

MEMO

To: Rose Regier and Melanie Lee Lockhart
From: Georgia Sigurdson
204-806-3384/gsigurdson65@academic.rrc.ca
Date: April 12, 2024
Re: CreComm 2024 Event Final Report

This report will provide a complete evaluation of the CreComm 2024 event. The CreComm 2024 event took place in the Roundhouse at 319 Elgin Avenue from 5:00 p.m. to 8:00 p.m. on April 3, 2024. The night was created to recognize student success, launch the 2024 edition of *Working Draft* magazine, and celebrate the newest graduating class.

CreComm 2024 was the first time we celebrated the Creative Communications program in this way, and there will be many more events like this one in the future. One of the event's main goals was to celebrate the program together in one evening. The event gave RRC Polytech a platform to connect with their donors and have them interact with the students impacted by the awards they graciously donate.

Due to our event program focusing on the awards, RRC Polytech covered the majority of the costs. Our cookie and card fundraiser raised money that we could put toward a grad gift for the graduating class and add mocktails to our event program.

The event program team was in charge of the space and program. They included beautiful details like vintage books and fresh flowers as décor to make the environment comfortable and tasteful. Some event highlights included the perogy bar, delicious mocktails, and a Vanity Fair-inspired photo booth. CreComm 2024 was professional, well thought out, and enjoyed by the 135 guests who attended.

Our promotions team created strategic visuals and copy for Instagram and LinkedIn. Their highlights included posts like "Guess the Instructor" and "CreComm Bingo." The promotions team got people engaged and excited to attend CreComm 2024.

Please review the attached report and reach out using the contact information above with any questions, comments, or concerns.

CreComm 2024 Event Final Report

April 12, 2024

Prepared for: Melanie Lee Lockhart and Rose Regier

Prepared by: Georgia Sigurdson

Introduction

CreComm 2024 was a new event at RRC Polytech. The goal of the event was to highlight student achievements, launch the latest edition of [Working Draft magazine](#), and network with the CreComm community. The event took place in the Roundhouse, at 319 Elgin Avenue, on April 3, 2024, from 5:00 p.m. to 8:00 p.m. The event was planned by the Public Relations and Communications Management class of 2024.

This year, the program recognized 15 students with 19 awards, highlighting their success in the Creative Communications program. Several of RRC Polytech's donors attended the event and presented their awards directly to the students.

The event planning process was divided into four teams: volunteers, event program, promotions, and sponsorship. Each team played an important role in ensuring the event's overall success.

Objectives

1. Have 200 students, graduates, staff, and family/friends attend the event.
2. Have 10 award donors attend the event to present their awards and meet the award recipient.
3. Have 50 QR code scans to the *Working Draft* website at the event on April 3.
4. Have 20 first-year students volunteer at the event.
5. Have 20 faculty and staff attend the event.

Research

- We can access analytics for the *Working Draft* magazine's social media channels to see how event promotion went the previous year.
- CreComm has access to a large audience, including grads, instructors, and industry professionals.
- This is the first CreComm event combining the recognition of students' success with the launch of *Working Draft* magazine.
- We have insights into what tactics were successful or not from the 2023 event.
- We collaborated with RRC Polytech for the event and had to consider their approval processes and guidelines.

Strategies

1. Brand our promotional material to match the 2024 edition of *Working Draft* magazine.
2. Use the event activities as a platform to connect current students to grads.
3. Create a connection between award donors and the recipients.
4. Create a fun and memorable experience that will keep people returning year after year.

Key Messages

- Creative Communication grads are forever welcomed and celebrated.
- The CreComm 2024 event recognizes students’ achievements.
- You will have fun and connect with your Creative Communications colleagues and staff by coming to the event.
- CreComm 2024 is celebrating this year’s graduating class.

Tactics

Tool	Lead	Rationale
Fundraiser	Class	We hosted a cookie and card sale for Valentine’s Day. Due to RRC Polytech’s rules, we were not able to sell the cookies on campus and had to resort to pre-orders only.
Volunteers	Volunteers	There were a total of 17 first-year student volunteers at the event. Their jobs ranged from greeters, bartenders, and activity coordinators. One volunteer was assigned to photograph the event. *See Appendix E for more details on volunteer roles.

Social media	Promotions	Social media posts on Instagram and LinkedIn promoted the cookie sale and event. The promotions team also posted social content like, "Guess the Instructor" and "CreComm Bingo." *See Appendix D for examples.
Alumni relations	Promotions	Email invites and event reminders were sent out to all CreComm grads on the mailing list.
Influencer relations	Promotions	Rose Regier and Melanie Lee Lockhart shared the event announcement on their LinkedIn accounts and Facebook groups.
Time capsule/CreComm Bingo activity cards	Event Program	Guests could guess the top trends of 2025 and leave words of advice for the class of 2024. They were also invited to participate in "CreComm Bingo" for the chance to win a Cineplex movie pass.
CreComm playlist	Event Program	Trendy music played in the Roundhouse featuring our graduating classes top songs and favourite songs from the class of 2025.
Photobooth	Event Program	Guests could get their photo taken in the Vanity Fair themed set up. Photos were available on Google Drive the day after the event.
Directional signage	Event Program	Signs were placed in Manitou a bi Bii daziigae pointing guests to the event space and washrooms.
Name tag signage	Event Program	Signs were made based on the <i>Working Draft</i> magazine theme and name tags were

		stuck to the signs for an easy self-serve check in process.
Welcome sign	Promotions	One welcome sign was placed near the entrance to the event.
Award presentation	Event Program	The award presentation featured the new Proud Partner billboards, the recipient and name for each award, and highlights from each CreComm specialization. *See Appendix C for presentation slides.
Headshot slideshow	Event Program	A grad PowerPoint cycled through each 2024 Working Draft article. Each slide featured a photo of the student, their multimedia, a short blurb on what their article is about, and a QR code to read the piece. *See Appendix C for presentation slides.
Program	Event Program	At the beginning of the event, Executive Director, Jeanine Webber spoke and unveiled the new Proud Partner RRC Polytech billboards. Dean, Kirk Johnson also spoke. Braiden Watling was the emcee for CreComm 2024 and announced the winner for each award. Each award was either presented to the student directly from the donor or if the donor was unable to make it a RRC Polytech staff member stepped in.
<i>Working Draft</i> posters	Promotions	QR codes for each edition of <i>Working Draft</i> were on signs leading up to the event.

