

VIVA FLASHMOB

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Final Flash Mob Report

What Worked Well

What worked well for our project, was the assistance we received from Eric Lariviere. Eric was able to meet with us on a weekly basis and provide updates and guidance. Eric was also able to secure us with a choreographer for the flash mob. Ballet Creole will collaborate on the project with us. This was a very high point for us because they are a renowned company. They also had a great vision of a parade style flash mob as well as live music. This would offer a different aspect to the flash mob.

Another aspect of the project that worked well were the leadership roles that were provided. There was always a clear roles defined for each team member provided by the Chair and Co-Chair. Every team member was able to complete their tasks and we all worked well together.

Even though some of the criticism was confusing, the presentation to the faculty was helpful since we were able to make necessary changes to our presentation to make it user friendly.

An idea that will work well is the collaboration of each team; Street Team and Find Pachi. Having the Flash Mob as a location for Find Pachi would help draw people to the flash mob location without ruining the surprise element. Similarly having the Street Team there will help with the call to action. The Street Team is knowledgeable in the event and will help distribute to the flash mob audience required material and information.

What Did Not Work Well

One of the most difficult aspects of the project was the lack of details and clarification. There were details that were not disclosed or determined ahead of the project being assigned. The Markham Host Committee was not clear as to what they wanted and even at the pitch they were still all over the map. One of the questions was “why a flash mob” which was humorous since we did not choose the topic of flash mob, it was assigned.

There was also a miscommunication about how many flash mobs were to be executed as well as what exactly a flash mob is. One professor thought that we were executing several flash mobs, and was not aware of how difficult it was to define details for just the one flash mob.

The first semester students assistance was not required at all. We did not use their assistance. When the pitch was made to them in their class they seemed excited and eager to help however when communication was sent, they never responded. We also ran out of roles for our own team members leaving nothing for them to do.

When the project was announced, it was explained that we were to complete this project in most if not all of our classes. Too much of our disappointment, it was only worked on in two of our classes with a third working on a completely irrelevant component. This caused an overwhelming amount of work with all of our classes combined.

Action Items for First Semester Students

1. Make contact with Ballet Creole
2. Secure the volunteer dancers
3. Obtain practice space as well as secure practice time
4. Determine which date or dates the flash mobs will occur
5. Stay in contact with professors, graduated students as well as the City of Markham

Markham Global Fest Flash Mob Proposal

I. Executive Summary

With the Pan Am & Parapan Games coming to Markham in the summer of 2015, the City of Markham has created a 15 day multi-cultural festival called "*Markham Global Fest.*" This festival aims to create a quality cultural event that will excite, surprise and delight residents of York Region with utilize different aspects of cultural activities to celebrate the TO 2015 Games, as well as foster community pride, attract diverse audiences and help position the City of Markham as a significant sports and cultural destination. This will be accomplished through the mixture of different cultural activities that will take place in this experiential marketing campaign.

The location for the festival will be along Main Street, Unionville as well as the Pan Am Centre, as it will focus on attaining awareness and attendance from local residents. In order to celebrate the cultural abundance and talent, The Global Fest will offer residents experiences in South America, Central America, The Caribbean, and North America culture, as well as Bollywood and Asian/Chinese Celebrations that will allow for the enhancement of cultural diversity and community pride that Markham has to offer. The festival will also showcase an artisan village and bazaar to support local talent, which will host guest chef demonstrations, community events, open mics, comedy, sports animation and dining.

As a new festival in Markham, the main goal is to attract audiences and raise awareness within the community of such event. As a marketing strategy, the City of Markham will deploy a Flash Mob initiative that will raise awareness and create excitement within Markham residents for the up and coming festival, as well as the Pan Am/ Parapan Am Games.

II. Markham Global Fest Flash Mob

Product

A Flash Mob is defined as being "a group of people mobilized by social media to meet in a public place for the purpose of doing an unusual or entertaining activity of short duration."

