

REQUEST FOR PROPOSAL

WHAT I WISH I KNEW AS A MEDIA STUDENT



ALUMNI PANEL,
NETWORKING EVENT
& CAREER SKILLS WORKSHOP

EMERGE



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OVERVIEW

MEDIA SHOWCASE II & EMERGE ALUMNI NETWORKING EVENT HYBRID

Networking has become an essential aspect of your job search. We can all agree that we've heard this before, but most of us still fear attending networking events. Our team wondered, why is that? Is it the interviews that we feel scared and unprepared for? The fact that we're usually meeting with intimidating higher-level industry professionals? Or is it because the companies represented at these events don't spark our interest? To alleviate some of these fears, we have come up with a hybrid event combining elements of Media Showcase II and the Emerge Alumni/Current students Networking Event.

MEDIA SHOWCASE II ELEMENTS

Instead of focusing on facilitating a forum for Media Studies faculty and students to learn more about a trending media issue, we wanted to create a forum to strengthen the Media Studies program. This will include a speakers' panel of Media Studies alumni to current students and professors. We also wanted to include a career skills workshop to prepare students for future internship and job opportunities.

EMERGE ALUMNI NETWORKING EVENT ELEMENTS

We wanted to provide current students with networking opportunities. To do this we plan to include the alumni featured on the panel as well as other media professionals in professions that interest our students.



Here's what **we wish** students will gain from this event:

- Confidence as an aspiring media professional
- Connections with current media professionals
- Real advice from those who've been in their shoes already

Here's what we wish professors will gain from this event:

- Valuable advice and critiques from alumni
- Develop connections with current and former students
- Ideas on how to improve the Media Studies program



CONCEPT

ALUMNI PANEL, NETWORKING EVENT & CAREER SKILLS WORKSHOP

WHAT I WISH I KNEW ALUMNI PANEL

Based on our experiences, we can all agree that throughout our final year we've learnt so much about ourselves, our field of study, our program, and about life itself. There's also so much we don't know, which is why we think a speakers panel will be so influential and the perfect way to send students off into the real world. We want to bring Guelph-Humber alumni to share their experiences with current students and aspiring young professionals. The "What I Wish I Knew" panel will allow alumni to share things they've learned, what to expect, how to succeed in the industry and what they wish they knew as a Media Studies Student. They will be able to answer any questions students may have while giving them relevant advice. This panel will also be great for professors and the future of the program because it will give them input into what could be added, changed, or emphasized to ensure the success of their students. The panel will be determined by a survey and the same speakers will also be featured in the networking event.

LIVE LINKEDIN NETWORKING EVENT

Before the event, we want to conduct a survey asking students their field of study, jobs which intrigue them, and dream careers. With our results, we will form categories and find individuals which we can invite within these categories. At the event, there will be stations set up with these professionals and their LinkedIn profiles, and students will be able to speak to those who interest them and ask any questions they may have for that person. The point of this is to redefine the traditional networking events which we're used to, and introduce a comfortable and effective event made tailored to students' aspirations.

ELEVATOR PITCH CAREER SKILLS WORKSHOP

A big part of making connections is gaining the confidence to do so and knowing how to pitch yourself to others is an essential skill which we want students to become comfortable with. We know interviews can be scary but we think practice is important and this is the perfect opportunity to do so. Students will be given the chance to convey their elevator pitch to someone in an actual elevator and then be asked any interview question on the way back down. This could be something standard like "what are your strengths and weaknesses", "sell me this pen" or "where do you see yourself in 10 years". It's a fun way of getting students to challenge themselves while preparing them for real life situations.

PRIMARY PARTNERS & CLIENTS

GH ALUMNI

A maximum of six Guelph-Humber Alumni will be our primary partners as they will be featured on our panel. The members of our panel are determined through a survey that we will hand out to students within the first couple weeks of the winter semester. This will ensure that the speakers that we recruit depend on who current students aspire to be after graduation. We ask that the speakers from the panel also attend the live LinkedIn Networking Event so that students can have one-on-one time with the panelists.

