

Team Charter

Members

Arthur Cañas Lopez - Coralie Erasmus - Fabiana Barrios-Peña - Nhật Lê

Background

We were assigned to create a Media Campaign project for Explore Breda which aims to create an engaging media campaign that will attract tourists into the city. As our client, Explore Breda seeks to showcase the city's unique attractions and vibrant atmosphere to a wider audience.

Mission

Create a media campaign for the upcoming Explore Breda website which will eventually attract people to the city.

- ☐ Increase awareness of the city of Breda as a tourist destination
- ☐ Highlight activities and events in Breda
- ☐ Create engaging content to attract audience into the Explore Breda website

TEAM MEMBERS

Arthur

I'd say I'm very motivated and expressive. I would want to make something that I would be proud of. My weakness is when I get a brain fog I usually can't get out.

Coralie

I would say I'm quite creative and a perfectionist. However, sometimes I tend to overthink and therefore take longer on certain assignments.

Fabiana

One of my strengths is time management and efficiency. In contrast it could also be negative as I want to get things done fast and not really reconsider certain choices.

Nhật

I would consider myself to be hard-working but it's very dependent on motivation and that would show as inconsistent effort. I will be working to improve that throughout the semester.

Core Values

- Satisfaction of the Client
 - Team Efficiency
 - Collaboration
 - Creativity
 - Positivity

Group Norms

Communication Plan → team meetings, consensus decision-making, if consensus within the team is not achievable decisions will be made by majority vote.

Roles

Arthur : Daily Documentation, Content strategy,
Coralie : Research on Breda activities, Content strategy,
Fabiana : Team Charter, Content strategy, Project Plan
Nhật :