For the Global Fest Flash Mob we will strive to combine different artistic aspects of the cultures involved in the Pan Am/Parapan Games, the performance will combine aspects of Hispanic/Latin American, Caribbean, and North American culture through dance and music.

To help in production of the flash mob we obtained a partnership with Ballet Creole - a Canadian dance company that specializes on creating and performing dances that represent African and Caribbean cultures as they interact with European traditions. Ballet Creole has been an active performer in the Canadian scene since 1990 and combines professional dancers and drummers with the members of their School of Performing Arts in order to fuse traditional and modern Caribbean dance and music.

Ballet Creole offered

Creating a dance routine that will be used for all the flash mob performances that we plan to have (optimal amount being 3 flash mobs).

Training of approximately 50 volunteers for the flash mob, which includes:

- Ballet Creole School of Performing Arts students
- York Region High School students with an offer of volunteer hours
- Performing arts students from York Region dance schools.
- Providing rehearsing space and 20 hours of their time to train the dancers
- Providing live music accompaniment (drums) on the day of the performance

Goal

- Raise awareness and create excitement for the Markham Global Fest through the use of surprise art performances at various community places promoting the festival

Objective

- Increase awareness of the Markham Global Fest across the York Region
- Maintain the integrity of the event and brand throughout the art performance

- Create media buzz in order to increase awareness for Global Fest, as well as excitement within the audience
- Encourage engagement within the audience throughout the Flash Mob and have 60% of the audience involved
- Distribute 1000 flyers before, during and post Flash Mob

Strategy

- Develop a multicultural flash mob that represents several countries that are participating in the Pan Am Games as well as multiple communities in York Region

Plan

Who

- The target market will be residents of York Region that frequent public places to socialize with others and are interested in being involved in cultural experiences

Where

- The potential locations where the Flash Mob could take place are as follows:

Malls:

- *Markville Mall:* The main Markham area where residents gather for various activities such as shopping for everyday needs, retail, dining experiences. The Markville Mall is also a great place for social interactions and is the largest mall in Markham with over 160 stores. It is located on 5000 Highway 7 in Markham.
- *Upper Canada Mall:* The Upper Canada Mall is located in Newmarket. This mall is considered to be of a higher social status and it is mainly used for premier shopping.

- *Vaughan Mills Mall:* Vaughan Mills is the premier location for outlet shopping, which offers customers a quality experience with its different stores, dining and entertainment options. Within the mall you can find top quality brand stores such as Hugo Boss, Banana Republic, A|X Armani Exchange and Michael Kors, among other brands. Its entertainment options include Hollywood's Lucky Strike Lanes, Pro Hockey Life, Bass Pro Shops Outdoor World and LEGOLAND Discovery Centre.

Outdoor Events:

- *Unionville Festival:* From June 5th-June 7th, Main Street Unionville will be buzzing with action. Throughout this week, the Town of Unionville will be celebrating its heritage with art galleries, festival activities, parades, village markets and concerts. In addition, the festival will support local vendors. This festival has a record attendance and it has widespread recognition by Markham residents.
- *Community Open House:* The community open house takes place in the safety village in Stouffville.

When:

- Depending on the locations, the dates for the flash mob will vary:

Unionville Festival:

- June 6, Saturday – the busiest day of the festival that will allow to reach out to the maximum amount of people. There is also a parade scheduled for that day, which gives us an opportunity to incorporate the flash mob to it.
- June 7, Sunday – there is more of a chance to get a surprise reaction from the public, since it is a slower day and there is no expectance for such an event to occur.

Community Open House:

- May 7, Saturday

Malls:

- Starting mid-April to end of May - Weekends are when the malls are visited the most, and that give us an opportunity to get more exposure during the flash mob
- From mid-June to beginning of July – With the end of schools, there are more youth visitors in the mall, that will help to increase involvement of younger audience

How:

- Multicultural performers from Native American, Hispanic, and North American cultural identities will be involved. They will combine the various cultural features in dance and live music into one performance. This routine will be performed spontaneously in the chosen location, surprising and obtaining customers' attention.