INDUSTRY PROFESSIONALS

An additional four industry professionals who are not GH alumni will be invited to partake in the Live LinkedIn Networking Event. These people will be determined once again by the survey results so that students get a chance to speak with people who they aspire to be like.

GH CAREER SERVICES STAFF

A maximum of 5 staff members help out with our Career Skills Workshop. Students will be able to receive advice from the professionals who specialize in giving career advice.

TARGET AUDIENCE

MEDIA STUDIES STUDENTS

The main bulk of our attendees will be current Guelph-Humber students. The panel exclusively features Media Studies Alumni who work in Media Studies students' "dream jobs".

We hope that they will receive valuable advice, tips about how to navigate through their remaining years and insight into the current job market from people who were once in their shoes. We also hope that students will be able to network with professionals and other students in their dream job. From our workshops, we hope they will apply the skills they learned in real life interviews.

MEDIA STUDIES PROFESSORS

Although this event is mainly marketed for students, a special invitation will be sent to all Media Studies professors. Since the Alumni will be talking about their experiences and what they wish to have learned at Guelph-Humber, we believe that the attendance of professors will also benefit.

We hope that after listening to feedback from alumni, professors will be able to implement necessary changes to improving the Media Studies program.



OBJECTIVES

SPEAKERS PANEL

VISION:

- Panel of no more than 6 Guelph-Humber alumni who are currently work in media (not just the media industry)
- Talk to students about their experience in the Media Studies program
- Q&A discussion

GOALS:

- Help GH faculty and staff implement change in the program
- Have students think critically about the workplace after completing post-secondary
- Facilitate discussion and help students learn through experienced peers

NETWORKING EVENT

VISION:

- Live LinkedIn event
- One-on-one discussion with alumni and other professionals who work in media

GOALS:

- Provide current student networking opportunities by building connections with alumni
- Gain knowledge about the different fields of media
- Answer any questions Media Students may have about the workplace

CAREER SKILLS WORKSHOPS

VISION:

- Reciting an elevator pitch in an actual elevator
- One-on-one discussion and advice with the career services staff

GOALS:

- Allows students to gain interview tips with an industry professional
- Allow students to sell themselves through an elevator pitch
- Build confidence within students by having them use their interpersonal skills with strangers

PROPOSED BUDGET

GUESTS, MARKETING & VENUE EXPENSES

ALLOCATION		MAXIMUM ALLOWANCE
GUESTS	Honoraria/Accommodations <ul style="list-style-type: none"> • Max of 6 speakers at \$150 each • Max of 4 industry professionals at \$50 	\$1,100
MARKETING/PRINTING	Large Signage <ul style="list-style-type: none"> • Styrofoam easel signs and banners (about 24x18 or larger) • Poster boards for live LinkedIn 	\$70
	Promotional Signage <ul style="list-style-type: none"> • Smaller prints and posters (no larger than 8.5x14) • Posters to post around the school • Surveys to hand out in classes • Event day displays 	\$250
	Name Badges/Stickers <ul style="list-style-type: none"> • Amount of attendees TBD 	\$50
VENUE	Catering <ul style="list-style-type: none"> • Snacks and water • Cutlery and napkins 	\$500
	Decor <ul style="list-style-type: none"> • Table cloth and settings • Stage decor • General decor (streamers, balloons, etc) 	\$500
	A/V <ul style="list-style-type: none"> • Lighting • Microphones and speaker technology • Staff 	\$500
ESTIMATED TOTAL		\$2,970
LEFTOVER FUNDS		\$30

MARKETING PLAN

AIMING FOR A TOTAL OF
75-100 ATTENDEES

GENERAL PROMOTIONAL IDEAS

Our promotional materials will highlight the **"What I Wish I Knew as a Media Student"** panel as the main event. We plan to highlight more about the types of speakers that we have acquired rather than specifically who we have acquired. We would include text along the lines of: "Hear what alumni have to say about what they wish they knew as media students, network with people in your dream profession and learn transferable career skills!"