Food & beverages	Event Program	Marek Hospitality provided food and beverages since the event took place during dinner time and most people were coming straight from work.
The Sobr Market mocktail bar	Sponsorship	Stylish mocktails from The Sobr Market were available at no cost to guests. Guests were able to walk up to the bar and choose one of our four mocktail options.

Budget

Due to the nature of our event, RRC Polytech funded most of our purchases, including catering, print materials, and other event fees. The card and cookie fundraiser brought in \$1248, and we received an additional \$150 from the Students' Association for starting a new club.

RRC Polytech's generous contribution to the event gave us some financial freedom to purchase gifts for the graduating class of 2024. We bought 40 "CreComm 2024" beer glasses for \$702.46. In addition to the glasses, we also purchased 144 mocktail cans from The Sobr Market for \$596.74. The mocktails added to the look and feel of the event and gave the guests something nice to sip on.

The event cost a total of \$7176.24.

*See Appendix A for a specific budget breakdown.

Evaluation

Fundraiser

Objective	Result
Sell all 200 cookies by February 14, 2024.	We sold a total of 195 cookies and 241 cards. A card and a cookie cost \$5, or people could order just the card for \$2. Several donations were also made, bringing our total earned to \$1248.

Initially, the fundraiser was supposed to include a pre-sale period and in-person sales at RRC Polytech on February 13, 2024. However, food could not be sold on campus due to rules in

place. We had to pivot and promote our cookie and card fundraiser on *Working Draft* magazine’s social media and personal channels.

Event

Objective	Result
To have 200 students, graduates, staff, and family/friends attend the event.	We had 135 people attend our event and 165 RSVPs.
To have 10 award donors attend the event to present their awards and meet the award recipient.	Seven award donors attended the CreComm 2024 event.
To have 50 QR code scans to the <i>Working Draft</i> website on April 3.	There was a total of 9 QR code scans at the event on April 3, 2024.
Have 20 first-year students volunteer at the event.	In total, 17 first-year students volunteered at the event. It was a great opportunity for them to connect with the CreComm community and see what they will get to work on next year.
Have 20 faculty and staff attend the event.	Approximately 19 RRC Polytech staff members were present at the event. This number maybe be different as some RRC Polytech staff had their own nametags and didn’t use the ones provided.

Even though we didn’t meet all our objectives, we came very close, which is a win for our first CreComm 2024 event.

Metric	Analysis
2 event guests filled out bingo cards.	The bingo activity may have been to niche for the event, or it may have been in a location where it was not easy to find.
28 of guests who RSVP’d did not attend.	The event was mid-week and right after most people’s workdays. We can assume something came up and people weren’t able to attend.
0 mocktails were leftover at the end of the event.	In total we ordered 144 mocktail cans. The quantity allowed some guests to have more than one. The mocktail bar added a level of professionalism to the event and gave guests something to do when they arrived.
15 notes to the graduating class were filled out.	We can assume at least 15 people engaged with our time capsule activity.

<p>Marek Hospitality had food and beverages for 175 people.</p>	<p>Due to our lower attendance numbers than anticipated, some food was left over after the event and wasn't able to be donated due to safety regulations.</p>
<p>70 photo booth photos were uploaded to the Google Drive.</p>	<p>Several of the photos were of the same groups of people. We can assume at least 40 people used the photo booth.</p>
<p>13 guests filled out our post-event survey on Google Forms.</p>	<p>Guests were asked to tell us their favourite event activity, their thoughts on The Sobr Market mocktails, and how likely they are to attend another event.</p> <p>83.3% of responses liked the mocktail bar. 41.7% of responses liked the time capsule activity. 16.7% of responses liked the CreComm Bingo.</p> <p>Some comments from the surveys were:</p> <p>“More chairs or a shorter program.”</p> <p>“Provide more seating!! There were quite a lot of people standing at the event and personally, my feet were already sore. Otherwise, it was a great event!!! Good job!!”</p> <p>“More seating! It was also very warm in the Roundhouse during the speeches & awards.”</p>
<p>11 volunteers filled out our post-event volunteer survey on Google Forms.</p>	<p>Volunteers were asked if they enjoyed volunteering, how likely they are to come to another CreComm event, what they thought the best parts were, and if they had any other feedback. Some volunteers wanted more orientation and instruction on their individual stations and the A/V script needed to be clearer.</p> <p>Some comments from the surveys were:</p>

	<p>“I’m hoping to major in PR next year, so getting to see all the cool things the PR majors get to do was my favourite part!”</p> <p>“The food was great! Everything was timely. Great choice of emcee.”</p>
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Testimonials

- Several guests said they were impressed with how professional the event was.
- Almost half of the guests stayed an extra 30 minutes after the event.
- One guest said in the survey, “This was an awesome event. I can’t really give notes considering how good it went.”
- Another guest said, “It was a great event!! Good job!!”

To see the event photos, please refer to Appendix B.

