

# Navigating Success in Communications

## Event Plan

Prepared for:



Prepared by:

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## Introduction

Navigating Success in Communications is a series of events by the Canadian Public Relations Society. The in-person event will be held on April 4 at the Manitoba Museum aboard the Nonsuch. Virtual events will be held on the platform Gather during the first four months of 2024. The Canadian Public Relations Society consists of members who practice public relations in Canada professionally. The event aims to promote public relations as a strategic management function, further awareness of thought leadership and innovation, strengthen members' connections and professionalism and celebrate CPRS Manitoba's member success. For this event plan, we can assume there will be 100 attendees at the in-person event and 50 attendees at each virtual event. The event is being planned by Creative Communications students from RRC Polytech.

Our team consists of 16 people with a range of skills and abilities. The roles and responsibilities of the team are securing sponsorships, carrying out event logistics, managing volunteers, gaining publicity for the event, organizing awards, taking care of the speakers, and ensuring ticket sales and the platform are successful. It will be most team members' first time planning events of this size, so it is a learning experience. We want it to be as successful as possible to earn a good relationship with CPRS and its 40 pre-existing members. This is the first time they have a significant budget for the events. With \$7,500, we can create an excellent experience for the attendees. Since there is one in-person event and a series of virtual events, it is easy for people interested to find a date that works best for them. Past CPRS events have been moderately successful due to the lack of budget, so it is an excellent opportunity to make a great impression and show their value.

## **Target Publics**

### **Primary public**

The main people interested in coming to our events will be people who live in Winnipeg and work in communications. The group is made up of men and women ages 30-45. At this stage in their careers, communicators are experienced and have strong reading and writing skills. They likely work in an office, home, or hybrid between 9:00 a.m. and 5:00 p.m. Their age range tells us they are likely to have families of their own and pets. For them, there isn't enough time in a day to get everything done, and they don't want to make more commitments than needed. It is likely that some of our primary publics are already CPRS members. They are active on Instagram, Facebook, and LinkedIn.

They likely know a few people at networking events, but not everyone. They have the desire to want to make new connections but tend to feel nervous approaching people they don't know. Communicators want to feel heard, appreciated, and included by their colleagues and employers.

### **Desired Outcome**

Gain 20 new CPRS members from this primary public by April 4.

### **Secondary public**

The second group interested in attending our event is large corporate companies in Canada. Corporate companies have a range of employees with different skills and goals. They have access to people who work in human resource and accounting departments. These employees have an interest in learning about professional development and networking. Like communicators, they tend to work a 9:00 a.m. to 5:00 p.m. workday and enjoy having their evenings free to relax and recuperate. Employees are a mix of men and women ages 30-55. They are highly educated in various fields except for public relations. Corporate workers are active on LinkedIn, Instagram, and Facebook.

### **Desired Outcome**

Gain ten new CPRS members from this primary public by January 24.

## Key Messages

Event	Key Messages
Navigating Success in Communications In-person event	Make lasting connections with industry leaders and fellow communicators at the two-hour Canadian Public Relations Society event, Navigating Success in Communications.
Navigating Success in Communications Virtual event	Grow your professional skills at Navigating Success in Communications on Gather. With four separate opportunities to join, we aim to be accessible for all, Canada-wide.

## **Event Concepts**

### **In-person event**

The overall theme for the in-person event, Navigating Success in Communications, focuses on sailing. When you sail, there are moving parts and steps you need to follow to be successful, similar to the workplace. The proposed venue is the Nonsuch exhibit at the Manitoba Museum. We will also have access to the HBC Galleries along with the boat. Our goal for the attendees is for them to network, learn, and have fun through a well-planned event with an educational venue. The time frame for the event is approximately three hours from start to finish.

When guests enter the venue, the lighting will be dim and relaxing, with soft string-instrument music playing. There will be tall tables to stand at while eating or drinking. Guests will choose small appetizers, including maple pork sausage with mustard, salad rolls, cauliflower bites, and bruschetta. We are serving the guest's choice of red or white wine but will also have non-alcoholic options, including water and soda. The guests can also try samples from Nonsuch Brewing Co. at the sponsored beer-tasting table. A Nonsuch Brewing Co. employee will be there to educate and promote their products in a location relevant to their business.

