

# Social Event Proposal

## Event Name:

**"Timeless Gathering" Social Night**

## Event Objective:

The purpose of this event is to provide a relaxed and enjoyable platform for young professionals from various fields to connect. Participants will have the opportunity to meet new people, expand their networks, and engage in fun activities and interactions to get to know each other better.

## Event Date and Time:

January 15, 2024 (Wednesday)

7:00 PM - 10:00 PM

## Event Venue:

ABC Social Club (123 X Street, City Center)

## Target Audience:

- Age: 25-40 years old
- Profession: Young professionals from various industries
- Location: Local residents and those from surrounding cities

## Event Format:

1. **Opening Introduction and Self-Introductions (7:00 PM - 7:30 PM)**  
Attendees introduce themselves and share their hobbies and interests, engaging in initial social interactions.
2. **Interactive Themed Games (7:30 PM - 8:30 PM)**
  - **Quick Pairing Game:** Participants will be randomly paired based on specific interests and backgrounds for deep conversation.

- **Team Puzzle Challenge:** Small groups collaborate to solve fun puzzles, enhancing teamwork.
- 3. **Free Networking Time (8:30 PM - 9:30 PM)**  
Guests can mingle and enjoy selected snacks and drinks in the bar area.
- 4. **Closing Ceremony and Lucky Draw (9:30 PM - 10:00 PM)**  
As a thank you to participants, a lucky draw will be held, with prizes for the lucky winners.

**Event Schedule:**

Time	Activity Description
7:00 PM - 7:30 PM	Opening Introduction & Self-Introductions
7:30 PM - 8:30 PM	Interactive Themed Games
8:30 PM - 9:30 PM	Free Networking Time
9:30 PM - 10:00 PM	Closing Ceremony & Lucky Draw

**Event Budget:**

Item	Budget (NTD)
Venue Rental	20,000
Catering (Snacks & Drinks)	15,000
Hosts & Staff	10,000
Decorations & Setup	8,000
Prizes	5,000
Other Costs (Transport, Marketing)	2,000
<b>Total</b>	<b>60,000</b>

**Event Fees:**

- **Individual Ticket:** NTD 1,500 (includes venue, catering, game fees, etc.)
- **Group Ticket Discount:** NTD 1,200 per person for groups of 4 or more

**Promotion Strategy:**

1. **Social Media Promotion:** Promote the event through Facebook, Instagram, Line, etc., with paid ads to increase visibility.
2. **Partnership Promotion:** Collaborate with local businesses and social groups for offline promotion and invitations.
3. **Word-of-Mouth Marketing:** Encourage past participants to share their experiences and invite new people to join.

**Expected Outcomes:**

- Facilitate interaction and collaboration among participants, helping them build stronger professional networks.
- Increase the brand awareness of ABC Social Club and attract more young professionals to join.
- Create a fun and valuable social experience, leading to more similar events in the future.