Lessons Learned

1. **Have more chairs available for guests.**
 When planning the event, we decided to have seating for special guests like the award winners and their families. We should have considered how long some guests might be standing for the award program. Several comments in the post-event survey suggested more seating options, as people’s feet were hurting by the end of the event.
2. **Think through your external communications.**
 There were a few moments when we wanted to get information out to volunteers and students as quickly as possible and missed some key details. This led to us reaching out more than we needed to and risked our messages being lost or ignored.
3. **Don’t count on things always being ready on time.**
 We ordered beer glasses for the graduating class of 2024 a few weeks before the event; unfortunately, they weren’t ready for April 3. Even though we received them a day later, giving them to the grads at the event would still be nice.
4. **Brief the photographer on what we want to be captured.**
 The event photos turned out great, but unfortunately, not many highlighted the space or the activities. In the future, we would brief the photographer on the look and feel we want to convey in the photos.

5. **Have two meetings a week leading up to the event.**

There were many moving parts leading up to the event. Two weekly check-ins would have helped bring everyone up to speed and prevented confusion or late tasks.

6. **Always make sure you're printing in the correct colour mode.**

We had to get a few signage items reprinted because the colour looked different from what we saw on our computer screens. In the future, we would make sure the colour mode was correct to help prevent wasted materials and time. Some of our presentations also had different coloured backgrounds.

7. **Budget enough time for networking.**

Many comments from the post-event survey highlighted that the guests wanted more time to socialize with their colleagues. Even though we don't have more time, splitting up the awards ceremony or providing guests with a 20-minute break may help break the program up more.

8. **Give an award program.**

Next time, it would be a great idea to provide the donors with an award program with the awards and speakers so they know when they are expected to present their awards.

9. **Coordinating with stakeholders.**

It is important to understand stakeholders may have different objectives and goals than ours. Understanding this would have eased the stress of last-minute changes made by stakeholders.

10. **Event team coordination and tasks.**

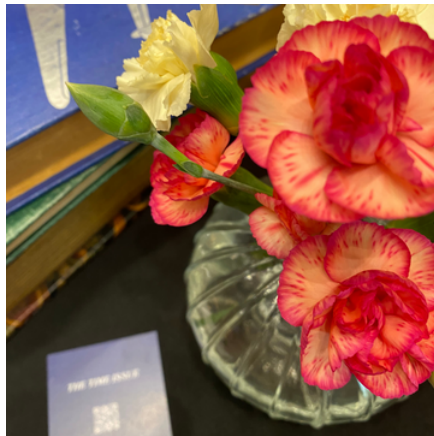
The workload for the event teams was not always equal. Throughout the event planning process, the volunteer and sponsorship teams didn't have much to work on and could have taken on tasks to help ease the workload for the promotions and event program teams. Similar to the end of the event planning process, the promotions team has wrapped up its work and could have been tasked with event program items.

*See Appendix F for the critical path, run sheet, and event map.

Appendix A –Balance Sheet

Date	Revenue (\$)	CreComm expense	SA expense	Notes	Funds in SA ac
13-Feb-24	1248			cookie/card sale revenue	1248
14-Feb	150			SA club funding	150
13-Mar		47.84		Murphy Kit supplies	
13-Mar		38.32		Dollar Tree	
13-Mar		32.47		HomeSense décor	
15-Mar		45		SOCAN fee	
15-Mar		189		Set-up fee	
15-Mar			702.46	Grad Beer Glasses	
15-Mar		71.39		Name tags	
27-Mar		45.33		Grad gift bags	
03-Apr		180		Pizza	
03-Apr		78		Flowers	
03-Apr		5140.69		Marek Hospitality	
03-Apr			596.74	The Sobr Market mocktails	
03-Apr			9	Ice	
TOTALS	1398	5868.04	1308.2		98.8

Appendix B: Event Photos



Appendix C: PowerPoint Presentations

Awards Presentation



Headshot Slideshow



Appendix D: Social Media Posts

Instagram Posts



workingdraftmag It's time to celebrate the hard work and achievements of this year's Creative Communications graduating class at CreComm 2024!

We invite current second-year students, grads, and instructors to come together to connect, celebrate, and support their fellow CreComms.

Turn a new page with the launch of Working Draft Magazine, cheer on 2024 award winners, or grab a snack, sip a refreshment, take a photo, and have fun with your CreComm community.

Save the date: April 3, 2024

Time: 5-8 pm

Location: The Roundhouse at Manitou a bi Bii dazigae (319 Elgin Avenue)

Space is limited. CreComm grads can RSVP at the link in our bio!

Join us as we celebrate creativity, dedication, and community at CreComm 2024. We can't wait to see you there!

March 15



workingdraftmag Come join us on April 3 for an evening filled with snacks, refreshments, games, and rehashing old memories from CreComm's past!

Connect with old classmates and instructors, current members of the Winnipeg communications industry, and celebrate this year's CreComms as we launch Working Draft Magazine 2024 and hand out awards.

April 3, 2024
5 - 8 p.m.
319 Elgin Avenue

RSVP at the link in our bio!

March 21



workingdraftmag Get ready for CreComm 2024 tomorrow by filling out our CreComm bingo card!

Just repost to your story and cross off the squares that were a part of your CreComm experience.

#CreComm



workingdraftmag Looking for a Valentine's Day treat that's both cute and sweet?

Support CreComm's PR class fundraiser for our 2024 Working Draft Magazine launch event when you pre-order some Crumbs and Cards.

A heart-shaped sugar cookie paired with a cute card is \$5, or you can get just the card for \$2.

Flavours:
Birthday Cake (Pink & white Icing)
Creme Brûlée (White Icing or Black Icing)
Gluten and Dairy-Friendly Vanilla (Red Icing)

Email regier@rrc.ca to place your orders today. We will be accepting e-transfers or cash. Orders can be picked up on February 13 at RRC Polytech, 160 Princess Street.

February 8

LinkedIn Posts

CreComm grads, time's a-ticking!

Today is the last day to RSVP to CreComm 2024 on April 3, 2024.

Come catch up with old classmates and instructors and cheer on [RRC Polytech Creative Communications' 2024 graduating class](#).