Upon arriving at the event, all attendees will check in and receive a printed name badge to make networking with others easy and comfortable. We will have a networking bingo activity to help meet new people easily. The activity will have networking prompts and places to visit in the exhibit. Each person who completes the bingo sheet will be entered into a random draw for a \$50 Nonsuch Brewing Co. gift card.

The speakers will present on the Nonsuch. All attendees can stand on the ship or gather around the walkways. CPRS will deliver opening statements and awards, and Tim Brown will be the main event speaker.

To end the night, all guests will be given a donut from Crumb Queen as a takeaway.

## Virtual event

The overall theme for the virtual event, Navigating Success in Communications, focuses on an easy user experience that is convenient for professionals across Canada. The attendees will be able to create their own virtual characters and join an interactive replica of Nonsuch Brewing Co. Communicators can interact with speaker Paola Morrone or network with others. There are plenty of areas to sit and chat over your lunch or play virtual games. Guest can either eat their lunch from home or take advantage of our SkipTheDishes coupon.





# PROPOSAL PLAN

## SPONSOR DESIRED OUTCOMES - WHAT THEY WANT

## WHAT I HAVE THAT DELIVERS WHAT THEY WANT

An increase in brand awareness.	Paid advertisements.
An increase in product sales.	Several virtual events with audiences across Canada.
Access to new audiences.	An event on the same platform their services is used on.

### THE OFFER

We are offering advertising through the virtual platform Gather at all four of our events and clear brand logo placement on all of our promoted event posts. The SkipTheDishes experience will also be included in the post-event surveys that we will provide to your company.

### THE ASK

A 20 per cent off coupon for SkipTheDishes for all of our virtual event attendees.



# PROPOSAL PLAN

## SPONSOR DESIRED OUTCOMES - WHAT THEY WANT

## WHAT I HAVE THAT DELIVERS WHAT THEY WANT

An increase in brand awareness.	Paid advertisements.
An increase in product sales.	An in-person event with an audience.
Access to new audiences.	An event location relevant to their brand.

### THE OFFER

Our post-event survey will include the Nonsuch Brewing Co. beer sampling experience. They will be provided with the survey results. Their logo and brand name will be included in our sponsored social media posts and on all signage and takeaways for the event.

### THE ASK

A beer sampling experience for approximately 100 people, run by a Nonsuch Brewing Co. employee and a \$50 gift card for our bingo prize.

## Promotional Plan

Phase one of the promotional plan is to reach out to large professional companies in Winnipeg. The associations to target are IABC Manitoba, Canadian Marketing Association - MB chapter, Women Business Owners of Manitoba, Black Manitobans Chamber of Commerce, Aboriginal Chamber of Commerce, Filipino Business Council, Winnipeg Chamber of Commerce, Downtown Winnipeg Biz, Futurpreneur, and Tech Manitoba. Each of these organizations will receive a ticket code for \$5 off their ticket price. Their employees match our primary public and have access to large audiences of professional communications. Navigating Success in Communications will be promoted to them through email.

Phase two of the promotional plan is paid social media promotion. We will promote and educate audiences about the events through LinkedIn, Facebook, and Instagram. Each event will have an announcement on social media. On LinkedIn, we will focus on the speakers, highlighting their credibility in the professional industry and what you can expect from the in-person and virtual events. We will promote the event concepts on Instagram. For the in-person event, we will advertise networking, celebrating success, and having fun. Instagram posts for the virtual events will promote convenience and how to develop your professional development skills further.

## Social Media Posts

### LinkedIn



Join speaker Tim Brown and CPRS on April 4 from 7-9 p.m. aboard the Nonsuch. Discover your professional path while connecting with professionals in your industry. For more information and to register, visit [www.cprs.mb.ca](http://www.cprs.mb.ca).



