaign of this is going to be print marketing. This will be posters of different kinds circulating around the school and in systematic waves. Apart from Print Marketing, we'd also work to utilize clubs who table the AQ like C.A.C. since clubs will be given the opportunity to get involved with us, not just by selling tickets some of them giving out flyers for the event could be decentralized from our volunteers into other clubs as well. They can pick this up at the GO. We will also have tabling options around the school for those who might not get the information through social media.

## **3.0 Major Positions**

### **3.1 Divisions**

#### **Liquor |**

If there are opportunities to utilize the Highland pub that'll be great. Location has connection to staffing, alcohol can be provided by Highland. Logistics to be further revisited once planning commences.

#### **First Aid and Security.**

This individuals will also be responsible for contacting the onsite First AID/paramedics. **St. Johns** offer to completely volunteer based program that is ran through donations. Volunteers specifying First Aid

certification can potentially be added as aid to reduce the cost and security ratio.

## **6.0 Operational plan**

Since there will be a focus on an experience that is a bit more than an event in SFU Theatre, there needs to be a more focus on the operational plan, interaction of the committees and volunteer leads to make sure everyone is well aware of their responsibility.

### **EXECUTIVE TEAM | COMMITTEES**

#### **Volunteer Officer**

Responsible for securing volunteers for the event as well as setting up training times, run through times, volunteer area and scheduling as well as working with each executive to make sure they're provided with the right volunteers. Responsible for developing appreciation events and socials.

- **Volunteer Committee**

This is the volunteer base for the event, they take on training for incoming volunteers, schedule volunteer orientation and plan the appreciation event for those who helped to make the event successful.

### **Backstage Officer**

Responsible for coming up with necessary plans for event requirements, artists areas, work with the Media team and make sure Stage Volunteers are well aware of their responsibilities.

### **Entertainment Coordinator**

The Entertainment coordinator is responsible for confirming artist setlist, working with individual artists to make sure event is developed according to plan. Developing schedule of location for run through, AV and technical requirement, logistical needs with set up, staging e.t.c

- **Scheduling/Recruitment Committee**

Responsible for scheduling artists, audition times, developing and planning event flow, Judge recruitment and invitation. Choice Selection, style and rubric for judging event. Developing the framework for flow of the event as well as scheduling practice times.

### **Logistics Coordinator**

This individual look at the internal operations of the project while assisting the team and committees where they need help. They overlook the calendar requirements, work on necessary scheduling, parking, advertising and inquiries for the event. Develop site maps, organizes sponsors and much more.

- **Welcoming and hospitality committee**

Responsible for developing event location maps, security requirements, scheduling individuals for Welcome Desk, location run throughs. Equipment, Refreshments for volunteers and performers. Event Itinerary confirmation to be sent out and much more. Plans for signage, will call area, concessions and much more. Coordinate bus pick up and drop off locations from each campus.

### **Production Officer**

Responsible for maintaining contact with promotions company, communicating with

promotions and logistic coordinator on requirements of artists, sound&lighting as well as other requirements needed for a successful show. The production office will be responsible for scheduling walkthroughs from the staging company and much more. This position will also work with the media production team who will develops strategies for streaming the video in high quality. The videography team will need to work with the production officer on how it'll all be put together so that that the the entire event can be efficiently and smoothly put together.

- **Multimedia and Technical Requirements team**

Responsible for working with the videographers and production company. Over looking the equipment requirements, schedule setup times and take downs. Works with Headliner to make sure all is according to schedule.

### **Marketing Officer**

The Marketing officer is in charge of scheduling necessary posts, meeting with the sales team and working with them to sell the event on all their individual platforms. Developing advertising strategies for recruiting artists and performers. booking table promotions and scheduling tabling. Working with Clubs as well as Departmental Student Unions to get the word out on their pages. Selling tickets as well as creating the schedule with the media team on necessary promotional videos and much more.