You can RSVP here: https://lnkd.in/g9_Xmm5K

Can't wait to see you there!



It's time to celebrate the hard work and achievements of this year's Creative Communications graduating class at CreComm 2024! ...see more



Looking for something to read this long weekend?

Check out the first batch of articles from the 2024 edition of [Working Draft Magazine](#).

Read here: <https://lnkd.in/gckESzQD>



Appendix E: Volunteer Role Descriptions

(This was the handout for volunteers given at the briefing at 12 p.m.)

ALL VOLUNTEERS: meet and eat pizza in E155 at 4 p.m. You can leave your things in this room because we will have it all evening. Receive further instructions from Elisabeth/Sasha/Hannah Pratt before event begins at 5 p.m. All receive a volunteer sticker, name tag, and run sheet. If guests have questions about the event program, tell them it starts at 6.

Social media content (Nicole, Angelica): Capture folks arriving, set-up, guests participating in activities as they arrive (Mocktail bar, photo station, etc.). Posting live to WD IG account until 6 pm. Acknowledge and tag all sponsors with at least one story post. Check at donor check in table to see who the donors and award-winners are.

Main floor greeters (Hailey, Zoya, Jenna): Stand by the doors to press the automatic door opener and then direct folks to the coat rack area. Make sure people pick up their name tags. Try to help the donor host (Emma) recognize/identify donors, either by face or name.

Second floor greeters (Ayo, Jamin, Mackenzie): If people arrive from upstairs - stand by the doors to press the automatic door opener and then direct folks to the downstairs coat rack area. Make sure people pick up their name tags downstairs as well. Try and spot people who missed getting name tags.

Photographer (Hannah R): Get candid DSLR photos of hugs, smiles, conversations, etc. We will upload to Google Drive after event to send to attendees.

Donor host (Emma, with Karen Press): match award-winners to a donor - ready to spot and greet, bring upstairs, take their coats, and introduce to the student award winner upstairs. Stationed at the table or near it. Refer to the donor cheat sheet card to identify donors.

Bingo/time capsule hosts (Christine, Shruti, Caterina): encourage guests and alumni to participate. One volunteer will direct people to fill out cards for the time capsule (two different boxes - one for future trend predictions and one for advice), one will hand out bingo cards and explain the activity, and another will have the bingo dabber to dab people's cards as they fill it out.

Presentation slide clicker (Danika): Receive instructions from Veronica or Georgia. Assist with setup, and then move to A/V at 5:50 p.m. You will receive the A/V script so you know what's happening. You will click to next slide during awards presentation/Working Draft launch.

Mocktail bar (Skye, Danielle): Explain four different canned mocktail choices and hand to people who would like. Neely will orient you to the choices. Drinks will be kept cold in ice.

Photo booth assistant (Cassidy): We will introduce you to James and he will direct as needed.

Award presenter/mocktail can cleanup/signs (Brielle): Hand awards to people/donors during program to present to award-winners. Receive instructions from Elisabeth for this, or someone she directs you to. Before program, walk around throwing mocktail cans away, because the caterers probably won't touch those. Help Sasha bring Working Draft signs along the stairs to the second floor right before the program starts.

Appendix F: Critical Path and Run Sheet

CreComm 2024				
DATE	DESCRIPTION	COMMITTEE	Contact/Owner	STATUS
March-24				
01-Mar	Create content calendar for all promotional materials and emails	Promotions	Vic and Christina	C
04-Mar	Draft invitation copy for grads	Promotions	Vic and Christina	C
04-Mar	Draft event program/drawing	Event Program	Veronica	C
04-Mar	Draft volunteer recruitment plan	Volunteers	Liz	C
04-Mar	Add all details to critical path		Georgia	C
04-Mar	Ask Catering details	Event Program	ALL	
04-Mar	Pitch program details and event design to Georgia	Event Program	VERONICA	
04-Mar	Pitch event activities by Georgia	Event Program	VERONICA	
04-Mar	Discuss who will be speaking	Event Program	VERONICA	
05-Mar	Confirm volunteer roles with promo team	Volunteers	Liz	
05-Mar	Create Google Form to capture event RSVP	Promotions	Christina	
05-Mar	Create Google Form for volunteer roles	Volunteers		
05-Mar	Draft recruitment email to first year volunteers	Volunteers	Liz	C
05-Mar	Confirm event design	Event Program	VERONICA	
06-Mar	Fill out grad info request form		Georgia	
11-Mar	Create Facebook group for event	Promotions	Christina	
08-Mar	Confirm budget		Rose	
08-Mar	Create sponsor prospect list	Sponsorship	Taylor and Neely	
08-Mar	Finalize visuals for social media and email promos	Promotions	Vic and Christina	
11-Mar	Research and contact elder to say blessing at event		Rose	C
11-Mar	Draft sponor requests to Sobr Market and C2 Custom Furnishings	Sponsorship	Taylor and Neely	
11-Mar	Confirm event program activities	Event Program	Veronica	
11-Mar	Confirm catering and discuss menu	Event Program	Veronica	
11-Mar	Start working on event activites	Event Program	Veronica	
11-Mar	Draft event PowerPoint to Rose - to get Marketing approval	Event Program	Veronica	
11-Mar	Ask about awards	Event Program	VERONICA	
11-Mar	Start drafting speaking notes	Event Program	DANNA	
11-Mar	Start working on event activities	Event Program	NATE	