Join speaker Paola Morrone and CPRS virtually on January 24 from 12-1 p.m. CST. You will get the chance to network with professionals across Canada from the comfort of your own home or office. Bring your lunch or take advantage of offers from SkipTheDishes. For more information and to register, visit [www.cprs.mb.ca](http://www.cprs.mb.ca).

## Instagram



Navigate your success and network through the Canadian Public Relations Society. For more information, visit [www.cprs.mb.ca](http://www.cprs.mb.ca).



Developing your professional career doesn't need to be difficult. Connect, navigate, and learn with the Canadian Public Relations Society. For more information, visit [www.cprs.mb.ca](http://www.cprs.mb.ca).

<b>Navigating Success in Communications</b>				
<b>DATE</b>	<b>DESCRIPTION</b>	<b>COMMITTEE</b>	<b>Contact/Owner</b>	<b>STATUS</b>
<b>In-person event</b>				
<b>December-23</b>				
01-Dec	Decide on the event theme.	ALL		
04-Dec	Poll current CPRS members on ideal date and time for event.	LINDSAY		
04-Dec	Book guest speakers for virtual and in-person event.	LINDSAY		
07-Dec	Book flight and accommodation for in-person speaker.	LINDSAY		
11-Dec	Select event day and time.	LINDSAY		
12-Dec	Begin researching venues.	LINDSAY/ROSE		
15-Dec	Book venue.	LINDSAY		
15-Dec	Draft media release.	PUB		
16-Dec	Send out media release.	PUB		
16-Dec	Create social posts.	PUB		
18-Dec	Post event date, time, location on LinkedIn, Facebook, and Instagram.	PUB		
18-Dec	Team meeting to assign roles.	ALL		
<b>January-24</b>				
03-Jan	Begin researching caterers.	VOLUNTEERS		
04-Jan	Menu and wine tasting.	VOLUNTEERS		
05-Jan	Draft award requirements.	AWARDS		
05-Jan	Create social posts.	PUB		
06-Jan	Promote event on LinkedIn, Instagram, and Facebook.	PUB		
06-Jan	Post CPRS award details to website.	PUB		
08-Jan	Book caterer.	SPON		
09-Jan	Place order at Party Stuff for tables, tablecloths, dinnerware, and glassware.	SPON		
10-Jan	Research possible sponsorships.	LOGISTICS		
11-Jan	Create social posts.	PUB		
12-Jan	Promote event on LinkedIn, Instagram, and Facebook.	PUB		
16-Jan	Pitch to sponsors.	SPON		
17-Jan	Book musician.	SPON		
17-Jan	Create ticket sales platform on Eventbrite.	LOGISTICS		
18-Jan	Add the Eventbrite website link to CPRS website and socials.	PUB		
19-Jan	Promote event to key stakeholders.	LOGISTICS		
20-Jan	Create social posts.	PUB		
22-Jan	Promote event on LinkedIn, Instagram, and Facebook.	PUB		
22-Jan	Promote award application.	PUB		
22-Jan	Email blast CPRS members.	PUB		
23-Jan	Monthly team meeting.	ALL		
23-Jan	Sign contract with event sponsor.	SPON		
<b>February-23</b>				
01-Feb	Send out media release.	PUB		
01-Feb	Create social posts.	PUB		
02-Feb	Promote event on LinkedIn, Instagram, and Facebook.	PUB		
02-Feb	Email blast CPRS members.	PUB		
02-Feb	Promote award application.	PUB		
05-Feb	Purchase napkins	SPON		
07-Feb	Monthly team meeting.	ALL		

