

Marketing Department Forecasting Worksheet

Aim

To set a list of objectives and tasks over the coming weeks in order to more efficiently accomplish the broader marketing goals of fundraising and raising awareness in support of the 2nd year banquet 'Dark Society', due on November 20th 2010.

Objectives

- Assemble tasks list and set priorities
- Devise forecasting worksheet (this very report) to help with planning
- Organise events and other fundraising efforts
- Support other departments through promotion/ advertising campaigns

Weekly forecast

The following is a weekly plan of action covering weeks 2 to 11.

As the weeks go by an 'outcomes' section is written for each week, listing and detailing the accomplished of that week. All relevant appendices are added to the end.

Week 2

Strategy

To get together with the team for the first time, plan for the weeks ahead and set up organisational tools

Outcomes

- Set the team the task of devising fundraising events for the coming weeks
- Created an 'event proposal form' to ease the organisation and proposal of events

Week 3

Strategy

To focus on the organisation in fundraising events. Proposals are to be collected and an event is to be chosen and organised for week 4.

Outcomes

- The event 'pyjama party' was chosen. A shopping list was created for the event.
- Initial plans to perform the event on week 4 had to be changed due to the entertainment department's planning of a pub-quiz event during that week.
- Pajama party is planned for week 5
- Other event proposals include 'Mufty day' event (like a casual Friday event)

Week 4

Strategy

- To work with the entertainment department to organise to promote the pub quiz event (named 'Quiz Night'), as well as the continued planning of the next week's 'Pajama Party'

Outcomes

- Created advertising posters for the event
- Helped work out a price-plan for the event
- Gave feedback on possible questions
- Helped promote the event through word-of-mouth
- Spoke to Christian about the 'Pajama Party' and received feedback
- Made changes due to feedback and started working on a requisition sheet.

Week 6

Pajama Party

Forecast: getting students together to spend a night of fun and games in classrooms 5 and 6, the requirement was for the students to come in their sleeping attire.

Aim: Approximately 50 – 70 people to join in the event.

Objective: To get more students involved in 2nd year events and fund raising, at the same time to make a small profit from the sales of entree tickets and pop sold in the event.

During the event:

- A poster was made and stuck on first floor and inside of elevators.
- Successful gathered 42 students.
- After 30 minutes of arrival, we have showed a clip of 20 minutes consisting of funny moment of real life.
- Introduced different types of games such as darts competition, twister, prize for best dressed pajama and truth or dare spin the bottle game.
- We provided free pizzas, soft drinks, different types of snacks and sweets for all the participants as a night snack, in Les Amis, between 12am – 1am. At the same time we also introduced the whispering game during the snack to create a better experience.
- As the night approach, we played 'Home and Alone' for all the participant to gather together in a cosy environment and sleep if wished.
- However, none of the participant decided to stay over the night.

Week 7

Invitations

Forecast: Distribution of the invitations to be given for the upcoming banquet in November to the lecturers in class.

Aim: to give out all the invitations for the lecturer

Objective: To run with the theme of Dark Society, give them a scary experience by dressing up and speaking gangster to enhance their experience.

During the event:

- We planned to meet together in one of the students room and changed in our costumes.
- We set out according to our list of guests went from classroom to classroom.
- The experience given the guest was achieved as most of them were surprised and scared as we went in to give them their invitations in as serious manner.

Week 8

Lottery

Forecast: setting up a lottery with prizes, each try is 2CHF.

Aim: to get students to take part and win invitations to the upcoming banquet.

Objective: to give out invitations as well as fundraising.

During the event:

- This event took place during lunch time and dinner time, in order for students to know of such an event and make it convenient for them.
- We also dressed up in gangster attire to match with the theme and to help promote the event as well.
- At first not many students came up to play since they were busy to get their meals, but then slowly students came up us to play.
- The prizes that were given were invitation, small chocolate pack and kinder chocolate for “try again”.

Week 10

Mafia Game

Forecast: to introduce a new Russian game to the students that were situated in the school bar that is also relate to the mafia theme.

Aim: to get students to learn a new game as well as enhance the atmosphere and experience inside of the school bar.

Objective: at the same time to promote that there is a best dressed prize during the banquet in order to get the students taking part to dress extra glamorous and gangster.

During the event:

- The all learned to play the game really quickly.

- They all had a lot of fun, learned the concept of the game which was to lie and we reconfirmed with them about the exact time of the start of the event.

Pub Quiz

Forecast: 5 to 7 teams of exactly 4 people should take part in the pub quiz.

Aim: to get students to join as well as buy drinks from the bar which we will rent.

Objective: To earn a small profit as well as let other teams which lost in the last round of the pub quiz to get another chance to win.

During the event:

Appendix

Pub Quiz



Pajama party



PAJAMA PARTY



Date: 9 October, Saturday

Time: 22:00- till brunch

Dress code: Pajama

Entrance fee: 10 CHF

Invitation



Lottery

For Lottery

Who? All students of
IHTTI

Price? 2 CHF

Reward? Invitation
for 2nd year banquet
(limited) & other
prizes

When? Start from
Monday

