****

**Capstone Project Presentation – Master Document**

**INDEX**

[Overview: Capstone Project Presentation 2](#_Toc54349523)

[Presentation Rubric - Capstone Project 4](#_Toc54349524)

[Event Marketing (EVNT1008) - Capstone Presentation Project 5](#_Toc54349525)

[Project Management - EVNT 1010 Capstone Presentation Project 6](#_Toc54349526)

[HR and Volunteer Management - EVNT 1014 Capstone Presentation Project 7](#_Toc54349527)

[Event Finance and Management EVNT 1002 Capstone Presentation Project 8](#_Toc54349528)

[Sales, Sponsorship & Fundraising - EVNT 1012 Capstone Presentation Project 9](#_Toc54349529)

[Event Branding & Digital Communication EVNT1016 - Capstone Presentation Project 10](#_Toc54349530)

# Overview: Capstone Project Presentation

**Assignment #3 – Capstone Project Presentation**

**Due Date:** November 18th at scheduled presentation time (PowerPoint must be submitted through Blackboard by 6 p.m. on November 17th). (Please note that in some courses, you may be required to hand in the content specific to that course at an earlier date. Carefully check each of the rubrics and instructions for each course.)

**Presentation Time:** Maximum 15 minutes to deliver your presentation, followed by Q&A from instructors.

**Presentation Overview**:

* By way of reminder/background, in your assigned Capstone groups you will be producing a virtual event in second semester.
* This semester you’ll be working on developing the skills and plans you need to successfully execute the event next semester
* After your event brief, this presentation is the “next step” in planning your Capstone events. You will be building on your event brief and related feedback (which you’ll be getting back in Patt’s class this week)
* Each group will be completing a single presentation for ALL instructors on November 18th during the scheduled class time for Event Marketing – 11 am.

**Presentation Format:**

* **The presentation is a high-level overview of your event.** Each instructor will detail the requirements for this presentation in their own class this week.
* You will need to assign one group member to act as “presenter” and run your PowerPoint presentation.
* All group members will need to participate in the presentation.
* All instructors will evaluate on presentation skills as well as content.
* Each section / course should be clearly identified (perhaps a divider page indicating the next section.)
* The Capstone Presentation (in Week 9) is a continuation of the planning process (after your Event Brief.)
* The presentations will be recorded.
* NOTE: **Part-time students** who are not registered in all classes, will only need to participate / contribute to the sections related to courses they are registered in. It would make sense that those students only present in sections they have contributed to.
  + For example: if you are a student who is taking Event Marketing and Event Finance and Management, you only have to participate in one of those sections of the presentation.

**Presentation Schedule:**

The following is the schedule for the presentations on November 18th.

* Group 1 – 11 a.m. on November 18
* Group 2 – 11:30 a.m. on November 18
* Group 3 – 12 p.m. on November 18
* Group 4 – 12:30 p.m. on November 18

**Presentation submission:**

* The presentation deck must be submitted by 6 pm on November 17th.
* The presentation should include a summary / outline. In a Word document create a list of the slides and the names of the presenters:
  + i.e. Slides 1 to 3: Sarah

Slides 4 – 7: Jamie

* Any additional content (your speaking points) to the presentation should be included in the “notes” section of each slide.

**Content value per course**:

The breakdown of the content value will be determined by each course professor. The following is a breakdown of the content value in each course:

* Event Marketing**:** 15%
* Human Resources and Volunteer Management: 10%
* Project Management: 10%
* Event Finance and Management: 10%
* Digital Branding and Communications: 15%
* Sales, Sponsorship and Fundraising**:** 5%

**NOTE: In some courses, you will not have your regular class that week. Please check with each of the professors and/or your syllabus for clarification.**