- **Marketing Committee**

Focus on building necessary hype around this event, scheduling classroom visits, putting up posters around the university and campuses. Manning tables. Developing strategic marketing campaigns. Develop creating promotion strategies and giveaways. Work with the Multimedia team to develop street marketing campaigns and assist the overall efforts of ticket sale for the event.

### **Sponsorship Officer**

Working to secure sponsorship as well as funding for the project. This ranges from meeting with SFU engagement fund, different departments of SFU like the bookstore and much more. The officer will be responsible for developing the sponsorship package which can be forwarded to businesses for in kind sponsorships and much more. Departments are often a great source of revenue especially given there are opportunities to enhance the educational experience of their faculties.

- **Sponsorship and Funding Committee**

Develop sponsorship proposals and schedule meetings to secure funds for the initiative. Meet with deans and departments within SFU to present project with opportunity for funds. Schedule team to send sponsorship packages to Businesses and startups within SFU like Club

Ilia, Nesters, Natures Garden e.t.c Reach out to Buisness down the mountain, around Woodwarts, the campuses and their Student life departments and much more.

### **Sales Officer**

This individual is responsible for scheduling the sales team around campuses and making sure ticket distribution is accounted for. Given the tiered system associated with ticket sales, this position will be responsible for dealing with ticket sales and redistribution. Working with promoters to make sure tickets are accounted for, monitoring online sales and much more. Given the multiple platforms available for promotions, the position is responsible for creating deals for posting on instagram/Facebook/with necessary proof.

- **Campus Sales Committee - Each lead their won sales team**

Bi Weekly meetings which are online to go over target, scheduling of tables, ticket redistributions, online promotions and much. Maintain Google Documents for ticket tracking and serve as collection points and drop offs for ticket funds. Each lead has access to google docs to mark off the name of the promoters returning the money or tickets. Accounting and auditing.

## **7.0 Strengths, Weaknesses, Opportunities and Threats**

### **7.1 Strengths**

- It's the second year of the event.
- building on previous foundations and student knowledge
- marketing plans into other universities and colleges for an inclusive platform.
- incorporating clubs and DSU's to be part of the event
- Working with SFU to get it featured on major outlets of the school
- Working with SFU PR to advertise the event
- Promoting school spirit and adding attractions that'll different groups on campus
- Streaming increases potential for sponsorship revenue

- Develop strong media campaigns
- Prize selection should be enticing
- Focus on making clubs more involved and actively participating.

## **7.2 Weaknesses**

- limited funding due to budget constraints
- diversification of entertainment and talent might affect production value
- ticket price needs to reflect entire event |and still be affordable
- Volunteer Demand is quite grand, need a streamline approach(Website) Somewhere that all marketing stream directs any interested student to. Committee meetings need to be structured and measurable.
- Sponsorship needs to be focused to secure as much for the event as possible.
- Vendors for food and drinks should be secured ASAP to prevent food truck companies being full. Location should be booked ASAP to avoid location unavailability.

## **7.3 Opportunities**

- Over 200+ individuals showed up to the promotional Open Mic event, the excitement during this event created a buzz regarding SFU's Got Talent in January and a number of individuals already inquiring on how they're potentially going to get involved.
- Spending more money on the production and quality of this event would ultimately allow the event to go a lot smoother and give talented students a reason to invest their time to practice for the event.
- Volunteers will be much easier to acquire given the website portal and integrating it to the SFSS's portal.
- Having a different team focused on the portal will allow it to be transitioned to a different team next year who can potentially continue SFUGT
- There are great opportunities for funding from SFU given this will promote a vibrant student community. From initial conversations from SFU Vancouver Campus, there's been a desire to develop a community Talent Show and with the quality development of this event, they're looking to get involved in planning and execution.
- Clubs interested in doing an event on the same day will promote a sense of excitement during the event day.
- The emphasis on Media and Social Media presence might create excitement within the student body to purchase tickets. If that doesn't work, the headliner will.
- The headliner confirmed to perform for the event will make the event extremely amazing given it'll be a drawing factor for the student body who will not only get to

see their friends perform, but will watch them alongside a professional they are familiar with.