DATE	DESCRIPTION	COMMITTEE	Contact/Owner	STATUS
11-Mar	Start working on run sheet	Event Program	JAZMIN	
11-Mar	Discuss event registration	Event Program	VERONICA	
12-Mar	Email sponsor requests	Sponsorship	Taylor and Neely	
13-Mar	Announce event on socials	Promotions	Vic and Christina	
13-Mar	Send email to volunteers with Google Form	Volunteers	Liz	
14-Mar	Send invite to grads and second-years	Promotions	Vic and Christina	
15-Mar	Confirm SOCAN fees		Rose	
15-Mar	Draft Invitation Reminder	Promotions	Vic and Christina	
18-Mar	Send speaking notes to Georgia	Event Program	DANNA	
18-Mar	Meet with John Pura about AV requirements	Event Program	ASHLEY	
18-Mar	Update on event activities	Event Program	NATE	
18-Mar	Confirm registration details	Event Program	VERONICA	
18-Mar	Send edits of speaking notes	Event Program	DANNA	
18-Mar	Confirm volunteer roles with promo team	Volunteers	Liz	
18-Mar	Send draft of run sheet to Georgia	Event Program	JAZMIN	
19-Mar	Coordinate Photography Coverage	Event Program	ASHLEY	
19-Mar	Confirm award details	Event Program	VERONICA	
19-Mar	Discuss event registration with volunteer team	Event Program	VERONICA	
20-Mar	Choose colours, design, and order name tags.		Georgia	
22-Mar	Send Final Event Plan to RRC Events		Rose	
22-Mar	Create Event Playlist	Event Program	Veronica	
22-Mar	Draft email reminder to RSVPs	Promotions	Vic and Christina	
23-Mar	Send Hannah Pratt list of volunteers/roles and Google Form so she can help plan	Volunteers	Liz	
25-Mar	Confirm everything needed for event activities with John Pura	Event Program	ASHLEY	
28-Mar	Pick up Sobr Market drinks 7-1109 Wilkes		Rose	
26-Mar	Draft volunteer runsheet	Volunteers	Liz and Sasha	
26-Mar	Designate staff to present awards where donors not present		Rose	
27-Mar	Bring photo booth items to campus		Rose	
27-Mar	Unbox event kit, buy murphy kit items		Rose	
28-Mar	Send final numbers to caterer		Rose	
28-Mar	Photo booth set up at 12:15		Rose, Caleb, Neely	
02-Apr	Draft thank you for coming email, survey		Georgia	
02-Apr	Draft thank you to volunteers email		Liz	

DATE	DESCRIPTION	COMMITTEE	Contact/Owner	STATUS
02-Apr	Add signage to floor plan for set-up crew	Event Program	Veronica	
02-Apr	Send out email to staff with staff roles and presenter duties		Rose	
02-Apr	Print award certificates and put in frames		Rose	
02-Apr	Print Bingo Sheets and Buy Bingo Dabbers		Georgia	
02-Apr	PowerPoints finalized - grad, program, awards			
02-Apr	Add specialization highlights to script and PPT		Rose	
02-Apr	Speaking notes finalized	Event Program	DANNA	
02-Apr	Decide how grads will receive their gift after the event	Event Program	Veronica	
02-Apr	Run sheet finalized	Event Program	JAZMIN	
02-Apr	Discuss any last minute details	Event Program	VERONICA	
02-Apr	Draft confirmation email for volunteers	Volunteers	Liz and Sasha	
02-Apr	Pick up name tags from printer		Georgia	
02-Apr	Double check names and colour code on name tags.		Georgia	
02-Apr	Send final signage to EDC print shop		Rose	
02-Apr	Gather everything needed for event activities	Event Program	NATE	
02-Apr	Follow up with caterer - send floor plan, let them know they have E237 from 4pm	Event Program	VERONICA	
02-Apr	Finalize runsheet for volunteers and check with event team	Volunteers	Liz	
02-Apr	Review run sheet	Event Program	JAZMIN	
02-Apr	Review speaking notes	Event Program	DANNA	
02-Apr	Meet with Hannah Pratt to plan volunteer coordination	Volunteers	Liz and Sasha	
02-Apr	Create a OneDrive Dropbox for volunteers to drop photos/videos	Volunteers	Liz	
02-Apr	Plan briefing meeting for volunteers	Volunteers	Liz/Sasha/Hannah Pratt	
02-Apr	Post event reminder on social media	Promotions	Vic and Christina	
03-Apr	Send reminder email to volunteers	Volunteers	Liz	
03-Apr	EVENT!			
03-Apr	Start event set up			
04-Apr	Send event photos and caption to Rose to send to RRC social channels	Promotions	Vic and Christina	
04-Apr	Send thank yous to volunteers, staff	Promotions	Vic and Christina	
04-Apr	Send out survey after event with link to photo booth photos		Georgia	
04-Apr	Send sponsor fulfillment report to Sobr Market - cc Rse	Sponsorship	Neely	
04-Apr	Notify prize winner		Georgia	
09-Apr	Final reports for each area - submit to LEARN Dropbox and send to Georgia	All	All	

CreComm 2024 Run Sheet

Contacts:

