

Call to Order – 11:03 am June 30, 2015 | MBC 2296

1. Territorial Acknowledgement

The Events and Promotions Committee acknowledged that the meeting was being conducted on the traditional and unceded territories of the Coast Salish peoples, which included the Squamish, Musqueam, Stó:lo, and Tsleil-Waututh people to the current knowledge of the Society.

2. Roll Call of Attendance

Committee Composition

Vice President Student Life (*chair*) Deepak Sharma
President (*ex officio*)..... Enoch Weng
Board of Directors Member Larissa Chen
Board of Directors Member Hangue Kim
Board of Directors Member Curtis Pooghkay
Councilor Pardeep Barn
Councilor Erwin Kwok
Student At-Large
Student At-Large Kevin Kumar
Student At-Large Stephanie Ly

Society Staff

Communications Coordinator Irma Arkus
FBS Promotions Coordinator *vacant*
General Office Coordinator Lawrence Jones
General Office Coordinator Adrienne Marino
Minute Taker Dion Chong

Guests

Member Ibrahim Hafeez
Member Karan Thukral

Leave of Absence

Board of Directors Member Shipra Sharma

Absent

Student At-Large Atif Saad

3. Adoption of the Agenda

MOTION EPCOM 2015-06-30:01

Kwok

Be it resolved to adopt the agenda as presented

All agenda items added

CARRIED AS AMENDED

4. Matters Arising from the Minutes

MOTION EPCOM 2015-06-30:03

Kim

Be it resolved to approve the minutes of 2015-06-16

CARRIED

5. Presentations

a. Basecamp

The Vice President Student Services provided a tutorial on usage of Basecamp. The committee was asked to use the service for all initiatives being operated by EPCOM, and to provide feedback to the communications office to assist in determining whether the organization will continue to use the service after 6 month pilot period.

b. SFU Got Talent

Member Thukral provided a presentation on the proposed next iteration of SFU Got Talent, which had expanded from its origins as a small open-mic night to a large event housed at the SFU Theatre with livestreaming and live voting. The goal of the event was to provide a platform to recognize and appreciate the diverse talents of the student body at SFU.

The following issues with the previous iteration of this event were identified by members of EPCOM 1415:

- The cash prizes were an extremely high cost, particularly as student dollars were being used
 - It was felt by the presenter that the large prizes were necessary to incentivize high quality talent to participate.
- The previous iteration generated a loss of \$6,500 to the Society
 - It was felt that such investment must be made as no other organization could provide such an event to the student body.
- Planning issues with the past event
 - The planning team for the previous year was hired two weeks prior and therefore generated substantial inefficiencies in trying to plan the event quickly

The Committee was reminded that any EPCOM event that sought funding from student unions would simply be drawing funds from multiple sources within the Student Society.

6. Updates

a. Fall Kickoff Concert

The following two milestones would be met by end of day today: selection of the production company, as well as selection of the core event management team. The core management team would consist of individuals with experience in managing large scale events with the Student Society, while an open call to the membership would be made for the remainder of the management positions.

At present, the timeline was such that soft launch would occur on 2015-07-20, with headliner announcement on 2015-08-31 to build hype amongst incoming students.

7. Discussions

a. SFU Slam Poetry Event

The idea for this event arose in conversations between the Vice President Student Life and CJSF, the latter which already conducted slam poetry programming. The proposal would see a pilot series of slam poetry events occurring on all three campuses, which would allow student life presence during the summer semester. If successful, the series could be regularized to biweekly events at the various campuses.

The Vice President Student Life was advised to contact the English Student Union, which already operates monthly slam poetry events.

b. Outdoor Movie Night

An idea was brought forward to host another Outdoor Movie Night with popcorn on campus, which was successful in previous years. The projector could be potentially once again be sourced through a partnership with The Point, which is able to procure a projector for outdoor use well below the typical rental cost.

8. Attachments

SFU Got Talent - Karan Thukral.pdf
SFUsGotTalentProposal.pdf

9. Adjournment 11:53pm

DC /CUPE 3338

SFU's Got Talent!
"An Evening with the Stars"

Title: SFU's Got Talent 2016: "An Evening with the Stars!"

Mission: *To equip talented individuals with resources to advance themselves in their unique field.*

Date: Friday February 5th 2016 (one week before reading break)

Goal: Continue to build the SFU Got Talent Brand with strong and experienced team. Focus more on securing external corporate as well as media sponsorships and finally execute the event with a clear timeline and order.