- A number of business will be interested in partnering with this event given that it is focused on empowering and promoting student talent. There we're a couple of companies that have already stated interest.

#### **7.4 Threats**

- Funding opportunities might be limited for the event
- Website might not be able to be developed in time
- Guest artists for the event might be unavailable
- Executive team might be busy with classes which could affect organization and plans
- Sponsorship might not be receptive to event
- Targets might be unrealistic
- location capacity might need to be edited, affecting ticket projections

## **8.0 Budgeting**

### 7.1 Expense Scope

SFU's Got Talent: "My Time To Shine!"

These are mere estimates with the executive team enhancing the budget as event planning becomes more precise.

	<b>Actual Expenses</b>	<b>Budgeted Expenses</b>
<b>Production &amp; operations</b>		
Production+Facilities		\$2,000.00
Web and Media Production Team		\$500
Total Production Expenditure		<u>\$2,500.00</u>

<b>Security:</b>	
SFU security	\$500.00
After party security	\$1000.00
First Aid	\$500.00
Total Security Expenditure	<u>\$2,000.00</u>

<b>Talent:</b>	
Headliner/Guest Judge(DJs)	\$2,500.00
GOLD LEVEL PRIZE	\$2,000.00
SILVER LEVEL PRIZE	\$1000.00
BRONZE LEVEL PRIZE	\$500.00
Total Talent Expenditure	<u>\$6,000.00</u>

<b>Marketing:</b>	
Printing/Advertisement	\$1000.00
MISCELLANEOUS	\$300.00
Total Marketing Expenditure	<u>1,300.00</u>

<b>Project management:</b>	
Gift for Judges   BackStage   Volunteers *	\$500.00
	<u>\$500</u>

<b>Other Expenditure:</b>	
Decorations	\$500.00
Walkie Talkie	\$200.00
Fuel and Parking	\$200.00
Volunteer appreciation	\$300.00
Insurance	\$500.00
Miscellaneous	\$200.00
Total Other Expenditure	<u>\$1830.00</u>

	<b>Conservative</b>	<b>Budget</b>
	<b>Budget</b>	<b>Approved</b>
<b>Total Budgeted Expenses</b>		\$15,9103.00
<b>Total Actual Expense</b>		
<b>Over/Under Budget</b>		



## 7.2 Income Scope

SFU's Got Talent: "My Time To Shine!"

To break even, we would need to make sure we're pushing tickets at all avenue and have a strong team that's working to secure sponsorship for the event. Given there are about 1000+ to attend this event, it's vital that the ticket distribution is well scheduled.

	<b>Actual Expenses</b>	<b>Budgeted Expenses</b>
25 Promoters (Sell 14 tickets each plan) (\$15*350)	Free Entry	-\$375
Early bird tickets(\$10) *200tickets		\$2000
Tier 1 (\$15) *100 tickets		\$1500
Tier 2(\$25) * 50 tickets		\$1250
		<hr/>
		<b>\$4,750</b>

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<b>Sponsorship   Advertisement</b>	
(Goal )	\$5,000
<b>SFU Departmental contribution(Goal)</b>	
The goal is for each department Capable to sponsor at least	
<b>\$1,000</b>	\$5,000.00
<b>President Office Contribution  Quite a reasonable amount</b>	\$5,000.00
<b>Vendorship Opportunities (Goal)   Sell food at event:</b>	
\$300/license.	\$500.00
<b>SFSS Event Securement</b>	\$5,000.00
Total Other Expenditure	
	<hr/>
	<b>Conservative</b>
	<b>Budget</b>
	<b>ESTIMATED</b>
	<b>INCOME(HYPER)</b>
<b>Total Budgeted Expenses</b>	\$23,250
<b>Total Actual Expense</b>	
<b>Over/Under Budget</b>	
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## 8.0 Sustainability, Social Responsibility

### Strategy

#### 8.1 recycling and waste

Sustainable SFU is a very great resource to include in the development of this event, not only will they help in answering and tackling some of the issues we might have regarding waste collected from this event, there might be contacts provided for local vancouver companies to attend the event to help with waste disposal.