III. Social Media Strategy

Goal

- To spread news and excitement of the Markham Global Festival through the use of popular social media outlets.

Objectives

- Have 700 views of the flash mob compilation video on YouTube in the first 2 months
- Generate 500 Likes and shares on the City of Markham Facebook page in the first 2 months
- Increase Markham Global Fest likes and followers on Facebook by 25% in the first two months after the posting of the final flash mob compilation video
- Have 10% of the attendees to post on their social media pages about the flash mob

Strategy

- To create social media buzz through the posting and sharing of the Flash Mob videos taken by audience, and volunteers
- To use the Markham Global Fest, Instagram, Twitter, YouTube, Snapchat, and Facebook page to spread video of the Flash Mob

Plan

- Tag specific people that were either involved in the making of the flash mob or influential community members to increase the chance of getting shares on social media outlets
- Use a hashtag for the flash mob event and have key individuals start the hashtag on Twitter
- Use volunteers and street team to Tweet the hashtag the event during and prior to the promotion
- Encourage providers of dancers, music, and any other equipment used in the flash mob to help promote the video on their accounts

IV. Public Relations Strategy**Goals**

- Increase the Public Support enhance the awareness and create excitement about the upcoming event
- Create strong brand image for new upcoming festival

Objectives

- Increase public awareness of the Markham Global Fest by 25%
- Attract diverse local communities
- Bring entire families to events venue
- Promote Festival, its sponsors, and partners

Strategy

- To increase excitement of the event through posting articles and advertisements in Markham and York newspapers
- Promote the Festival and cultures celebration as well as create awareness through reachable radio stations and TV channels
- Remind local community about four types of sport competitions that are showcased during Pan Am games through flyers and public service announcements
- Get positive media coverage before and after the event
- Encourage the public involvement by providing excellent press releases and increasing media and social media coverage

V. Budget –Spreadsheet Attached

Budget Breakdown

Creative Development

- **Logo/Graphics:** AltMedia also quoted **\$145.77** for graphic and logo design creation.

Print

- **Flyers** – 1000 full color half-page (216 x 139 mm) with color reverse side were estimated at \$205 by Vistaprint.
- **Viral Flash Mob Video:** Using Chris Bacchus to film/edit and upload our viral Pachi videos to create awareness and exposure we estimated **\$500** to be allotted to these videos.

Volunteer

- **T-shirts:** 60 white unisex volunteer t-shirts with custom wording and Flash Mob hashtags as well as a sponsorship list. The company used was Vistaprint and they quoted the quantity and design at **\$126**.
- **Hats:** 60 colour unisex baseball volunteer caps with Global Fest logo printed. The company used was Vistaprint and they quoted the quantity and design at **\$810**.

- **Volunteer Honorarium: \$1000** allotted to volunteer honorarium such as gifts for thanking our Flash Mob volunteers and performers.

Performers

- Ballet Creole - an honorarium of \$1000

Budget	
Creative development	
Logo/Graphics	\$ 146
Print	
Flyers x 1000	\$ 205
Social Media	
Flash Mob Video Editing	\$ 500
Volunteer	
T-shirts	\$ 126
Hats	\$ 810
Artistic Fee	
Honorarium for Ballet Creole	\$ 1 000
Total	\$ 2 787