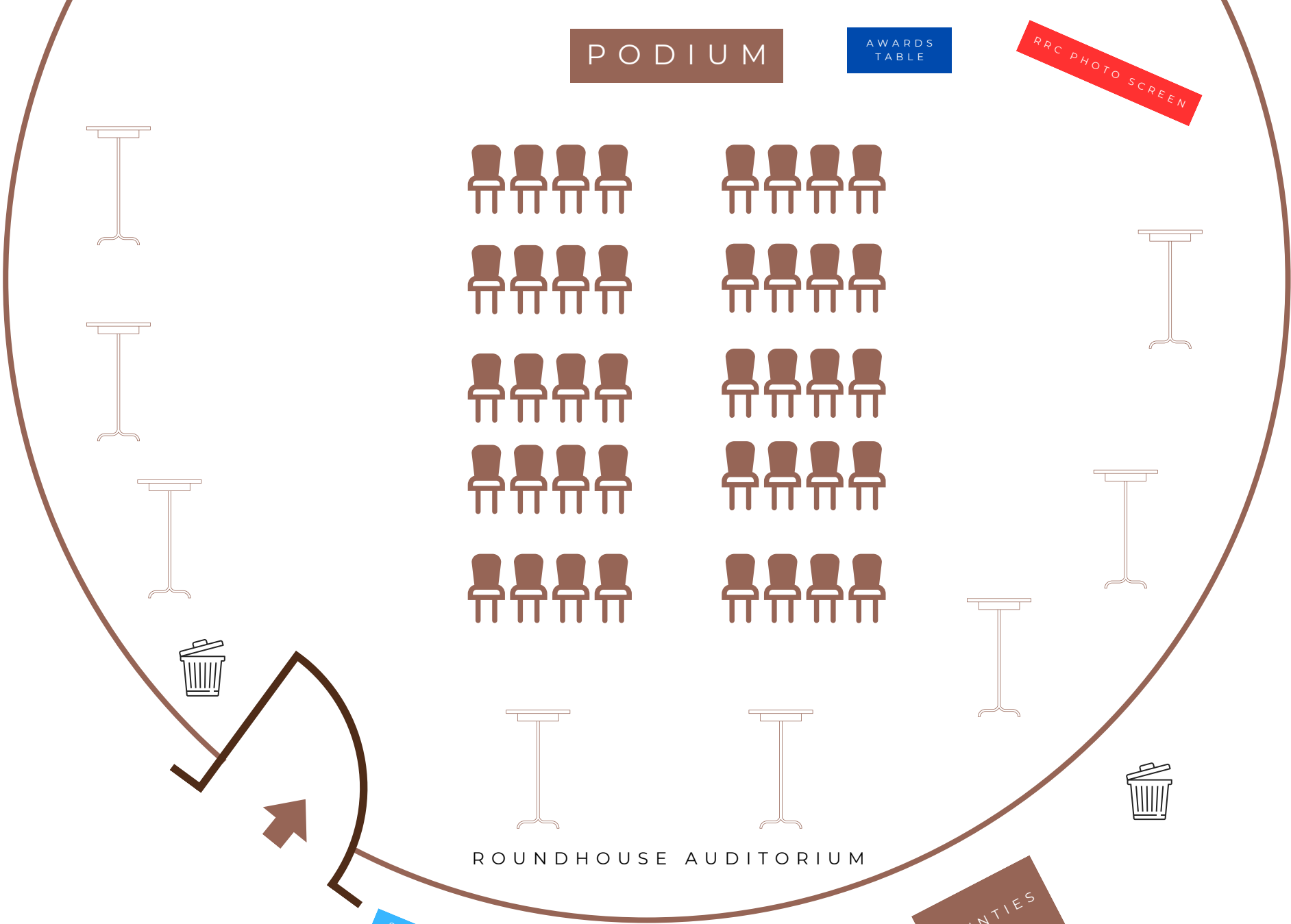
Rose Regier (Instructor) 204-997-9757	Georgia Sigurdson (Project Manager) 204-806-3384
Veronica Melanson (Event Program) 204-612-1784	Christina Klysh (Promo) 204-918-1762
Elisabeth Kehler (Volunteers) 204-914-5523	Victor Selby (Promo) 204-930-2474

Time	Action	Lead
8:00 a.m.	Send volunteer day-of email (to first years and instructors)	Elisabeth
9:30	Pick up printing at EDC print shop	Rose
9:45	Get awards trimmed at Quantum	Rose
10:30	Finalize AV script and print	Rose
11	Finalize run sheet and print	Rose
11:30	Finalize Braiden's speaking notes and print	Rose
8:00 a.m.	Send volunteer day-of email (to first years and instructors)	Elisabeth
10:30 a.m.	Finalize runsheet and volunteer attendance sheets	Elisabeth and Sasha
11:00 a.m.	Print runsheet and attendance sheets	Sasha
12 pm	Volunteer briefing – E203	Elisabeth
2:20	Bring name tag stands to main floor Elgin	Georgia
2:30	Static event slide to John Pura	Veronica
2:30pm	Frame awards	Program team
2:30	Pick up beer glasses	Jen Elson
2:30	Put name tags on stands – alphabetical by first name	Georgia
2:30	Package grad gifts	Georgia
3:00 pm	Photo booth set up	Kay, Caleb, and James
3:30 p.m.	Instructor orientation	Elisabeth/Hannah Pratt
3:30 pm	Get coffee table from Rose's car (ask her for key) navy Mazda CX5 license plate KEX 697 – parked beside big old grey truck in back lane	Caleb, Kay
3:30 pm	Get flatbed moving trolly from loading dock (contact is Alan Raika)	Caleb, Kay
3:40 pm	Transport couch from P414 to photo booth area and return trolly to loading dock.	Caleb, Kay

