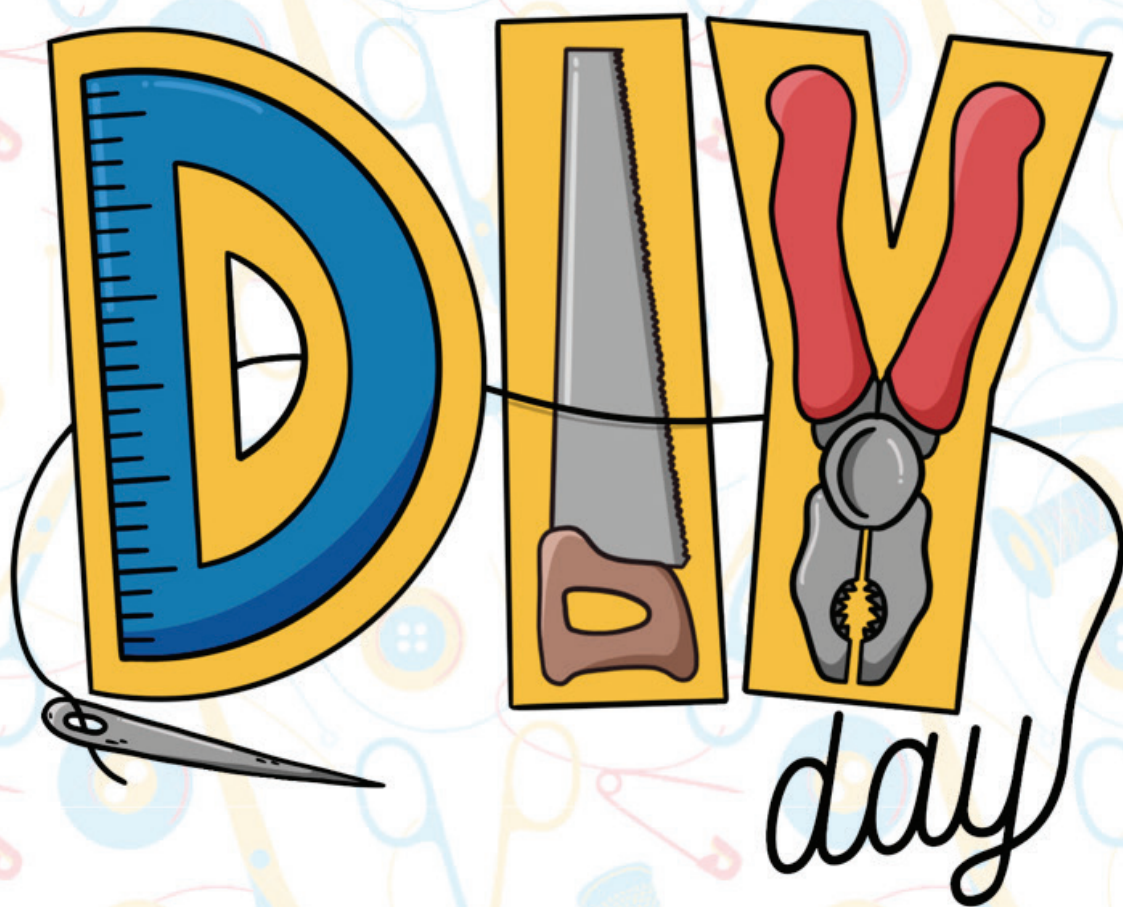




**Kayla Deines
Cali Despommier
Madison Harris
Brittany Inskeep
Miranda Schuckman
Madeleine Stevens**



Event Plan

1. Describe the event

- a. The event held at GoCreate is a student recruitment event.
- b. The purpose of the event is to raise student awareness of the GoCreate facility. The event (D.I.Y Day) serves as a marketing tool to increase foot traffic while building brand awareness. The end goal is to showcase GoCreate to students in the fine arts, business and engineering schools on Wichita State's campus.
- c. The goals are listed below:
 - i. To boost awareness of the on-campus makerspace and promote the facilities
 - ii. Increase membership by 10 individuals per quarter
 - iii. Have a total of 100 attendees and increase attendance of D.I.Y. day by 10% each semester
 - iv. Increase Student tours from 45 participants to 55 participants during the fiscal year of 2020

The event's concept is to have stations set up for students. Each station will allow them to either make a t-shirt or learn how to fix and repair clothing. D.I.Y Day is meant to showcase the facility and what it offers, therefore, it is best to have students interact with the machines.
- d. People will want to attend this event because GoCreate is offering free products such as cookies, drinks and t-shirts. GoCreate will also assist students with clothing fixes such as buttons and holes. Along with the promotion of the space, it will be a fun and free event that has not occurred before.