WORK PLAN

Team Flash Mob

Team Flash Mob			TARGETED DATE OF COMPLETION																							
			JANUARY				FEBRUARY				MARCH				APRIL				MAY				JUNE			
TASK	DELIVERABLES	RESPONSIBILITY	4	11	18	25	1	8	15	22	1	8	15	22	29	6	13	20	3	10	17	24	31	7	14	21
Develop Plan For The Flash Mob	A structured plan	Whole Team			X																					
Recruit First Semester Students	Added team members	Mackenzie				X																				
Develop Contacts for Locations	A place to host the flash mob	Masha				X																				
Develop Music	Have music for the flash mob	Kevin				X																				
Contact Coreographer	Have a dance for the flash mob	Dany					X																			
Develop Report	Have a structured plan	Whole Team					X																			
Develop Pitch	Explain to others our idea	Dany and Mackenzie					X																			
Finalize Report	With changed details	Mash and Roma									X															
Have Pitch Approved	By host committee										X															
Build Relationship with Coreographer	Develop a plan	Dany and Mackenzie											X													
Recruit Volunteers	This will be the dancers	Valentyn													X											
Shedule Rehearsal Time	Practice for the production	Roma															X									
Execute Flash Mob	A spectacular surpise performance	Dancers																				X				

Meeting Agenda and Minutes

Meeting Minutes

Flash Mob Meeting – January 21, 2015

Members Present

- Dany
- Masha
- Roma
- Valentyn
- Mackenzie and Kevin send their Regrets

Roles

- Dany - Chair and Marketing
- Mackenzie - Co-Chair and Marketing
- Valentyn - Recruitment
- Masha - Logistics
- Roma - Logistics

Discussion Topics

- one of the tactics to use for this: finding a partner that will actually take charge of the choreography, music and rehearsal
- go to ross and have a good conversation about using his dancers for the production of this event
- Want to find other partners to work with also, such as the symphony music orchestra, the caribbean school of music, glee clubs, and any other cultural organizations that can help with planning, and executing the event.
- Keep in mind the Afro Caribbean Club, Ballet Criole- they are planning to do a flashmob for Pan Am already so they can be of use
- Find out what upcoming community events are happening that we can use as locations to do the flashmob
- We can partner with the Find Pachi people and incorporate them in the flashmob

For our plan, include the:

- description
- articulate project clearly and succinctly
- initiative
- goals and objectives

- budget
- if not more guidance on how to do it

To do for next meeting

- List of potential locations where we can hold our flashmob & upcoming events- Masha
- Different types of flash mobs that we can do- Roma
- cultural organizations- dance organization, arts and culture organizations, glee clubs that we could potential hire or partner with for performances in flash mob- Valentyn & Dany
- researching different studios
- contact ross - Dany
- Music- Kevin

Next Meeting: Monday 26th at 11:30- Volunteers (meeting was canceled)

- Go through 5Ws and Objectives/Goals
- Vaughn Mills
- Markville Mall

Potential Places

- Markville Mall - (905) 477-6600 during a weekend, maybe during march break (?)
- Vaughan Mills - (905) 879-2110 said to be A LOT busier than Markville
- Unionville main street - when it warms up
- Canada's Wonderland

Events

Unionville Festival June 5th, 6th, and 7th, 2015.

<http://unionvillefestival.com/>

March Break Madness

Start: Sunday, March 15, 2015 at 10:00 AM

End: Sunday, March 15, 2015 at 4:00 PM

10365 Islington Ave., Kleinburg, L0J 1C0

Tel: (905) 893-1121

Meeting Minutes

Flash Mob Meeting – January 22, 2015

Members Present

- Dany
- Masha
- Mackenzie
- Kevin
- Missing - Roma, Valentyn

Discussion Topics

- Met with Professor Zeldman
- Discussion about whether the social media aspect is to focus on the flash mob or promoting the festival or Pan Am Games -email was sent to Nancy
- Discussion with Find Pachi and Street Team on how we can incorporate their ideas into one big Flash Mob event

Agenda for next meeting

- Determine objectives
- Develop a contact list for venues, performers, and volunteers

Next meeting scheduled for Wednesday, January 28

Agenda January 28, 2015

1. Ross' Dance Studio
2. Venues
3. Music
4. Types of Flash Mob

Agenda For Next Meeting February 05, 2015

1. Go over a plan for the flash mob
2. Develop a list of top 3 malls, festivals
3. Develop a plan for 1st semester students
4. High School Arts Programs

Meeting Minutes

Flash Mob Meeting – January 28, 2015

Meeting Time- 3:00p.m.

