

THE T&T CONFERENCE



SEA 135

Major Assignment

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The T&T Conference

MAJOR ASSIGNMENT

1. Event Theme/Concept

The event theme around the T&T Conference refers to the “Trials and Triumphs” industry professionals have experienced throughout their work in the industry. The **TRIAL** and **TRIUMPH** aspect of our conference focuses on the experimental actions in the workplace in order to ascertain results; industry professionals will speak on behalf of actions their company has taken that has either resulted in a failure or a success. As well, the conference as a whole will also focus on allowing industry professionals to engage, network and educate themselves on how to build and maintain a successful event.

Event Format

The format of the T&T Conference will be a one day, local conference with an intimate setting and single lecture sessions consisting of Round Table Discussions, Guest Speakers, Networking and Team Building Activities as well as a Cocktail Hour providing food and beverages to the guests. The scheduled timeline of our conference will run from 10am-5pm with necessary networking and coffee sessions in between. Our expected guest count will cap off at 100 attendees with a ticketed price of \$200/guest.

2. Anticipated Topics

The main contact-point for information at our event will be **Round-Table Discussions**. By creating these breakout sessions on specific topics it will help individuals meet with smaller groups and deliver more targeted marketing strategies. Round-Table Discussions are a widely used tool in the industry as it has an increased number of benefits for its participants.

Benefits of Round-Table Discussions:

- ✓ Pooling together a wide range of experience and knowledge
 - ✓ Hearing others perspectives on issues
 - ✓ Insight into issues from many different angles
 - ✓ Sharing skills and resources
- Our Roundtable Sessions will be organized with no more than 10 participants per facilitator (student) at a table.

For each topic we will have a facilitator (student), to the group that will take the role as the session leader to keep the discussion on track and maintain productivity. Each Facilitator will be responsible for:

- ✓ Introducing the topic
- ✓ Creating an open forum for discussion
- ✓ Leading encouraging discussion
- ✓ Asking open-ended questions to stimulate thought
- ✓ Reinforcing and clarifying the content

Each Discussion will be limited to 30 minutes – 2 minute introduction, 25 minute discussion and a 3 minute wrap up

Anticipated Topics Include:

- ✓ How to utilize volunteers
- ✓ Developments in Social Media and Technology – how to utilize it properly in this age of the marketing world
- ✓ Risk Management – How to properly prepare for sudden changes in your event
- ✓ Hosting and Selling out a big event
- ✓ Developing and Maintaining Corporate Sponsorships
- ✓ Making Your Product Stick – The Importance of Brand Positioning
- ✓ Marshmallow Challenge – Teamwork

3. Guest Speakers

The T&T Conference will be anticipating three main guest speakers to attend and provide our attendees with beneficial knowledge and experience through the **TRIALS** and **TRIUMPHS** they have used in their years working in the industry. Each guest speaker will have a scheduled speaking time of 30 minutes to share as much with the attendees as possible. Our guest speakers and their presentation topics are as follows:

Janice Price – Topic: Making Your Product Stick; The Importance of Brand Positioning

Janice Price is the CEO for the Luminato Festival in Toronto. Luminato is a ten day multi-disciplinary arts festival involving art installations and music concerts at multiple venues across Toronto. She is energetic and passionate about the arts and entertainment sector and has a strong background in marketing.

Darryl McKenzie – Topic: How to Utilize Volunteers

Darryl McKenzie is currently the Vice President of volunteer services for the 2015 Toronto Panam and Parapanam games. He is responsible for the recruitment, selection, assignment, and deployment of all volunteers. The games are one of the largest events to come to the city and requires 20,000 volunteers to help at 40 sporting events and 10 non-sporting events (<http://www.thespec.com/news-story/4195656-pan-am-games-attracts-11-000-volunteers/>). Previously, McKenzie was the CEO of the Oakville YMCA. With years of experience under his belt, he can offer insight on how to utilize and organize volunteers efficiently and to their full capacity.

Ross Marin – Topic: Developing and Maintaining Sponsors

Ross Marin is the president of Marin Media Group which is a company that works to help other organizations in the areas of marketing and advertising. He is also the founder of Fantactics, a sports and entertainment marketing agency where he connects brands and retailers with athletes and celebrities through celebrity endorsements. With over 30 years of experience, Ross can provide attendees a better understanding of how sponsorships and partnerships can be used to leverage their brand.

4. Marketing Strategy

5. Budget

6. Sponsors and Sponsor Packages

In order for our conference to be able to run at the level we would like sponsors are a necessary and key factor to obtaining that goal. Not only does our conference benefit from having sponsors but the sponsor itself can benefit greatly from having their name on premier industry event. The sponsor can gain media exposure which in turn can help with brand identity, exponential market exposure, as well as the opportunity to network and engage with other companies and organizations. Our potential list of sponsors includes:

- ✓ Seneca College
- ✓ Royal Bank of Canada
- ✓ CIBC
- ✓ Rogers
- ✓ City of Toronto
- ✓ LinkedIn
- ✓ Deloitte

Each sponsor at our event will have an individual booth designated to them as a direct point of contact to the attendees at the conference. These sponsor booths will allow direct engagement and potential future business opportunities to form as well as discussions of **TRIALS** and **TRIUMPHS** they may have experienced.