2. Time, date, place, food and cost

- a. D.I.Y Day will take place at 1 p.m. on Sunday, Sep. 22, 2019, at the GoCreate facility. The event will conclude at 6 p.m.
 - i. The event will take place on Sunday due to the following reasons:
 1. Students do not have class and, therefore, will have more free time to attend.
 2. The hours GoCreate are open are shorter, which enables the event to run during open hours vs. after close.
 - ii. The event is planned for September because it provides GoCreate the adequate time to promote the event. School will begin in August and will allow GoCreate enough time to hang flyers, posters and spread the event through word of mouth. Overall, we want the event to run close to the start of school before students become too busy with homework and school activities.
- b. The venue used for the event is GoCreate's facility, which will not have a cost. The only cost will come from paying staff, buying the supplies and food.



Event Plan Continued

- c. Chartwells will cater the event. The event will not serve anything more than cookies, soda and water. The refreshments are meant to be light and simple so students and other attendees can focus on the stations and facility tour.
 - i. Chartwells offers assorted baked cookies for \$7.99/dozen. For D.I.Y. Day, a rough estimate of 15 dozen cookies will cost \$120 for a total of 180 cookies.
 - ii. The drinks served will be various pops and water. Chartwells will also provide the beverages. A 12 pack of soda costs \$5.99, and require a total of \$ 71.88.
 - iii. Chartwells will provide water setup. Instead of having bottles of water, pitchers of water or large dispensers will be used for D.I.Y. Day. The charge is .59/person for an estimated cost of \$75/125 people.
 - iv. Donuts will be given out at the tables in each building before the event. They will cost \$150 for eight dozen.
- d. For students, teachers and other attendees, the event is free.
- e. The total allotted budget for DIY Day is \$2000
 - i. The promotional material will include 30 posters, 300 flyers and 75 teacher invites for a total of \$200.
 - ii. Through Custom Ink T-shirt Co., for a rough estimate of attendees, the shirts would cost \$3.05/shirt, making it an estimated cost of \$612/200 shirts
 - iii. \$332 is set aside to raffle off four student memberships. The memberships would last one month and allow the winners to see what GoCreate has to offer.
 - iv. \$300 is set aside for the WSU teacher raffle basket. The basket will include a \$100 gift card to the bookstore, \$150 for the basketball tickets and \$50 for a coffee mug and GoCreate shirt.
 - v. \$120 is allocated to cookies for the event
 - vi. \$72 is allocated for drinks and \$75 for water at the event
 - vii. \$100 is left for incidentals.
- 3. Logistics
 - a. The GoCreate staff will need to be all hands on deck for the event. It is best to have all staff there working along with volunteers and GoCreate members. The event needs to showcase the full effect of the building.
 - i. Two staff members are needed for greeting and registering students and teachers during the event
 - ii. Two tour guides are needed to assist with tours, commentary and the groups on the tour
 - iii. The stations (t-shirt and mending) need at least two staff members present to help with the flow of trafficking and operating the equipment.



Event Plan Continued

- iv. The rest of the staff should assist wherever needed and mingle with the crowd
- b. There are no a/v needs. The attendees will drive themselves to the event.
- c. Parking will not be an issue. GoCreate has multiple parking lots that are able to be used. Parking is free on Sundays on Wichita State University's campus.
- d. To advertise the event, GoCreate will hang promotional posters, hand out flyers, and send out teacher invites.
 - i. Teacher invites sent out one month in advance
 - ii. GoCreate will table at the College of Fine Arts, Barton School of Business and have flyers passed out to students as they walk by.
 - iii. GoCreate should place flyers two weeks in advance to the start of the event. The follow places should have posters
 - 1. College of Fine Arts
 - 2. Barton School of Business
 - 3. College of Engineering
 - 4. Rhatigan Student Center
 - iv. The posters are available digitally and be sent out via social media groups
 - v. A social media event should be created on Facebook to invite other students
- e. Initial planning should start during the summer in mid-July to ensure the event is planned effectively. Book Chartwells for catering in the month of July.
 - i. In August:
 - 1. Order t-shirts and begin working on printing out decals for shirts
 - 2. Print posters, invites, and create a list of teachers to partner with
 - 3. Social media group created on Facebook to spread the word
 - ii. In September:
 - 1. Send out press release at the beginning of the month to spread the word to news outlets
 - 2. Hang posters two weeks in advance in the partnering colleges and the RSC
 - 3. Send out teacher invites
 - iii. Day of Event:
 - 1. Set up in the morning which includes setting out raffle tickets, tables for cookies/drinks, t-shirt stations and mend it up station
 - 2. The event begins at 1 p.m. and concludes at 6 p.m.