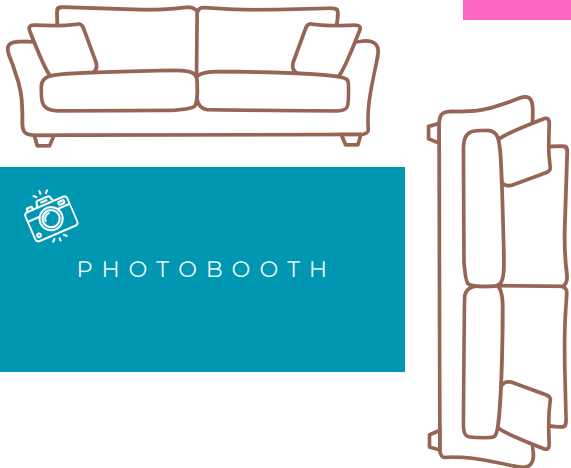
3:40 pm	Grab hand sanitizer from CreComm office and bring it to Roundhouse	Veronica
3:45 pm	Pizza arrives – bring to E155	Sasha
3:55 pm	Volunteers arrive – muster at E155	Liz
4:00 pm	The rest of the set up starts	PR class and volunteers
4:00 pm	Put up directional signage	Ashley
4:00 pm	Clothing rack for jackets – confirm they’re all there	Ashley
4:00 pm	Count and record number of name tags put out, including blank name tags.	Jazmin
4:00 pm	Set up easel signs – past WD issue on stairs, welcome sign at front door, current WD sign at top of stairs.	All
4:00 pm	Set up time capsule and BINGO station – signage, decor, time capsule box, BINGO and time capsule cards, BINGO dabber, pens/pencils	Nate
4:00 pm	Set up mocktail area – drink cans, ice, decor on bar	Neely
4:00 pm	Put out garbage cans	Georgia
4:00 pm	Volunteers eat pizza and are all accounted for	Sasha/Liz
4:15 p.m.	Volunteer briefing	Elisabeth/Hannah/Sasha
4:15 pm	Place decor on tables in Roundhouse and on shelf/table on second floor– books, candles, flowers	All
4:15 pm	Place flowers in upper agora at activity station, countertop, mocktail bar, donor welcome table.	All
4:15 pm	Set up TV screen with laptop outside of Roundhouse and play grad PowerPoint on loop.	John Pura
4:15 pm	Start grad PowerPoint and static slide	John Pura
4:30 pm	Give speaking notes to Braiden and update on any last-minute changes	Danna
4:30 pm	Set up playlist device to AV	Veronica
4:45 pm	Set up is complete	PR class and volunteers
4:45 pm	Walk through space and make sure everything is good to go	Rose
4:50 pm	Start event playlist.	John Pura
4:50 pm	Get volunteers in place	Elisabeth
5:00 pm	Photo booth starts	James and Cassidy
5:00 pm	Mocktail bar opens	Danielle, Skye

5:00 pm	Event starts and guests arrive	
5:00 pm	Volunteers greet guests and check in donors. Introduce donors to their award winner	Hailey, Zova, Jenna, Emma, Ayomide, Mackenzie
5:00 pm	Volunteers ensure everyone has a name tag	Volunteers
5:00 pm	Volunteers begin taking photos and posting on social	Angelica, Nicole
5:00 pm	Event photographer begins taking photos	Hannah
5:00 pm	Time Capsule and Bingo starts	Christine, Shruti, Caterina, Brielle
5:00 pm – 5:50 pm	Guests mingle, check out activities, and enjoy snacks and refreshments.	
5:25 pm	Joanne greets Elder, offers tobacco, helps him get hooked up to a mic	Joanne
5:50 pm	Guests are escorted into the Roundhouse	Volunteers
5:50 pm	Pause event playlist	John Pura, Danika
5:50 pm	Stop grad PowerPoint and start awards presentation	John Pura, Danika
6:00 pm	Photo booth stops for program	James and Cassidy
6:00 pm	Formal programme begins.	
6:00pm	Greeter volunteers place grad gifts on donor table	
6:00 pm	Emcee welcome and land acknowledgement	Braiden
6:05 pm	Elder's opening prayer	Joanne
6:10 pm	Jeanine Webber remarks	
6:15 pm	Kirk speaks	
6:20 pm	Celebration of achievement/award ceremony – award recipients called up to stage and then take a photo with donor	Braiden
6:20	Volunteer comes up to hand awards to donors	Brielle C
7:00 pm	Official launch of Working Draft – Emily's speech. Recognize COPA award winners	
7:08 pm	Melanie Lee Lockhart thank yous	Melanie
7:10 pm	Programme ends. Guests continue mingling	
7:10 pm	Resume event playlist	John Pura, Danika
7:10 pm	Photo booth resumes	James and Cassidy
7:05 pm	Stop awards presentation and start the grad PowerPoint	John Pura, Danika
8:00 pm	Braiden thanks everyone for coming	
8:00 pm	Event ends	
8:10 pm	Take down	PR class

8:15 pm	Return couch to P414 with trolley (contact is Alan Raike)	
8:15 pm	Take down TV screen.	John Pura
8:15 pm	Take down all signage	All
8:15 pm	Take down all decor	All
8:15 pm	Count and record number of name tags left to know how many people/who came. (Email number to Georgia)	Jazmin