Prepared by: *Karan Thukral, Project Lead*

Accomplishments:

With the overall success of the SFU Got Talent 2015, the previous team created a buzz as well as interest within the community. Everyone really liked the concept. Based on feedback received, the previous team decided to make this event an annual event.

Some of the metrics from previous year event are as follows:

- Total Attendees = 210+
- Live Voting Count = 1700
- Youtube Live Video Viewers = 1300

Location:

The locations currently being researched are:

SFU Theatre (\$850)

Executive Summary

Most events in principle serve a purpose, this platform will become an opportunity for all the students to showcase their unique talents. The judges will be professionals from the school of contemporary arts and other successful artists within the industry who have made it successfully. The prizes for winners will also be enticing to attract a quality talent pool from which successful candidates can be selected.

Building on the success of last year's event, the team is focusing on developing the event formally by documenting all the progress made during the project, so that it becomes easier to host more events in future.

Our mission is to provide an opportunity to every student with remarkable talent or skills where they can showcase their talent and network with various industry professionals. Given the committee's direction of having the event on SFU location, emphasis will be placed on quality of the event by focussing more on production and performer, guest, and volunteer services

Marketing strategy

The marketing approach is going to be multi-level, across different campuses till the end of the event.

First of all, we're going to have tickets circulated through promoters around the campus. The goal is to have promoters around each campus so that there's a vibrant presence. These individuals will not only be responsible for selling tickets for the event, they'll also be promoting individuals to sign up for auditions.

Our next focus will be targeting student clubs, we will offer some fundraising opportunities to different clubs which will give them incentive to sell our tickets. We will also utilize these clubs to spread awareness of the project through different events that they organize. In addition, clubs will help to people for auditions as well.

We will also organize one open-mic night in fall semester, which will help us to find people for auditions and spread awareness about the project.

Finally, through our various social media platforms, media and corporate sponsors, our aim

will be to generate maximum awareness. The use of social media will be split into two levels, one will be announcements that's provided for immediate release by the communications department in charge of updating the Facebook page, website, and other social media related to this event. The second updates will be the Media Partners like Humans of SFU, SFU Snaps, Various Art Clubs and other clubs within our directory who specialize in new age media, that receive the email blast as well and markets it out. This list will also consist of blogging companies and social media companies within SFU and the greater Vancouver area - The Peak, Vancity Buzz, 604 Vancouver, 24hours and Georgia Straight. Since we're not only branding ourselves to students within SFU, it's important to make sure that we are showing a very vibrant image of our school to the lower mainland. A majority of those who attend this event might either come to SFU later on.

Sponsorship Plans

Apart from receiving sponsorship from SFSS, this year's team will be focussing on procuring monetary or in-kind sponsorships from businesses within the community. The first task would be to contact The Society of Arts and Social Sciences, SASS union, Exchange Fund or other inter-departmental sources to arrange grants for the event. Next, the team will focus on securing sponsorship from different businesses in the community in either monetary or in-kind terms. This year, the team will also focus on getting media sponsors across greater Vancouver like Vancity Buzz, 24 Hours, CJSF Radio 90.1, 94.5 Virgin Radio, SFU Snaps, Humans of SFU etc.

Major Positions

First Aid and Security

This individuals will also be responsible for contacting the onsite First AID/paramedics. **St. Johns** offer to completely volunteer based program that is ran through donations. Volunteers specifying First Aid certification can potentially be added as aid to reduce the cost and security ratio.

Volunteer Officer

Responsible for securing volunteers for the event as well as setting up training times, run through times, volunteer area and scheduling as well as working with each executive to make sure they're provided with the right volunteers. Responsible for developing appreciation events and socials, while assisting with all executives and doing other duties as assigned by the organizing committee.

- **Volunteer Working Group**

This is the volunteer base for the event, they take on training for incoming volunteers, schedule volunteer orientation and plan the appreciation event for those who helped to

make the event successful.

Backstage Officer

Responsible for coming up with necessary plans for event requirements, artists areas, work with the Media team and make sure Stage Volunteers are well aware of their responsibilities. The officer will also be responsible for creating set-lists for artists and coordinating with the production manager.

Assistant Backstage Officer

The Assistant Backstage officer does assist the backstage officer with all of their responsibilities. This can include attending production meetings, running rehearsals, clerical organization, and ensuring the smooth execution of the performances.