# Presentation Rubric - Capstone Project

**Group / Event: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

1 = poor 2 = fair 3 = good 4 = excellent

**Introduction**:

Introduction of presenters 1 2 3 4

Description of the event 1 2 3 4

Objectives of the event 1 2 3 4

**Presentation**:

Use of creativity in the presentation 1 2 3 4

Speaker / content transitions 1 2 3 4

Delivered within timeframe allocated 1 2 3 4

Conclusion - closing statements/remarks 1 2 3 4

**Submission**

Prepared in a professional manner; inclusive of notes 1 2 3 4

Grammar, spelling mistakes 1 2 3 4

Material submitted on due date 1 2 3 4

Speaker summary included in submission 1 2 3 4

**The Individual**

-appropriate business professionalism 1 2 3 4

-enthusiasm 1 2 3 4

-preparation/reliance on notes 1 2 3 4

Total Mark = /56 (5% of HR Mark)

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** | **Professionalism** | **Enthusiasm** | **Preparation** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

# Event Marketing(EVNT1008) **-** Capstone Presentation Project

**Requirements for Capstone Presentation Project for Event Marketing**

* **A list of who you think your main competitors (direct and indirect) are** **/5**
  + Minimum 5
    - Competitor name
    - Date of event
    - Platform
    - Unique value proposition
* **A detailed profile of the proposed target market for your event**  **/10**
  + Expecting to see further details and definition from the event brief and related feedback
  + Expect this to be supported with primary/secondary research
  + You’ll want to address demographic, psychographic, behavioural and geographic characteristics, as applicable
    - Remember, to consider not just the BASIS for segmentation, but the NEED for segmentation
* **Briefly address each of the 7Ps of Event Marketing and how the choices around the 7Ps relate to your target market**  **/14**
  + - Product: Unique value proposition and what you’ll deliver to the target market (what need, want or demand are you meeting)
    - Price: How the pricing structure relates to target market
    - Place (Platform): Platform you intend to use and how it relates to target market profile
    - People: Who will deliver your event (think keynote, presenters, etc.) and why
    - Process: Address any elements of process you’ll need to consider (and tell me why)
    - Physical Evidence: How will you create physical evidence to suit target market (this will look different in the online environment!
    - Promotion: What promotional tactics you think you will use to promote event and why (not looking for too much depth yet!)
    - For each of these I’m looking for a couple of high level details and, importantly, how each related choice you’ve made ties back to your target market profile
    - **TOTAL: /24**

# Project Management - EVNT 1010 Capstone Presentation Project

**Requirements for Capstone Presentation Project for Project Management**

45 marks (15%)

**Due week 9 as part of the Capstone presentation.**

For the Project Management class, your Capstone Presentation will be assessed on the section related to Risk Identification and Management. There are three sections (A,B,C,D) broken down as follows:

1. **Risk Identification (Paragraphs) 15 marks**
2. Identify a minimum of 5 risks to the event. (5)
3. Clearly describe each one and **how** it would affect the event. (10)
4. **Risk Assessment (Table) 10 marks** (based on appropriate detail for each risk)

*Scale: 1-5 where 5= High risk or High probability*

*Severity = Impact x Probability*

*Ranking High Severity = 1*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Risk** | **Impact** | **Probability** | **Severity** | **Ranking** |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

1. **Risk Response (Table) 10 marks** (based on appropriate detail for each risk)

*Ranked in order from highest to lowest*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Risk** | **Response Type** | **Response**  **Plan** | **Trigger** | **Owner** |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

1. **Format 10 marks**
2. Section headings (3)
3. Introductory paragraph for each section (3)
4. Correct use of tables (1)
5. Correct grammar and spelling (3)

# HR and Volunteer Management - EVNT 1014 Capstone Presentation Project

**Requirements for Capstone Presentation Project for HR and Volunteer Management:**

**Due Date**: November 17th @ 6 pm

**Overview**:

Attached to this document is an overview of the presentation assignment for your capstone groups. The following is an outline for the HR and Volunteer Management section of the assignment.

**Presentation Skills:**

* Each student will be given a presentation mark for their contribution to the presentation. All faculty will evaluate and an average mark will be presented for inclusion in this portion of the assignment.

**HR and Volunteer Management Content**

* Answer each question in the following rubric to the reflect what you can predict for your event, at this point.