Outreach

Student Outreach

In regards to student outreach, we will put up posters and set up tables in the College of Fine Arts, College of Engineering, The Barton School of Business and the Center for Entrepreneurship. These are the target audiences for student membership and will help create awareness for the D.I.Y. Day event and GoCreate itself.

We will have flyers and cookies to offer to interested students. We will incentivize their attendance by raffling off four one-month memberships exclusively to students.

Although we will place an emphasis on GoCreate's relationship with teachers and their class' involvement, we hope to gain extra attendees from the posters and tables.

Teacher Outreach

In order to promote the event within the university, we will be reaching out to teachers in the colleges of engineering, fine arts and business. Two different tactics will be used to reach out to the teachers: an email blast and in person visits and invites from a GoCreate representative to explain what GoCreate and the D.I.Y. Day event are. To entice the teachers to promote the event and encourage attendance, we will be offering a gift basket containing WSU merchandise such as a coffee mug, a gift card to the Shocker Store, two tickets to a basketball game and an official GoCreate shirt. Pricing on these items would total \$300 with \$100 allocated for the gift card, \$150 for the basketball tickets and \$50 for the coffee mug and GoCreate shirt. In order to determine which teacher had the most students attend the event, raffle tickets are provided to each student attendee at the event with a space to credit their teacher. The raffle tickets/ballots will also be used to raffle off the student memberships that will be given away.



Raffle Ticket

To be filled out by WSU students
entering the event (5.5" x 2.75")

The raffle ticket template is divided into two main sections. The top section is a solid blue rectangle containing four white labels for text entry: "NAME:", "TEACHER REFERRED:", "CONTACT NO.", and "NAME OF SCHOOL:". The bottom section has a light blue background with a pattern of colorful, faint geometric shapes. It features the text "GOCREATE'S FIRST D.I.Y. DAY" on the left and "DRAWING ON SEPT. 22, 2019" on the right. The central text reads "STUDENT MEMBERSHIP RAFFLE" in large, bold, black letters. Below this, the words "DIY day" are written in a large, stylized font where the letters are filled with illustrations of various tools: a saw for the 'D', a hammer for the 'I', and pliers for the 'Y'. The background of the entire ticket is decorated with a pattern of colorful, faint geometric shapes.



Flyer

To be handed out at tables (5.5" x 8.5")



Join GoCreate for the first biannual DIY Day, where you can learn how to sew on a button, fix a ripped hole in clothing and print a design on a t-shirt (for FREE).

Take a tour of the facility and grab some free refreshments while you're at it.

Enter the raffle for a chance to win a free one-month membership.

1-6 p.m. | Sept. 22 | GoCreate

Presented by:

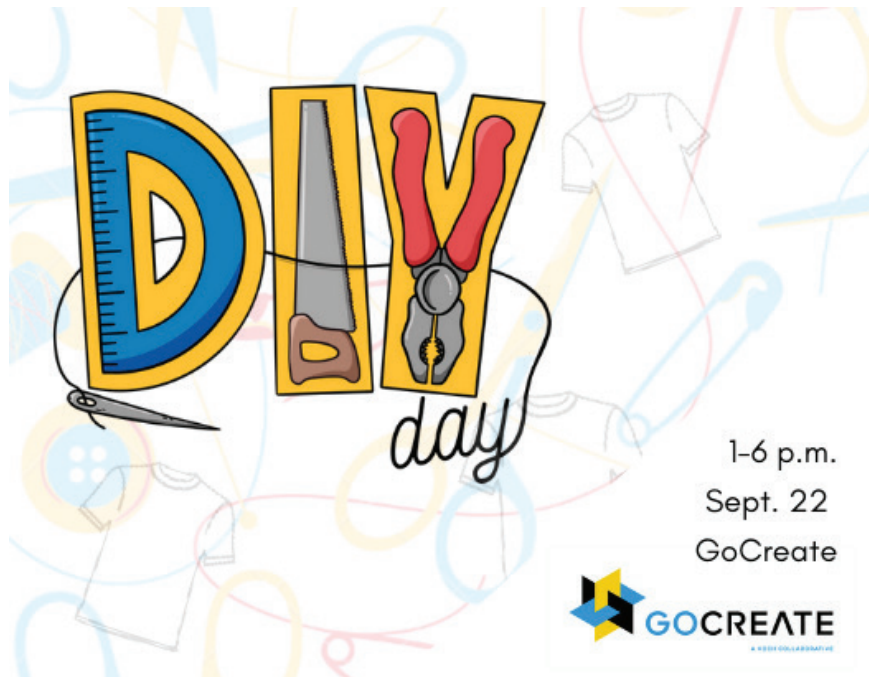




Teacher Invite

To be delivered to interested teachers (5.5" x 4.25")