Entertainment Officer

The Entertainment coordinator is responsible for confirming artist setlist with back stage officer, working with individual artists to make sure event is developed according to plan. Developing schedule of location for run through, AV and technical requirement, logistical needs with set up, staging e.t.c

- Scheduling/Recruitment Committee

Responsible for scheduling artists, audition times, developing and planning event flow, Judge recruitment and invitation. Choice Selection, style and rubric for judging event. Developing the framework for flow of the event as well as scheduling practice times.

Logistics Officer

This individual look at the internal operations of the project while assisting the team and committees where they need help. They overlook the calendar requirements, work on necessary scheduling, parking, advertising and inquiries for the event. Develop site maps, organizes sponsors and much more.

- Welcoming and hospitality committee

Responsible for developing event location maps, security requirements, scheduling individuals for Welcome Desk, location run throughs. Equipment, Refreshments for volunteers and performers. Event Itinerary confirmation to be sent out and much more. Plans for signage, will call area, concessions and much more. Coordinate bus pick up and drop off locations from each campus.

Production Officer

Responsible for maintaining contact with promotions company, communicating with

promotions and logistic coordinator on requirements of artists, sound&lighting as well as other requirements needed for a successful show. The production office will be responsible for scheduling walkthroughs from the staging company and much more.

Marketing Officer

The Marketing officer is in charge of scheduling necessary posts (what posts?), meeting with the sales team and working with them to sell the event on all their individual platforms. Developing advertising strategies for recruiting artists and performers. booking table promotions and scheduling tabling. Working with Clubs as well as Departmental Student Unions to get the word out on their pages. Selling tickets as well as creating the schedule with the media team on necessary promotional videos and much more.

- Marketing Committee

Focus on building necessary hype around this event, scheduling classroom visits, putting up posters around the university and campuses.

Sponsorship Officer

Working to secure sponsorship as well as funding for the project. This ranges from meeting with SFU engagement fund, different departments of SFU like the bookstore and much more. The officer will be responsible for developing the sponsorship package which can be forwarded to businesses for in kind sponsorships and much more. Departments are often a great source of revenue especially given there are opportunities to enhance the educational experience of their faculties.

- Sponsorship and Funding Committee

Develop sponsorship proposals and schedule meetings to secure funds for the initiative. Meet with deans and departments within SFU to present project with opportunity for funds. Schedule team to send sponsorship packages to Businesses and startups within SFU like Club Ilia, Nesters, Natures Garden e.t.c Reach out to Business down the mountain, around Woodwards, the campuses and their Student life departments and much more.

Sales Officer

This individual is responsible for scheduling the sales team around campuses and making sure ticket distribution is accounted for. Given the tiered system associated with ticket sales, this position will be responsible for dealing with ticket sales and redistribution. Working with promoters to make sure tickets are accounted for, monitoring online sales and much more. Given the multiple platforms available for promotions, the position is responsible for creating deals for posting on instagram/Facebook/with necessary proof.

- **Campus Sales Committee - Each lead with one sales team**

Bi Weekly meetings which are online to go over target, scheduling of tables, ticket redistributions, online promotions and much. Maintain Google Documents for ticket tracking and serve as collection points and drop offs for ticket funds. Each lead has access to google docs to mark off the name of the promoters returning the money or tickets. Accounting and auditing.

Budgeting

Kindly note that this project includes four components; 1) Open Mic Night, 2) Campus wide auditions, 3) Main Event and 4) After party at the highland pub. The following budget is for the entire project.

BUDGET for SFU GOT TALENT 2016		
EXPENSE ESTIMATE		
	Amount (in \$)	
<u>Production & operations</u>		
Production+Facilities	\$3,000.00	
Web and Media Production Team	\$600	
Total Production Expenditure		\$3,600.00
<u>Security:</u>		
SFU security (for after party)	\$500.00	
Total Security Expenditure		\$1,000.00
<u>Talent:</u>		
Headliner/Guest Judge(DJs)	\$2,500.00	
GOLD LEVEL PRIZE	\$1,000.00	
SILVER LEVEL PRIZE	\$500.00	
BRONZE LEVEL PRIZE	\$250.00	
Total Talent Expenditure		\$4,250.00
<u>Marketing:</u>		