DATE	DESCRIPTION	COMMITTEE	Contact/Owner	STATUS
08-Feb	Create social posts.	PUB		
12-Feb	Promote event on LinkedIn, Instagram, and Facebook.	PUB		
12-Feb	Pre-order Crumb Queen donuts.	SPON		
14-Feb	Design awards.	AWARDS		
21-Feb	Order awards.	AWARDS		
23-Feb	Create social posts.	PUB		
27-Feb	Promote event on LinkedIn, Instagram, and Facebook.	PUB		
<b>March-23</b>				
01-Mar	Award application deadline.	AWARDS		
01-Mar	Call for volunteers	VOLUNTEER		
04-Mar	Order printed nametags.	SPON		
11-Mar	Pick up nametags and verify spelling.	PUB		
13-Mar	Send out media release.	PUB		
14-Mar	Create social posts.	PUB		
15-Mar	Promote event on LinkedIn, Instagram, and Facebook.	PUB		
15-Mar	Email blast CPRS members.	PUB		
18-Mar	Monthly team meeting.	ALL		
20-Mar	Create social posts.	PUB		
22-Mar	Promote event on LinkedIn, Instagram, and Facebook.	PUB		
26-Mar	Create social posts.	PUB		
29-Mar	Promote event on LinkedIn, Instagram, and Facebook.	PUB		
<b>April-23</b>				
01-Apr	Final team meeting before event.	ALL		
	Send out reminder email to volunteers.	VOLUNTEERS		
01-Apr	Print out networking bingo sheets.	VOLUNTEERS		
01-Apr	Send out friendly reminder to catering and musician.	VOLUNTEERS		
02-Apr	Pick up speaker from airport and take them to their hotel.	VOLUNTEERS		
02-Apr	Post event reminder on Instagram, LinkedIn, and Facebook.	PUB		
02-Apr	Email event reminder.	PUB		
04-Apr	Pick up rentals from Party Stuff.	VOLUNTEERS		
04-Apr	Pick up donuts.	VOLUNTEERS		
04-Apr	Set up tables at venue.	VOLUNTEERS		
04-Apr	Display nametags.	VOLUNTEERS		
04-Apr	Greet caterer and musician.	LINDSAY		
04-Apr	Drive guest speaker to the venue.	VOLUNTEERS		
04-Apr	First guests arrive.			
04-Apr	Event.			
04-Apr	Cleanup.	ALL		
05-Apr	Return all rented items.	VOLUNTEERS		
06-Apr	Send thank you email to the venue, caterer, and musician.	PUB		
06-Apr	Send thank you email to the sponsor.	PUB		
06-Apr	Send out thank you emails to the event attendees.	PUB		
08-Apr	Post event evaluation, survey attendees, venue, sponsor, caterer, musician.	PUB		
08-Apr	Post thank you on Instagram, Facebook, and LinkedIn.	PUB		
	<b>Virtual event</b>			
04-Dec	Research Gather.	LINDSAY		

DATE	DESCRIPTION	COMMITTEE	Contact/Owner	STATUS
04-Dec	Contact possible sponsor.	LINSDAY		
08-Dec	Sign contract with event sponsor.	LINSDAY		
11-Dec	Meet with virtual speaker.	LINSDAY		
18-Dec	Create social posts.	PUB		
18-Dec	Promote event on LinkedIn, Instagram, and Facebook.	PUB		
02-Jan	Make Gather platform.	LOG		
05-Jan	Test Gather platform.	LOG		
22-Jan	Send reminder email to attendees.	VOLUNTEERS		
22-Jan	Send reminder email to speaker.	VOLUNTEERS		
23-Jan	Post event reminder on Instagram, LinkedIn, and Facebook.	PUB		
24-Jan	Event.			
26-Jan	Event evaluation (surveys, emails, thank yous.)	LOG		

