



PROPOSAL FOR

Anime Movie Night - Your Name

AT

22nd February 2023 (Wed)
APU Campus, Auditorium 5

PREPARED BY
APU Japanese Cultural Club

PREPARED FOR
THE MANAGEMENT OF A.P.U.

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1. Summary

This event is to share a movie and announce the new batch of JCC committee with the students from APU. Before the actual movie, we will have an announcement on the new batch of committee which will be replacing the ex-committees that are leaving or graduating.

2. Project Info

Official Event Name: Anime Movie Night - Your Name

Date: 22nd February 2023

Time: 6:45 pm - 9:45 pm

Venue: APU Campus @ Auditorium 5

Target Audience: APU Students

Max Participants: 100

Estimated Participants: 50

Fee: RM 0 (FREE)

2.1. Aim of the event

- To share our passion for Japanese animated movies
- To spark discussion of Japanese animated movies among APU students
- To spark interest towards Japanese animated movies among APU students
- To announce the new batch of committee members that will be replacing the old committees

2.2. Target Audience

Our target audience is APU students, no matter if they are a usual fan of watching animated movies or not, we aim to have all of the participants enjoy watching the movie. The main focus of this event is to let the participants and committees from JCC get to know each other and bond. Besides that, this event is also to let members and non-members of JCC know about the new committee team that will be operating the club in 2023. This event also serves as an opportunity to let the participants spark interest in Japanese animated movies which are a huge part of Japanese culture.

2.3. Program Schedule

Duration: 3 hours

Time: 6.45 pm to 9.45 pm

No	Time	Activity
1	6.00 PM - 6.45 PM	Committees preparation
2	6.45 PM - 7.00 PM	Waiting for participants + Attendance taking
3	7.00 PM - 7.30 PM	Opening speech + Introducing new committee members
4	7.30 PM - 9.30 PM	Movie Session
5	9.30 PM - 9.45 PM	Closing Speech + Bus announcement
6	9.45 PM - 10.00 PM	Committees clean up

1. Committees Preparation
Committee will arrive early and set up all the equipment that is required to play the movie. Last briefing will also be conducted to address any final issues.
2. Waiting for participants + Attendance taking
Two attendance takers will be at the entrance to take attendance of the participants. The attendance takers are to have their own laptops prepared and have the form available.
3. Opening Speech + Introducing new committee members
Terence, our president will be giving the opening speech and will be introducing the new committee members to the members. At the same time, we will be thanking the old committees for their contribution to the club.
4. Movie Session
The equipment head will be playing the movie once Terence is done with his speech. The movie will last about 2 hours.
5. Closing Speech + Bus announcement
Terence is to close the event with a speech. He will also announce about the bus that will be driving students back
6. Committees clean up
Committees are to clean up and arrange back the auditorium.

2.4. Event Details



This movie, Your Name also known as Kimi No Nawa, is a 2016 animated movie from Japan that is about two high school students swapping bodies with each other inexplicably. Thus, when they wake up as each other on some mornings, they must live through the other's respective activities and social interactions for the day. They learn they can communicate with each other by leaving messages on paper, phones, and sometimes on each other's skin. They then learn to cope with this situation all before finding out about a horrifying fact about each other's situation. This movie is a romance / fantasy movie that is for 13 years old and above, which our targeted audience is qualified for.

3. Project Organizational Chart

3.1. Key Committees

Role	Name	Role and Responsibilities
Project Manager	Yew Jia Hong	<ul style="list-style-type: none">- Coordinating between all the different departments- Focus is on non-execution tasks: Marketing, Finance, Logistics
Vice Project Manager	Momoka Nakamura	<ul style="list-style-type: none">- Assisting project manager on various stuff- Coordinate with equipment head for the more detailed planning
Logistic Head	Bryce Cheah Wei Jing	<ul style="list-style-type: none">- In charge of settling booking of auditorium and transportation- Setting up of auditorium
Equipment Head	Md Mubashir Rahman	<ul style="list-style-type: none">- In charge of setting up the equipments that is required to play the movie
Marketing Head	Terence Ling Chee Yew	<ul style="list-style-type: none">- Promotion of the event
Vice Marketing Head	Tan Yu Hong	<ul style="list-style-type: none">- Assist the Marketing Head
Design Head	Lim Wei Jie	<ul style="list-style-type: none">- Make poster- Design designs
Emcee	Terence Ling Chee Yew	<ul style="list-style-type: none">- In charge of the committee introduction

3.2. Execution Day

Emcee

- To be incharge when the new committee introduction is going on
- To introduce all the new committee

Movie player

- To bring their laptop and play their movie

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Role	Name	Remarks
Coordinator	Momoka Nakamura	
Movie Player	Md Mubashir Rahman	
Emcee	Terence	
Attendance Taker	Keith Wong Jitt	
Cameraman	Tan Yan Wen	

4. Marketing

4.1. Approach to Marketing

The event should be marketed in a way that is like introducing a normal movie that is targeted to the general audience rather than only for anime lovers.

4.2. Marketing Strategy

1. Social Media Voting

There will be voting on the JCC social media for which movie to be watched.

This will happen like a knockout tournament and the last movie in the list will be chosen to be played on the actual day. The list to vote from will be a combination of committee hand-picked movies and requests from JCC members.

A) User submitted movie suggestion - 17th January 2023

B) 7 Poll for Anime Movie - 18th January, 19th January, 20th January 2023

C) Winner Announcement (Official Event Poster) - 25th January 2023

2. Microsoft Teams event groups posting

The event will be posted in various event teams in Microsoft Teams

3. Discord event servers posting

The event will be posted in various discord servers in Discord

4. Apspace posting

We will submit a pre-event publicity request to APU's marketing team to help promote around the campus and in APSpace

5. Logistics and Finance

5.1. Logistic Checklist

ITEMS	DONE	REMARKS
Room Booking	<input type="checkbox"/>	Auditorium 5
Bus	<input type="checkbox"/>	10.00 PM - From APU to LRT to Endah to Fortune Park