Waste plan can be developed through collaboration with these groups and implemented within the event plans.

### 9.0 Event Strategy

### 9.1 Experience:

The first selling point of this event will be the **media component**. The goal is to stream this event to a wide Vancouver demography and the world who are potentially looking to watch their children perform. The internet and social media has made events like this easy to market to a greater population given the huge network individuals have on their individual platforms.

Given students purchasing tickets to this event, an headliner to close the night or potentially be part of the judges would allow it to an amazing experience.

The second is the Prizes that'll be given out for the event. This prizes will need to represent greatly the potential to propel these talents to the next level of their career. This means recording opportunities,

### PRIZES

<u>CATEGORIES</u>	<u>MUSICAL</u>	<u>DANCING/STUNTS/ACROBATICS/</u>	<u>MAGIC OTHER</u>
<b>GOLD</b>	-Music Video -\$1000 -Music Recording Opportunity - 2 high profile Performance opportunities - Photo/Branding Opportunity.	-Video -\$1000 - 2 high profile Performance opportunities - Photo/Branding Opportunity.	-Video -\$1000 -Photo/Branding Opportunity
<b>SILVER</b>	-\$500	-\$500	-\$500
<b>BROZE</b>	-\$250	-\$250	-\$250

## **Timeline**

**October -** This month will be specifically used to build the executive team as well as train them on their committee structures. Confirmed sponsorship avenues will be visited to maximize the funding avenues available towards making this event successful. Given there is an emphasis on doing the event at Woodward's necessary meetings to secure the location will be needed.

Given the time of the year, convocation mall might be too cold with the weather reducing the successfulness of the event.

Sponsorship packages, website, marketing and promotional plans should be confirmed ASAP.

### **Promotional Calendar:**

#### **1) SEARCH FOR EVENT HOST(MALE,FEMALE)**

This individuals will be responsible for hosting the event on the day of the event as well as potentially speaking to the students who audition in front of the backdrop. The commitment time will be roughly 3 days - 5 days within the span of the event development.

#### **2) SEARCH FOR TELEVISION PERSONALITY.**

This individual will be responsible for working with the video promotions team to make sure the event is funny, and exciting. He/She will be followed by the camera and connect with students about SFU's Got Talent. There awareness of the event and much more.

#### **3) NOMINATIONS OPEN[November 1st]**

This will be advertised all over the school to make sure individuals are able to see that auditions are opened. The website will be completed around this time with students using the web form to submit their applications. Application closed date will be included on the poster as well. The advertisement of Nominations should be taken as the third wave of marketing, there's an increase in visibility, presence and much more. **Tables around each**

**campuses can be scheduled around this time!**

#### **4) JUDGE SELECTION OPEN | HEADLINER JUDGE(PERFORMER)**

The committee will be responsible for searching for notable judges for the event. This will not be regular students who do not have experience in the industry but will be notable members of society who for example teach at SFU's School of Contemporary Arts, Local Celebrities that have archived a certain level of fame and much more. This individuals would be able to give actual advice on how these students can better themselves as well as become a vital network towards increasing the brand of this event.

#### **November 1 - 3rd Week**

**Auditions begin** - The audition dates will be during this time. The goal is to make sure we are putting a lot of media around this stage because a number of people will be watching the YouTube streams. Depending on the Media Coordinator we secure, this will develop the greatest hype for the event and get the community excited for the event. A wild card will be awarded to the student who is able to generate the most YouTube videos from their event. Given the amount of Production required for the success of this event, a good productions company will be necessary given it'll take away from the capabilities of our **Communications Office**.

**EARLY BIRD TICKETS BEGIN:** The Facebook events page will be launched already with the specific dates highlighted within it. Ticket sales begin around the time of auditions and will be scheduled specific locations around the school. As opposed to our General Office selling tickets, our sponsors will be the outlet for ticket sales, for accountability, each ticket will be labelled with tracking number as well as which outlets are given tickets. Special Envelopes will be given to this outlets who will check off which tickets number they've sold. This means that if Nester's Market sells ticket 001, they will mark on the sales form that they sold ticket 001. This allows the ability to total the amount received from them with the number on the sheets of paper which become like a receipt.