## Event Run Sheet

Date	TIME	ACTION	DONE
April 4, 2024	12:00 p.m.	Pick up tables, tablecloths, dinnerware, and glassware from Party Stuff.	
	1:30 p.m.	Pick up donuts from Crumb Queen.	
	3:00 p.m.	Arrive at the venue and check-in.	
	4:00 p.m.	Set up tables around the exhibit walkway.	
	4:30 p.m.	Steam tablecloths and put them on tables.	
	5:00 p.m.	Greet Nonsuch Brewing Co. and show them where to set up.	
	5:15 p.m.	Greet the caterer and show them where to set up.	
	5:30 p.m.	Set up name tags and networking bingo at the exhibit entrance.	
	5:45 p.m.	Greet musician and direct them to their performance location.	
	5:55 p.m.	Set up speaker microphone.	
	6:10 p.m.	Sound check.	
	6:30 p.m.	Greet speaker and show him where he can hangout.	
	7:00 p.m.	First guests begin to arrive.	
	7:00 p.m.	Cue music.	
	7:20 p.m.	Introduce and explain networking bingo activity. Point out Nonsuch Brewing Co, and wine.	
	7:30 p.m.	Opening remarks from CPRS, bathrooms, emergency exits.	
	7:35 p.m.	Land acknowledgement (attached below.)	
	7:40 p.m.	Cue music. Guests do activity.	
	8:10 p.m.	Appetizers begin to come out.	
	8:30 p.m.	Mingle.	
	9:00 p.m.	Introduce speaker, Tim Brown.	
	9:30 p.m.	Announce CPRS award winners. Take photos of winners.	
	9:45 p.m.	Announce winner of the networking bingo contest.	

## Event Run Sheet

	9:50 p.m.	Thank everyone for coming on behalf of CPRS.	
	10:00 p.m.	Hand out donut takeaways at the door.	
	10:30 p.m.	Clean up time.	

## Manitoba Museum Land Acknowledgment

The Manitoba Museum acknowledges we are on Treaty No.1 land, the ancestral lands of the Anishinaabeg, Ininiwak, and Michif. These lands, water, and waterways are the unceded territories of the Dakota, and the homeland of the Red River Métis Nation. The Museum is committed to reflecting the continued legacy of all the original peoples of this province, including the Ithiniwak, Denesuline, Anishiniwak, Inuit, and Nakota.

We acknowledge the harms of the past, are committed to improving relationships in the spirit of truth and reconciliation, and appreciate the opportunity to live and learn on these traditional lands in mutual respect.

## Budget

Item	Expense	Revenue
Remuneration from CPRS National		\$7,500
Ticket Sales		\$1,750
<b>Catering</b>		
Hors-d'oeuvres	1,874	
Wine	384	
Takeaway, donuts from Crumb Queen	200	
<b>Total</b>	<b>\$2,459</b>	
<b>Venue/Event</b>		
Event rental	1,500	
Table rental (10)	108	
Tablecloth rental (10)	138	
Musician (cello)	200	
Name badges	30	
Signage	80	
Activity print outs (\$0.20/page)	24	
Glassware rental	72	
Dishware rental	76	
Napkins	40	
<b>Total</b>	<b>\$2,343</b>	
<b>Guest Speakers</b>		
Hotel	150	
Food	100	
Transportation	100	
Speaker fees	2000	
<b>Total</b>	<b>\$2,350</b>	
Virtual event portal	\$600	
Awards token/gift	\$500	
Advertising	\$1,000	
<b>TOTAL BUDGET</b>	<b>\$9,117</b>	<b>\$9,250</b>

## Evaluation

Evaluation focus	What to measure for	How we'll measure it
<b>Attendance</b>	How many people attended each event?	When guests arrive at the in-person event, we will check them in using a booking system at a controlled entrance. We will measure virtual event members through Gather's analytics.
<b>New CPRS memberships</b>	How many new memberships did CPRS gain over the events?	We will track how many of the event attendees, both virtual and in-person, sign up by comparing the name list to new members at CPRS from January to April.
<b>Engagement online and social media</b>	Did the promoted social media posts reach who they were intended for? Were there positive comments about our events?	Use website analytics to see how many impressions each post had. Check the analytics to see if the
<b>Quality of experience</b>	Did people who attended the events have a good time?	After the event, we will send out a survey within 24 hours asking the guests about their experiences. Some sample questions are: <ol style="list-style-type: none"> <li>1. What was your favourite part about the event?</li> <li>2. Do you feel like you left the event with a new connection?</li> <li>3. Did you think the event needed to be shorter or just right?</li> <li>4. Would you be interested in attending another CPRS event in the future?</li> </ol>
<b>Budget</b>	Did we stay within our budget?	We will compare our planned budget to our receipts to see if they balance.