Preliminary Sponsorship Packages:

Sponsorship Level	Platinum	Gold	Silver	Bronze
Investment (excluding GST)	\$10,000	\$5,000	\$2,500	\$1000
Brand Visibility				
Logo on on-site signage	❖	❖	❖	
Logo on conference guide	❖	❖	❖	
Logo on lanyards	❖			
Logo on conference website	11 1/2" x 3"	1" x 2"	1" x 1"	Listed
Logo on backdrop of photo booth	❖			
Promotional Visibility				
Full access to conference (including	❖	❖	❖	❖

cocktail reception)				
Reduced delegate fees	25% off	15% off	10% off	5% off
Opportunity to provide company merchandise in conference tote bags	❖	❖		
Guest passes to the conference	❖			
Publicity	9 passes	7 passes	5 passes	2 passes
Tweet about the conference prior to the day of the event	❖			
	10 tweets	8 tweets	5 tweets	2 tweets

7. Critical Path + Event Itinerary

In the event industry the Critical Path is one of the most important schedules that will be made as it is the sequence of activities in a project which must be completed on time for the project to be completed by the due date. Below we have put together a preliminary Critical Path and Event Itinerary which outlines the timeline of scheduled events on the EVENT DAY.

Critical Path:

ASAP:

- Event Details:
 - ✓ Venue: Newnham
 - ✓ Program Style: One day, local conference with an intimate setting and single lectures
 - ✓ Timeline: 10am-3pm – Cocktail/Networking 3pm-5pm
 - ✓ Budget:
 - ✓ Guest Speakers: Darryl McKenzie, Janice Price, Ross Marin

7-8 Weeks:

- Submit SOP
 - ✓ Public Event SOP
- Book Contractors
- Sign Contracts:
 - ✓ Food/Beverage – The Food Dudes
 - ✓ Sponsors

- Develop Marketing Campaign
 - ✓ Advertising and Promotional Strategies

5-6 Weeks:

- Implement Marketing Campaign
 - ✓ Sponsor Package Incentives
 - ✓ Social Media and Sponsors
 - ✓ Advertising Flyers
 - ✓ Launch conference website

3-4 Weeks:

- Prepared Itinerary on following page
- Prepared Load in/Load out schedule on following page
- Transportation Requirements
 - ✓ **Newnham Campus** - From Finch subway station, take any 39 Finch bus or 199 Finch Rocket to Seneca Hill Drive, proceed to the campus.
 - ✓ **GO Transit**
 - ✓ Shuttle Buses
- Food/Beverage/AV Requirements:
 - ✓ The Food Dudes Catering will provide finger food and beverages for our guests, brunch will be served as a mid-day meal and then H'ordeuvres during cocktail hour

1-2 Weeks:

- Write Thank You cards to attendees, sponsors and partners
- Circulate Event schedule to staff and volunteers
- Connect with ALL Vendors, Suppliers, Contractors and Volunteers
- Prepare Swag/Tote Bags

Event Week:

- Remind media of our event
- Review final event details

Event Day:

- Event Timeline on following page

Post Event:

- Any final payments
- Evaluation of event

Event Itinerary:

6:00am – Load In Commences

8:30am – Loading Dock Closes

9:30am – Entire set-up is complete

10:00am – Guests Arrive

10-10:30am – Guests have a 30 minute grace period to network, mingle and grab a beverage

10:30am – Welcome Speech: Nancy Bodi - Program Coordinator & Professor Seneca College; General Manager York Region Arts Council (10 minutes)

11:00am – First Round Table Discussion (30 minutes)

✓ **Topic: Marshmallow Challenge - Teamwork**

11:30am – First Guest Speaker – Janice Price – CEO & President of Luminato Festival; Board of Directors of SEA Program Seneca College

✓ **Topic: Making Your Product Stick – The Importance of Brand Positioning**

12:00pm – Lunch is served

12:45pm – Lunch and Networking adjourn

1:00pm – Second Round Table Discussion (30 minutes)

✓ **Topic: Risk Management – How to properly prepare for sudden changes in your event**

1:30pm – Second Guest Speaker – Darryl McKenzie - Vice-President, Volunteer Services at Toronto 2015 Pan/Parapan American Games Organizing Committee

✓ **Topic: How to Utilize Volunteers**

2:00pm – Third Round Table Discussion (30 minutes)

✓ **Topic: Developments in Social Media and Technology – how to utilize it properly in this age of the marketing world**

2:30pm – Third Guest Speaker – Ross Marin - President at Marin Media Group and Fantactics Sports & Entertainment Marketing

✓ **Topic: Developing and Maintaining Corporate Sponsorships**

3:00pm – Fourth Round Table Discussion (30 minutes)

✓ **Topic: Hosting and Selling out a Major Event**

3:30pm – Closing Speech: Scott McAllister – Event Consultant & Faculty Member of Seneca College

4:00pm – Cocktail Hour Commences

5:00pm – Conference CLOSED