Members Present

- Dany
- Masha
- Mackenzie
- Kevin
- Roma
- Valentyn

1. Ross' Dance Studio

- Ross has not responded

2. Venues

- Markville mall not busy enough (might work for 2pm on a Saturday)
- Vaughn Mills – Contact
- Potential location Community Safety Village

3. Music

- Kevin spoke to music contact – not sure of copywriting (requesting estimate)

4. Types of Flash Mobs

- Involve paint in the flash mob (time lapse video)
- Valentyn will be researching cultural groups

Other Notes

- Look at contacting Saeed (recent graduate)

Goal

- Raise awareness and create excitement for the Global Fest and Pan Am Games through the use of surprise of art performances at various community places

Objectives

- Increase Awareness of Pan Am across York Region
- Have 700 views on Youtube in the first 2 months
- 500 Likes and shares in the first 2 months
- Have materials to hand out after flash mob
- Encourage engagement amongst Volunteers and Flash Mob viewers
- Track hashtag -#GlobalFlashMob

- Upper Canada Mall

Part 2 – Meeting with Eric during Class Time

What to hand in Every Week

- Status report
- Agenda
- Anything else

Discussion

- Locations – 3 malls
- Festival – Unionville, Community Safety Village, March Break Camp
- Eric's contact

What to do

- How to produce a flash mob
- Bonnie Craig – Ovation
- Have venues in order

Agenda

Meeting February 05, 2015

- Go over a plan for the flash mob
- Develop a list of top 3 malls, festivals
- Develop a plan for 1st semester students
- High School Arts Programs

Meeting Minutes

Meeting Thursday, Feb 5

Members Present - Mackenzie, Kevin, Masha, Roma, Valentyn

Members Not Present - Dany

Notes from Sarah Zeldman

- focus on the proposal - keep it as simple as possible
- realistic
- idea, description, strategy,
- social media after -
- Venue, dancers, music, street team, media, social media, audience, t-shirts for dancers, banner
- Music person - secured

- DATE, VENUE CHOREOGRAPHER

1. Go over a plan for the flash mob

- Venue?
- Find Choreographer
- Dancers
- Native Canadian
- First Semester Student
- Music - Jesse
- Speakers
- Banner - supplied?
- Videographers - Ethan and Chris
- Social Media -(After) YouTube, Facebook, twitter, dancers friends and family
- One word posters
- piggy back off sponsors
-

2. Develop a list of top 3 malls, festivals

- Seneca Cafeteria
- farmers market

3. Develop a plan for 1st semester students

- Email sent asking for qualifications/special abilities

4. High School Arts Programs

(ran out of time)

Things to ask Eric

- Venues confirmed
- Seneca supplier music equipments
- promotional materials
- Are we supposed to organize practice times?
- Chris and Ethan for video
- Date confirmed

Agenda

Meeting February 09, 2015

- Go over a plan for the proposal
- Go over a plan for the presentation
- Roles

Meeting Minutes

Meeting Thursday, Feb 9

Members Present –Dany, Mackenzie, Kevin, Masha, Roma, Valentyn

1. How to Structure the Proposal Document

Executive Summary

Overall idea (5W's,) – Goals, Objectives, Tactics

Social Media – Goals, Objectives, Tactics

PR – Goals, Objectives, Tactics

Budget

Roles

Work Plan

2. How to Structure the Proposal Presentation

Introduction – Play different music to gain interest

Overall idea (5W's,) – Goals, Objectives, Tactics

Social Media – Goals, Objectives, Tactics

PR – Goals, Objectives, Tactics

Budget

Roles

Work Plan

3. Roles

Executive Summary – Mackenzie and Dany

Overall idea (5W's,) – Goals, Objectives, Tactics – Mackenzie and Dany

Social Media – Goals, Objectives, Tactics – Kevin and Masha

PR – Goals, Objectives, Tactics – Valentyn and Roma

Budget – Mackenzie and Dany

Roles

Work Plan

Agenda

Meeting February 11, 2015

- Choreographer
- Venues
- Recruitment

Meeting Minutes

Meeting Monday, February 11

Members Present –Dany, Mackenzie, Masha, Roma, Valentyn

4. Choreography

Ballet Creole

Contact: Monica Pain

monicapain@rogers.com, mpain@markham.ca - 416-803-6658

5. Venues

Unionville Festival - location secured

Come up with a list of suggestions to present

3. Recruitment

Ballet Creole - Community Classes

1st Semester Students - have dance experience (will be in charge of recruitment)