#### **December Week 1**

An announcement will be made about a special headliner for the event. Given the tier system associated with this event, **ticket prices will go up**. Online tickets will open at this time. December marks the selection process. By the third week of December, the selection team has confirmed the list of performers for the event, **create a potential Set-list, performance criteria, and present this to the team**.

### **DECEMBER WEEK 3**

Once this has been confirmed, the SFUGT's website can be updated with the list of individuals who have made the cut. The announcement is only made on the website but not advertised.

**Ticket sales** will continue with the Event's page growing tremendously. Ticket distribution, sponsorship, funding avenues are being confirmed. Production companies are being confirmed for the event and necessary **Media production team** putting out scheduled items for the event.

### **December Week 4**

During this time confirmation of the performances are sent out to each performer with a 1 week period to get back to the team on stage necessities, musical requirements and much more. This will allow the logistics team and production team to plan accordingly on how the set times will work.

### **Afterparty**

A date for announcing the headliner will be announced with an afterparty at the pub being initiated. The branding behind this event will be sorted out as we get close to the event day.

### **January Week 1 [TIER 2]**

Given the event itinerary is now finalized, the team will release the event schedule as well as information on Voting and much more. The Television personality will also advertise this. A date will be made for run through of the entire event, one date will be booked for **Week 1**, while another date will be booked for **Week 2**.

This will ensure individuals get the necessary level of practice for their performance, and allows the production team to know how to work with each performance. Given that the event will be streamed live. It's extremely vital that the team gets as much practice as possible.

### **January Week 2: TIER 3 Tickets**

As ticket prices continue, the team will head to the location, logistics will go over the the location plans for Sponsors setting up tables, Backdrop for attendees, photo area, and much more.

Volunteer run through will be scheduled to make sure everyone is on the same page. The production team will go over the entire event on location, this will be without the performers who will go over their necessary set list at a location much different from

the actual location.

Media Team will set up their strategy on how they're potentially going to cover this event, cut to advertisements if there is capabilities for such a thing and much more. The set times, Audience Voting will be done. Finals will be practiced as well.

### **January Week 3:**

**Performance Pool - Performs Set Times**

**Audience Votes**

**Round 2 Performers - Performs Set times**

**Audience Votes**

**Final Performance - Performs Set Times.**

**Winners Selected!**

**Possible options of audience using iclickers!? Voting method to be determined by Executive planning team.**

## **9.2 Diversification**

Given the need to brand the event with a number of talents, The SFU's Got Talent branding will not get rid of all individuals. Given the number of artist we get through auditions, we will ask a few individuals who are interested in performing around the university to be part of classroom promotional performance tour. These talents will be scheduled to attend numerous classrooms and perform, if they are able to for the scheduled time they are awarded by the professors.

### **TALENT SHOWCASE:**

For promotions, Clubs within the SFSS Club portal will be asked to potentially develop events during the same day. This will range from Food Trucks, Poker events, Movie Night and much more. This events will help create a spirit of activities going on to give students an opportunity to showcase their own talents even though they did not make it to the official stage of SFU's Got Talent. We'll have a Talent Showcase Coordinator meeting with clubs asking them if they would be interested in developing a small event for their membership on this day.

**The only rule is that these events can only be during the day: THE REASON IS BECAUSE**

**SFU'S GOT TALENT WILL TAKE PLACE DURING THE EVENING, THUS IT'LL BE VITAL THAT THE COMMUNITY TUNES IN FOR THE EVENT!**

**IDEAS**

- GAME ROOM
- DUNK TANKS
- MOVIE ROOM
- BUILD SFU ACTIVITY

**9.3 Accessibility Funding**

With the need for events to become more accessible for all individuals, funding requirements from accessibility would allow us to make this event inclusive to a large number of students who might not be able to attend. Provide accessibility training to volunteers and much more. Accessibility funds can help us enhance the overall experience of the event. Students have spoken about the need to stream the event to those who are unable to afford tickets, have well trained volunteers for the wide range of audiences.