ONLINE PROMOTION

We will promote our event online by creating advertisement postings for our social media platforms on a weekly basis via Snapchat, Instagram, Facebook and Twitter. In addition, we plan to send out e-blasts specifically to Media Studies students every 3 weeks.

IN PERSON PROMOTIONS

We will promote our event on campus through face to face interactions, class visits and copious amounts of banners and posters all over the GH campus. The goal is to encourage as many media students as possible to attend our event.

PROMOTING TO PROFESSORS

The attendance of professors are essential to this event therefore instead of general advertisements, we have decided to send personalized invitations to all media professors through a mail merge.



PERSONNEL

There will be a total of 10 people running this event. One person who is not a part of any team who will monitor all of the teams and three different teams all made up of three people. One of the three will lead that team and is responsible for communicating with the other team leaders to keep their own team updated on the progress of the event.

EVENT LEADER

One person will oversee all teams and ensure that they stay on track. They will also facilitate discussion between the team leaders to keep everyone updated as the project unfolds.

MARKETING TEAM

This team is responsible for promotional material and anything associated with advertising this event. Those on the Marketing team can expect to:

- Brainstorm ideas for all promotional material (e-blasts, flyers, surveys, etc.)
- Create the survey and analyze the results as they come in
- Determine the categories of the networking event and which professions would be best to invite guests from based on the survey results
- Promote our event (in-class, on-campus and online)

PUBLIC RELATIONS TEAM

This team is the direct point of contact to our speakers. They handle any written releases and invitations. Those on the Public Relations team can expect to:

- Recruit the guest speakers for our panel
- Write press releases, advisories and invitations to professors
- Be the direct point of contact with the press
- Recruit volunteers to help with the event on the day of
- Thank you e-mails to our speakers and registrants

EVENT MANAGEMENT TEAM

This team plans and manages operations for the day of the event and research the best suppliers for our budget. Those on the Event Management team can expect to:

- Create an agenda for the event
- Research suppliers for our decor and catering and determine how we design the venue
- Make sure the entire project stays on budget
- Determine registration cap and amount of volunteers needed
- Makes sure the event runs smoothly on the day of (including management of volunteers for set up and registration)

WORK BACK SCHEDULE

12 WEEK PLAN STARTING ON DECEMBER 3, 2019
WINTER SEMESTER STARTS: JANUARY 6, 2019
POTENTIAL EVENT DATE: MARCH 21, 2020

TASK NAME	Dec-19					Jan-20					Feb-20				Mar-20				
	3	10	17	24	31	4	7	14	21	28	4	11	18	25	3	10	17	21	22
Full Team																			
Recruitments and team assignments																			
RFP adjustments																			
Winter Break																			
Reading Week																			
Attend Event																			
Marketing Team																			
Create survey																			
Distribute survey																			
Analyze and compile survey results																			
Brainstorm promotional collateral																			
Send DC team designs for promotions and event signage																			
Review designs and send back																			
Send e-blast																			
Send poster and signage designs to printers																			
On-campus promotion																			
Public Relations Team																			
Speaker recruitment																			
Write press releases and advisories																			
Send finished writing to marketing team																			
Send invites to professors																			
Recruit volunteers																			
Thank you email to speakers and attendees																			
Event Management Team																			
Create event day agenda																			
Secure venue																			
Venue design																			
Décor and catering research																			
Order catering and large décor pieces																			
In house décor creation																			
Begin decorating at venue (large pieces)																			

Teams will meet every Tuesday however, Team Leaders must meet with the Event Leader before each session to give progress updates. Every week the Event Leader will spend their time with a different team or the team that they feel needs the most help. This is to ensure the event is being executed according to plan and to lend a helping hand if anyone is in need.