York University - Dance program

Partnerships & Resources

In order to be able to create a successful flash mob event that would attract mall customers and fulfill the marketing initiative's goals and objectives, we have obtained strategic partnerships that would be in charge of different aspects of the event.

Choreography & Music

Ballet Criole is a Canadian dance company that focuses on creating, preserving and presenting African and Caribbean choreography that interface with European traditions.

Through Eric Lariviere, flash mob representatives were able to get in touch with Monica Pain and establish a working relationship between the dance company and the Flash Mob project.

The partnership contract is as follows:

Provided by Performer:

- Ballet Creole would be responsible for creating the choreography and teaching it to the dancers that the Flash Mob team recruits
- Ballet Creole would be in charge of providing live music
- On-line support with link to video instructions for rehearsal purposes
- Social media and marketing support on various social media platforms
- Artistic direction on performance day for Flash Mob participants
- Participation in professional performance of "Jou'vert"
- Ballet Creole students are required to perform at the Flash Mob
- A signed contract confirming the date, time (s) and agreed details of the Flash Mob workshop and performance- drafted by Ballet Creole
- **Flash Mob Rehearsal Sample:**
<https://www.youtube.com/watch?v=PboneBnvBBQ&feature=youtu.be>
- **Flash Mob Performance Sample:**
<https://www.youtube.com/watch?v=WlZQDi0h0W4&feature=youtu.be>

Required by Presenter:

- \$1,000 Honorarium
- Provide rehearsal space for recruited dancers
 - Dimensions: 40x60 minimum
 - 20 hours of rehearsal minimum
- Tech support: CD/iPod player and speakers for practice
- Microphone
- Marketing: responsible for all marketing and advertising of the project and classes for your community
- Production: administrative support on performance day to manage Flash Mob participants (i.e. all security, location requirements, bathrooms, etc.)
- Transportation fees to be negotiated for out of town activities
- Signed contract (provided by Ballet Creole)

Potential Partnerships for Recruitment

York Region High School Students

A possibility for recruitment of flash mob dancers could be by recruiting high school students and reward them for their participation by signing their volunteering hours. However team members must get in contact with York region high schools and negotiate the terms of the agreement with the principals and higher management.

Performing Arts Students from York Region

By creating a cross promotional agreements with performing arts schools in York region, the Flash Mob team would be able to recruit experienced dancers for the event. In return, the logo of the participating school would be put on the marketing material that would be distributed and special recognition would have to be given to them.

Flash Mob Contacts:

Monica Pain

Ballet Creole, Production & Outreach Manager

production@balletcreole.org

416-803-6658

www.balletcreole.org

Eric Lariviere

Markham Plato Theatre,

eric.lariviere@seneca.ca

416-557-8498

Daniela Lopera

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Valentyn Barybin

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647-839-6728

Roma Kamat

Team Member

roma251@gmail.com

647-625-7501

Kevin Burns

Team Member

kmburns.744@gmail.com

Masha Brovkina

Team Member

opekhtina@gmail.com

Budget Reconciliation

Budget	
Creative development	
Logo/Graphics	\$ 146
Print	
Flyers x 1000	\$ 205
Social Media	
Flash Mob Video Editing	\$ 500
Volunteer	
T-shirts	\$ 126
Hats	\$ 810
Artistic Fee	
Honorarium for Ballet Creole	\$ 1 000
Total	\$ 2 787

Photos of Activities