Front



Back

Dear Mr. Doe,

Please consider helping GoCreate's open house attendance by informing your classes about D.I.Y. Day. Each student from your class who attends and mentions your name will get you one step closer to winning a **\$300 WSU gift basket.**

At this event, students will get to learn how to sew on a button, fix a ripped hole in a piece of clothing and print a design on a t-shirt. They will get a tour of GoCreate as well as free cookies and drinks.

For more information, please contact Catherine Helms at catherine.helms@gocreate.com





Poster

To be hung around campus (11" x 14")

DIY
day

- Sew on a button
- Fix that hole in your jeans
- Print a design on a shirt
- Tour the facility
- Win a one-month membership
- Free refreshments

1-6 p.m. | Sept. 22 | GoCreate

Presented by:  **GOCREATE**
A KOCH COLLABORATIVE



Shirts

Front of every shirt



Choices for students to print on back





Press Release

Catherine Helms
GoCreate Communications Coordinator
catherine.helms@gocreate.com
(316) 978-7669

GoCreate To Host First D.I.Y. Day

WICHITA, Kan. – GoCreate will host its first biannual D.I.Y. Day from 1-6 p.m. on Sept. 22, 2019, at the GoCreate location on Wichita State University's Innovation Campus.

The event will feature two free D.I.Y. stations: a “make your own t-shirt” and a “mend it up” station, where attendees can learn about transferring designs to shirts and how to fix ripped clothing and missing buttons. Tours will run every 30 minutes throughout the duration of the event and will showcase the various work areas within the facility.

“Having access to all of the equipment on campus has allowed to me run my own t-shirt business while getting my degree,” said Felipe Escalante, a WSU student.

Students will have the opportunity to win one of four one-month memberships at the event, which is open to WSU students, faculty and the public.

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GoCreate is one of the largest premier makerspaces in the country and is open to creators of all ages and experiences. The 18,000-square-foot facility features spaces for work in textiles, wood, metal and design. You do not have to be a professional to make it here. You only need a membership, an idea and the will to make it happen. With trained experts and a supportive community, GoCreate can help make your dreams a reality. Learn more at www.gocreate.com.



Video



The Team



Kayla Deines

Hi, my name is Kayla. I am an Integrated Marketing Communication major at Wichita State University. I will (hopefully) graduate May 2020. For the past eight months I have worked as the communication director at Lives of Courage and I love it. In 2013, I worked at a summer camp in the Rockies. It caught on fire and we had to evacuate. In 2014, the same camp experienced flash flooding and we had to climb on top of our cabin's roof at 2 a.m.

Cali Despommier



Madison Harris

My name is Madison Harris and I am a student at the Elliott School of Communication at Wichita State University. I am majoring in Strategic Communication with a minor in Marketing and will graduate May of 2020. Currently, I work at Emprise Bank as a teller and intern for Kansas Paraguay Partners. My height might limit me, but my skills don't. A fun fact about myself is that if I shrink 1 inch I'll be a legal dwarf.



The Team Continued



Brittany Inskeep

Hello, my name is Brittany Inskeep and I am a senior in the Elliott School of Communication majoring in Integrated Marketing Communication. While going to school I am also an independent insurance agent at Joe McGuire Insurance in Hutchinson. I am a mom to one-year-old Presley David and in our free time we are reading the Harry Potter series. I am also an amateur cyclist and have done the Bike Across Kansas tour twice.



Miranda Schuckman

My name is Miranda Schuckman. I am a senior at Wichita State University. I am majoring in Integrated Marketing Communication. Currently, I work two jobs, the first at Bank of America the second at QuikTrip, to pay for my own schooling.

Madeleine Stevens

My name is Madeleine Stevens and I am a junior in the Elliott School of Communication at Wichita State University. I am majoring in Integrated Marketing Communication and will graduate in May of 2020. I currently work full time as a funding specialist at Lexus of Wichita. A fun fact about myself is that my first and middle name translates into "cookie crumb" in French.