## **10.0 E-Commerce Plan**

### **10.1 Sales**

**Online Ticketing PROMOTIONS:** While there are promoters who have physical tickets on hand for the event and will be selling it to their specific networks, a great deal of hype will be placed on this promoters to HYPE the events on social media, this means while they are meeting students to sell tickets, they will also be messaging individuals on the Facebook events page if they have their tickets, how many tickets they require and that they could give them a "Discount". "UBC promoters make sure that they post on the group about how many tickets they have left as well as help to hype up the event by commenting that , they themselves are sold out of tickets.

**ONLINE WEBSITES FOR PURCHASING TICKETS:** will be developed an integrated ticketing



portal into the website as well as the Facebook Page. This page would allow individuals who are unable to meet the promoters conveniently to purchase tickets from their own homes. For ease, it'll be great if this can be integrated into the event website to allow for all marketing portals to lead to one location with all the needs of the event.

*The most important thing to note is that the online tickets will always be more expensive than the physical tickets. This is to promote Students purchasing tickets from the hands of the promoters.*

### **Contacting clubs/DSU/Faculty:**

There will be a team that's responsible for selling tickets by emailing individual clubs and meeting up with them. This will ensure that given there are at least 300 clubs. There is a group that's actively targeting at least **25 clubs a day**. We have about 300 clubs with 3 months to plan the event. This means that given that leaves 12 weeks in to the actual event, this team will be responsible for making sure there's active conversation within the DSU level as well as the clubs portal. They will also be contacting the respective faculties to send information out to students about the event.

### **10.2 WEBSITE**

Not only will the inclusion of a website allow us to develop a great event, where all the needs are streamlined to one portal. It'll also increase sponsorship revenue with logos and much more can be placed there with redirect allowing backlinking to these companies for Search engine optimization and much more. We'll be able to stream the event for those who do not attend. **STREAMING TO A POPULATION OF 30,000 IS GREAT BRAND MARKETING OPPORTUNITIES FOR SILVER/GOLD SPONSORS WHO MIGHT SEE THAT AS A BENEFIT.**

One important thing to note is that some of this performers might

### **10.3 Website Architecture [www.sfss.ca/SFUGT](http://www.sfss.ca/SFUGT) ([www.sfugottalent.ca](http://www.sfugottalent.ca))**

**HOME | ABOUT | LOCATION | VOLUNTEER | VOTE | MEDIA | SPONSORS | GALLERY | CONTACTUS |**

**HOME:** This page defines all necessary aspects of the event, what to look forward to, has posters and design as well as updates regarding the event.

This will have the link to stream the event live. The front page will allow the audience to easily go to [www.sfss.ca/SFUGT](http://www.sfss.ca/SFUGT)

We can have an actual website be [www.sfugottalent.ca](http://www.sfugottalent.ca) // with a redirect linking back to the SFSS website.

**ABOUT:**

\*\*About SFU's Got Talent:

\*\*About SFSS

**LOCATION:** shows directions on how to get to event, where parking is and all other information about parking on that day.

\*\*Event Map Layout

\*\*Driving | Parking | Transit Directions and information

**VOLUNTEER:** This is where we direct anyone who wants to join the event, either to perform, vendor, volunteer or much more.

\*\* Performers (Application)

\*\* Food Vendors (Application)

\*\* Volunteers(Application | Position list)

**VOTE:** This will be an opportunity for individuals to share their pages and allow individuals to vote for them. This voting portal will not only market the website but also spread the word about the event. Given the event will be streamed to students, the community will also get the opportunity to vote on their best acts online. This will allow them to be part of the festivities.