**RUBRIC – HR and Volunteer Management**

|  |  |
| --- | --- |
| **Job Analysis** – What approach(es) to job analysis will you use to determine the required roles | /2 |
| Identify the proposed roles for each of the group members for the event. (Job descriptions will be a requirement next semester but not for the purpose of this presentation.) | /2 |
| * Indicate whether volunteers will be required for the event.   + Provide an approximate number required.   + Explain the rationale for not requiring any, if that is the case. | /1  /1 |
| * In the event that volunteers are a requirement, explain your recruitment efforts.   + Timeline: when will you start recruiting?   + Resource: where will you recruit from? | /1  /1 |
| **Training:**   * Explain any training that the group members will require?   + Special skills   + Certifications   + Job specific * How will the training be conducted – online / technology, etc? * What is the timeline for training? * Is there any cost associated with the training? * Are there any risks associated with the training? * How will be training be assessed? | /2  /1  /1  /1  /1  /1 |
| **Total –5%**  **Presentation Rubric – 5% of HR Mark** | /15  /56 |

# Event Finance and Management EVNT 1002 Capstone Presentation Project

**Requirements for Capstone Presentation Project for Event Finance and Management:**

In week 9 you will be giving a group presentation to the faculty members in the Post-Grad Event Management Program. Each of the instructors will provide specific requirements for your presentation to reflect the learning in their respective courses. This document outlines the requirements for Event Finance and Management. I will assess your presentation based on these requirements and the grade you receive will be worth 10% of the final grade for this course.

**Requirements:**

You are now at the stage in the event planning process where you need to start thinking about your budget. You are not expected to create the budget at this stage, but rather outline the high-level revenue and expenses categories that you will likely include, as well as your strategy to calculate the detailed budget as your planning process moves forward.

**This presentation should include:**

* Overview of the Financial Objectives for the event **(10%)**
* Possible sources of revenue for the event **(20%)**
  + Provide details about how these revenue sources tie into the overall strategy/objectives for the event **(10%)**
  + Include the approach you will take to calculate realistic revenue projections **(15%)**
* Expense categories to include for the event (example: venue, advertising etc.) **(20%)**
  + Provide details about why you chose these expense categories, and how they tie into your overall event objectives**. (10%)**
  + Include the approach you will take to calculate realistic expenses for the event **(15%)**

**\*\*NOTE\*\* I want to be very clear, you do not need to complete your budget at this stage. You need to have a framework, which includes revenue and expense categories, as well as a strategy to calculate the numbers when it comes time to create the budget.**

# Sales, Sponsorship & Fundraising - EVNT 1012 Capstone Presentation Project

**Requirements for Capstone Presentation Project for Sales, Sponsorship and Fundraising**

**Include in your overall Capstone presentation**:

-Who is the sponsor you are planning to present to and what level of sponsorship/partnership are you asking for

-Why did you pick this sponsor – what is the connection to the charity/cause

-What benefits will the sponsor receive – why should they participate in your event

-How will they be recognized/thanked

-How will you follow up with this sponsor/partner

Marking/rubric

\*Content : / 5

\*Did you answer the questions required

\*Summary shows understanding of choosing a sponsor, connecting the sponsor to the charity/cause/event

\*Summary shows efforts by team to work together to develop presentation

# Event Branding & Digital Communication EVNT1016 - Capstone Presentation Project

**Requirements for Capstone Presentation Project for Event Branding & Digital Communication:**

After your event brief, this presentation is the “next step” in planning your Capstone events.

**A detailed profile of the Event Brand /15**

◦ Expecting to see further details and definition from the event brief and related feedback

◦ Visual identity:

◦ Core elements

◦ Secondary elements

◦ Verbal Identity:

◦ Mission Statement

◦ Attributes

◦ Tagline

**Website details /5**

◦ Content (written)

◦ About the event

◦ Pricing & registration details

◦ Contact Info

◦ Keywords & Key terms (seo)

◦ Domain (if applicable)

**TOTAL: /20**