

Burn[e] Squad - Event Proposal

Name of event: BAT LUA

Description of event: BAT LUA host a grand launch featuring the new member's introduction and a dance performance video incorporating different genres. This campaign will be promoted on popular social media platforms and Burne Squad's official fan page.

Time: December 2023

Channel: Facebook and other social media platforms.

Event Details:

1. Video script:

Scene 1: Cypher Unveiled

Wide-angle lens captures the full panorama of the Cypher members, vibrant and in sync. As the camera moves seamlessly, it centers on a solo Krump dancer, pouring raw energy into the performance. A captivating transition effect then sets the stage for the next scene.

Scene 2: Hip-Hop Street Blaze

Seven Hip-Hop maestros unleash their fiery moves on the bustling streets, embodying the spirit of the genre. Powerful choreography and dynamic movements light up the walking street, creating an electrifying display.

Scene 3: Litefeet Essence in Hanoi

In the heart of Hanoi's streets, two Litefeet specialists groove to the beats, introducing this unique branch of Hip-Hop dance. The raidroad enhances the vibe, showcasing the diversity of the city's dance culture.

Scene 4: Popping Precision

Transitioning seamlessly from Hip-Hop, four Popping virtuosos from BurneSquad take the stage. With precision and flair, they demonstrate the allure of Popping against an urban backdrop.

Scene 5: The Art of Choreography

Entering the realm of choreography, a group of skilled dancers crafts a powerful performance, expertly synchronizing pre-choreographed movements to a dynamic background.

Scene 6: Girlstyle Allure

Shifting gears to Girlstyle, the dance takes a sultry turn with alluring and feminine moves.

Scene 7: Floorwork Unleashed

Inspired by dynamic Hip-Hop and explosive breaking, the scene transitions to a walking tunnel. Expectations rise as the dancers showcase low-level music processing skills through intricate floorwork.

Scene 8: Tutting Illusions

With a focus on hand movements, Tutting introduces visual illusions against the backdrop of a narrow alley illuminated by LED lights and smoke. The interplay of hands, magnifying glasses, and a mysterious atmosphere sets the stage for the next enchanting scene.

Scene 9: Total Hiphop Culmination

The grand finale unfolds on Duy Tan's rooftop as Burne Squad, in uniformity, radiates energy and enthusiasm. The carefully crafted scene epitomizes the essence of Hiphop.

Scene 10: Club Unleashed

The video crescendos with a visually stunning shot of the entire club dancing in unison. The energy is palpable as the dancers strike a pose, marking the epic conclusion of the dance journey.

2. Purposes

- Increase Club Recognition and School Reputation: Showcase Burn[e] Squad as a dynamic and creative student club at Swinburne Vietnam, enhancing the university's reputation.
- Help Students Relieve Stress: Offer a fun and engaging way for students to unwind and de-stress after a demanding semester.
- Connect with Students: Strengthen the bond between Burn[e] Squad and students, fostering a sense of community and belonging.
- Inspire a Love for Dancing: Ignite a passion for dance in participants and encourage them to explore their artistic sides.

3. Audiences

- Swinburne Vietnam University students.
- People who have an interest in dancing culture.

4. Goals

- Present Burn[e] Squad as a dynamic and creative student club, contributing to the overall positive image of Swinburne Vietnam.
- Encourage audiences to explore their artistic sides by showcasing the talents and skills of Burn[e] Squad members, motivating students to take up dance as a form of expression or hobby.
- Showcasing new club members.

5. Event Milestone

| Milestone | Agenda Item |
|-----------|--------------------------------------------|
| 13/12 | Set club's profile picture and cover photo |
| 14/12 | Finance-HR department member introduction |

| | |
|---------------------------------|-------------------------------------------|
| 15/12 | Media department member introduction |
| 16/12 | Specialist department member introduction |
| 17/12 | Core department member introduction |
| 2-3/12 (May postpone a week) | Project filming |
| 21/12 | Teaser release |
| 23/12 | Campaign release |
| 26/12 | Behind the scene |

6. Communication plan

- Strategy:
 - + Word of mouth
 - + Social media - dance challenge, encourage audience to share their experiences on social media. Feature the hashtag prominently in promotional materials.
 - + Media support from clubs of Swinburne Hanoi and other dance clubs from high schools and universities in Hanoi.
 - + Use insights to evaluate the success of the communication strategy and identify areas base on the goals for improvement.
 - + Tạo dance challenge
- Goals:
 - + Engagement on Social Media: Garner 1,500 reactions (likes, shares, and comments) on our promotional post related to the event.
 - + Foster the growth of our online community by gaining more new followers on our Facebook fan page.
 - + Enhance Swinburne Vietnam Recognition: Increase awareness of Swinburne Vietnam through the positive exposure generated by Burn[e] Squad's activities.

7. Club member's role

| Department | Member | Role(s) |
|-------------------------|------------------------|------------------------------------------|
| Specialised | Nguyễn Ngọc Phúc | Head of Specialization, Director, Dancer |
| | Đào Khánh Nga Thi | Dancer |
| | Đỗ Nguyễn Khải Nguyên | Dancer |
| | Phạm Thị Hải Bình | Dancer |
| | Trần Yến Nhi | Dancer |
| | Đinh Kim Oanh | Dancer |
| | Lê Nguyên Minh | Dancer |
| | Lê Đình Công Anh | Dancer |
| | Đặng Đình Hiếu | Dancer |
| | Mai Quốc An | Dancer |
| | Nguyễn Nguyên Bảo Ngọc | Dancer, script writer |
| | Nguyễn Minh Anh | Dancer |
| | Trịnh Thùy Linh | Dancer |
| | Lê Trang Linh | Dancer |
| | Nguyễn Như Mai | Dancer, |
| | Trần Nguyễn Châu Anh | Dancer |
| | Đặng Minh Lan Thy | Dancer |
| | Nguyễn Tùng Lâm | Dancer |
| | Lê Hà Yến Nhi | Dancer |
| | Nguyễn Anh Tuấn | Specialization Consultant |
| Media and Communication | Nguyễn Nguyên Bảo Ngọc | Head of content and production |
| | Nguyễn Thùy Dương | Content |
| | Bùi Hoàng Anh | Production |
| | Trần Huyền Nhi | Content |

| | | |
|---------------------------|---------------------|-------------------------------------|
| | Nguyễn Bá Anh | Production + postproduction |
| | Ngô Thảo Nguyên | Content |
| | Trần Minh Châu | Media Consultant |
| Human Resources - Finance | Nguyễn Đỗ Minh Hằng | Finance planning |
| | Nguyễn Ngọc Linh | Human resources |
| | Đinh Kim Oanh | Head of Finance and Human Resources |

Rules and Regulations:

- Discriminatory, offensive, or harmful language, actions, or content will not be tolerated.
- Respect copyright laws and only use content (e.g., music, images, videos) we have the rights to or have obtained proper permissions.
- Maintain a positive and respectful tone in all social media interactions, whether replying to comments and messages or engaging with the audience.

CLUB PRESIDENT FULL NAME: Nguyen Ngoc Phuc

SIGNATURE:

DATE: 16/11/2023