**SPONSORS:** list of sponsors affiliated with the event

\*\*Gold (Larger logo) | Also in promotional videos

\*\*Silver(Medium logo)

\*\*Bronze(Small logo)

**GALLERY:** Either links to SFSS Facebook page's album or have some pictures up from the previous year.

## 11.0 Emergency Plan

\*Developed and taught by SFU Security. Will train volunteers, and everyone affiliated with the event. (Incurred cost)

## 12.0 First Aid Plan

St. Johns ambulance are a great service. (Incurred Cost)

Needs:

**1) I require a small working group to further enhance these ideas if potentially feasible. To present it to board to get the project going.**

**2) A proposed date will be added to vote after the preliminary discussion.**

Simon Fraser Student Society  
Maggie Benston Centre  
8888 Univeristy Drive  
Burnaby, BC V5A 1S6  
Canada

October 21, 2014

Dear Kayode and Events Committee members,

**RE: Proposal for the stage production of The Examination at SFU Theatre.**

The Examination is a one scene play that I have been working on for almost three years now. In an engaging, entertaining, and educational approach, it explores the shenanigans that go on during an exam - both from the invigilators and the examinees.

This play was originally intended to be produced at Fraser International College (FIC), however, the FIC building has an atrium which is not theatrically conducive. I have now decided to take it to the next big level - SFU theatre. I am not sure if SFU has ever done a theatrical production on the Burnaby campus in recent history. If not, I would like to take the challenge of making that happen.

During Kayode's campaign in Spring, he ran on a great platform which included striving to create a better international students' community - with bridging the gap between FIC and SFU. Kayode has already started making this happen by encouraging a blend of former FIC students being included in the show. I want to help him and the rest of the committee continue to achieve their platform goals and learn a great deal from working with the SFSS.

I intend this play to be primarily performed and produced by FIC students (in their 1st, 2nd , or 3rd semester) under my guidance and direction. This will hopefully create an instant understanding among FIC students that SFU is not this big, insurmountable, and cold institution that they have no connection with, but rather affirm the belief that SFU is their eventual community and they should strive to create connections there from the get-go.

I believe that this performance will be a great edutaining opportunity for FIC students because many of them have talents that cannot fully translate into other student programs. Bringing The Examination to life will be a chance for these students to practice their management skills, express their creativity, and showcase their performing talents.

**Promotion** - I will be working a booth at Students Services Fair during Fraser International College Orientation on January 5, giving an initial personal promotion of what the play is about and how new students can contribute in making it happen.

**Media** - I want this to be an engaged production - therefore, I am planning to soon open a Twitter handle, Facebook page, Gmail account, and Instagram profile. These responsibilities will shift to one of my OC members, once selected.

**Production** - Since this is a one scene play, it has almost zero budget for the scene decorations. However the food is the main budget. I am planning to produce a sold-out play - that means catering to 400 people. This means the budget will be mainly the food and refreshments which could be at most \$500 – \$700. I am open to ideas of how to go about this.

**Stage** - We will need projector, screen, microphones (wireless clip-ons if possible), 7 chairs, 4 desks, one podium (all of which can be borrowed from classes)

**Lighting and Sound** - If the theatre already has some spotlights (coloured), that would work great.

**The tentative timeline for Spring 2015:**

Pre- Semester	Booth at FIC Student Services Fair
Week 1 (weekdays)	Info session at Fraser International College
Week 2 (weekdays)	Interviews for Organising Committee
Week 3 (weekdays)	Auditions
Week 4 (weekends)	Rehearsals start , every weekend.
Week 10 (The Weekend)	Showtime!

The duration of the performance is now at about 45 minutes, excluding a 20 minute intermission. The event would be an hour and half which will include a 15 minute introduction and a guest speaker as well as a 10 minute closing ceremony.

**Audience:** Everyone is welcome to attend. intend to attract a huge number of the audience from FIC, especially new students (friends and classmates of the performers). Promotion at SFU will be

**Budget:** I am a big advocate for volunteerism - I do not want to get paid nor pay my team for producing something they are passionate about (unless you feel super generous, of course).

Thank you for reading and considering this proposal. I will be happy to meet in person to discuss further and answer your concerns.

I appreciate your support and I truly trust we can make this happen.

Yours sincerely,  
Ally Baharoon  
Mob: 604 779 5617