Printing/Advertisement	\$1,000.00		
Total Marketing		\$1,000.00	
Other Expenditure:			
Decorations	\$1,000.00		
Convocation Parking	\$200.00		
Transporation	\$200.00		
Volunteer appreciation	\$500.00		
Food and Water	\$300.00		
Miscellaneous	\$300.00		
Total Other Expenditure		\$2,500.00	
Total Budgeted Expenses		<u>\$12,350.00</u>	
Expense from 2015	\$8,000.00		
Sales from 2015	\$1,535.00		
Target Sales		\$2,300.00	
Sponsorship Goals	Monetary	\$2,500.00	
	In-kind	\$1,500.00	
<i>Deficit</i>		-\$6,050.00	
INCOME ESTIMATE			
Ticket Type	Qty	Price	Revenue
Board/Promoters/Volunteers/Sponsors	50	\$0.00	\$0
Tier 1	110	\$5	\$550
Tier 2	100	\$10	\$1,000
Tier 3	50	\$15	\$750
Total Income from Sales			\$2,300

Sponsorship Goals	Monetary			\$2,500
	In-Kind			\$1,500
Total Income				\$6,300

Prizes

We want to allocate cash prize of \$1000, \$500 and \$250 for first, second and third position holders respective. The prize money will definitely attract quality talent to the show, which is essential to the PR success of the project.

In addition, the sponsorship team will also try to partner with local art studios and will connect them to the winners of the competition for future collaborations. The team will also try to book 2 performances for the winner.

PRIZES

<u>CATEGORIES</u>	<u>MUSICAL</u>	<u>DANCING/STUNTS/ACROBATICS/</u>	<u>MAGIC OTHER</u>
GOLD	- \$1000 - Music Video - Music Recording Opportunity - 2 high profile Performance opportunities - Photo/Branding Opportunity.	- \$1000 - Video - 2 high profile Performance opportunities - Photo/Branding Opportunity.	\$1000 - Video - Photo/Branding Opportunity
<u>SILVER</u>	- \$500 - Gift cards from sponsors	- \$500 - Gift cards from sponsors	- \$500 - Gift cards from sponsors
<u>BROZE</u>	- \$250 - Gift cards from sponsors	- \$250 - Gift cards from sponsors	- \$250 - Gift cards from sponsors

Timeline of Events

Late October/Early November: Open Mic Night

14th - 16th January: Campus wide auditions

20nd - 27th January: Audience choice round

4th Feb: Sound check and rehearsal

5th Feb: Main Event and After Party

We will first begin with hosting a FREE event for all the students and SFU community, this event will be Open Mic Night. The prime aim of this event is to attract all the talented students within SFU and promote our project in general. Hence, this event will also be our official launch event.

The next set of events will take place in spring semester. Starting from 14th to 16th January, we will host auditions across all the different campuses. The executive team will conclude the final details for the auditions after their first meeting. We will also upload audition videos of some candidates and the person/group with most youtube views at the end of 27th January will get direct entry to final round on 5th feb as audience choice winner.

Meanwhile, the team will also be focussing on procuring sponsors for the project, finding and arranging logistical requirements for the events, hiring and training volunteers and reaching out to artists and contemporary arts experts to be the judges for the auditions and final event.

SFU Got Talent 2016

An Evening With Stars

Presented by: Karan Thukral



WHO
AM
I?

Memories from last year

The logo for 'SFU's Got Talent' is displayed in a vibrant, colorful setting. The text 'SFU'S GOT' is in a bold, white, sans-serif font at the top. Below it, the word 'TALENT' is written in a large, stylized font with a yellow-to-orange gradient and a 3D effect. A large, five-pointed star with a blue center is positioned between the 'S' and 'F' of 'TALENT'. The background is dark with bokeh lights in shades of blue and pink.

**SFU'S GOT
TALENT**

Memories from last year



Memories from last year



Memories from last year



Purpose



SFU Got Talent 2016

Marketing Strategy

- ◆
- ◆ Student Promoters
- ◆ Club Events
- ◆ Open Mic Night in Fall 2015
- ◆ Social Media

SFU Got Talent 2016

Sponsorship Plans

-
- Inter-Faculty Sponsorship
- In-kind sponsorship from businesses within community
- Media Sponsorship

SFU Got Talent 2016

Prizes

-
- \$1000, \$500, \$250
- Partnership with art studios
- Gift cards from Sponsors

Questions