FOOD STAGING ROOM
E237



CRECOMM 2024
MAP 2ND FLOOR

SOBR MARKET
MOCKTAIL BAR

BINGO,
TIME
CAPSULE
SIGNAGE

TIME
CAPSULE

SCREEN
WITH
AMBIENT
SLIDE
DECK

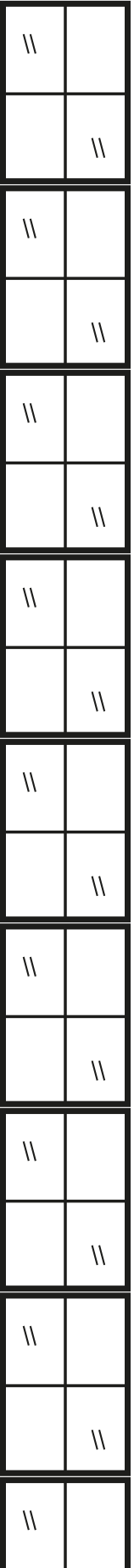
SELF SERVE
FOOD

PEROGY
BAR

DAINTIES

WD
2024
EDITION
SIGN

BEVERAGES



W I N D O W S

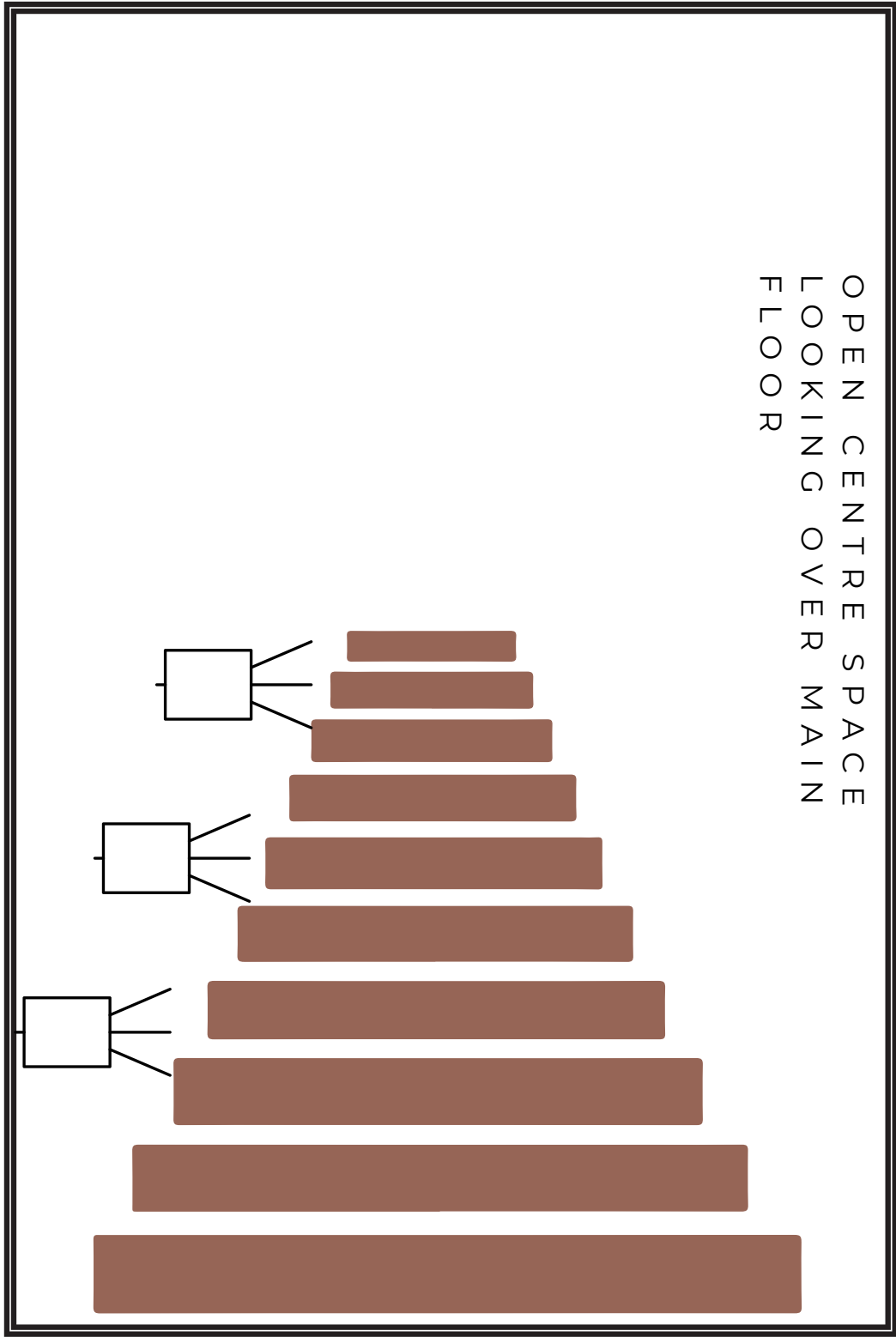


DIRECTIONAL
SIGNAGE



DIRECTION TO ROUND
HOUSE DOORS

DIRECTIONAL
SIGNAGE

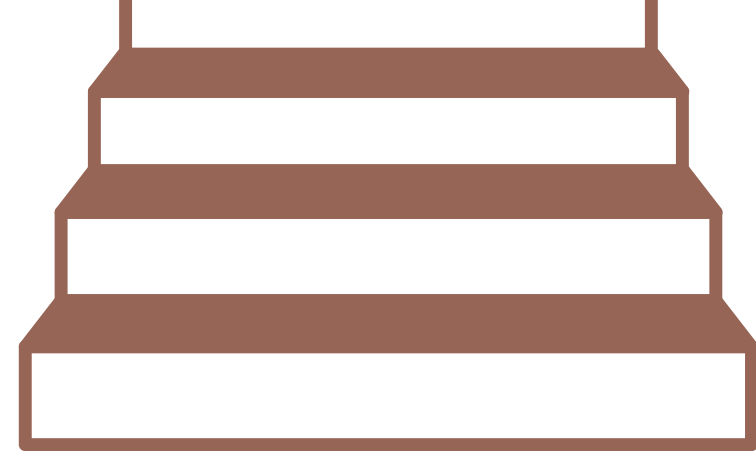
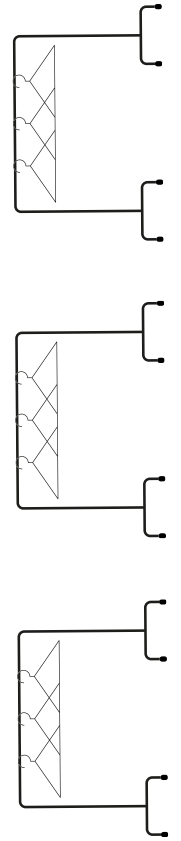


WASHROOMS

CRECOMM 2024 MAP 2ND FLOOR

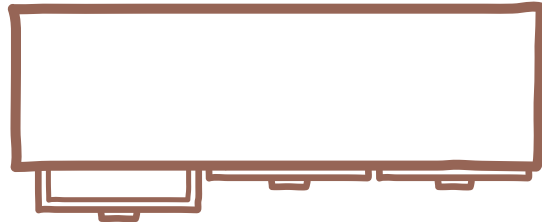
CRECOMM 2024 MAP 1ST FLOOR

MAIN DOORS
319 ELGIN AVE



WELCOME SIGN

TABLE TO GREET DONORS



DIRECTIONAL
SIGNAGE

MANITOU A BI BII DAZIIGAE