

ZEST Strategic Audit Report

Operations

Strategic Posture:

Mission

The mission of the operations event is to provide a dynamic and engaging platform for participants to showcase their creativity, teamwork, and strategic thinking skills while exploring the entire lifecycle of a product from production to consumption.

Objectives

- Promote teamwork, collaboration, and communication skills among participants.
- Foster networking and interaction among participants, faculty, and industry professionals.

Strategies

- Design diverse and engaging mystery goodie bags filled with a variety of items to inspire creativity and imagination.
- Provide clear guidelines and instructions for participants to develop skits that effectively showcase the chosen product's production, consumption, or selling strategies.
- Facilitate post-event discussions and feedback sessions to encourage reflection, learning, and improvement for future editions of the event.

Policies

- Ensure that all participants adhere to the rules and guidelines of the event, promoting fair competition and sportsmanship.
- Respect and protect the intellectual property rights of participants, ensuring that original ideas and contributions are recognized and credited accordingly.

SWOT Analysis:

Strengths

Both events, (Infinity Pool and Little Things) provide

- platforms for participants to showcase their creativity through skits and discussions.
- opportunities for participants to apply theoretical knowledge in management studies to real-world scenarios.
- encourage teamwork, collaboration, and communication skills among participants.
- engage participants and audience members in interactive and entertaining manners, fostering positive event experiences.

Weaknesses

Both events,

- requires significant time and effort from participants, potentially leading to scheduling conflicts or logistical challenges.
- Judging performances or discussions may introduce subjectivity and bias into the evaluation process.

Opportunities

- Explored opportunities to expand the scope of events by introducing new themes, formats, or activities to attract a wider audience and enhance participant engagement.
- Incorporating technology such as video presentations or interactive elements enhanced the overall experience and appeal of both events.

Threats

- Competing events or activities within the college or surrounding community detracted participation and presence at both events.
- Overlapping commitments or academic pressures to some extent resulted in participant burnout, affected participation levels and the overall success of both events.

Analysis of Strategic Factors

- Ensured smooth execution by planning logistics meticulously, including venue, timing, and resource allocation.

- Developed engaging and relevant content for both events, leveraging expertise and collaboration.
- Implemented comprehensive promotion strategies across various channels to raise awareness and generate excitement.

Alternatives

- Could have Diversified Event Formats such as workshops, panel discussions, or interactive sessions to complement skit performances and presentations.
- May have Utilized technology platforms such as virtual reality or interactive multimedia presentations to enhance participant engagement and interaction.

Recommendations

- We could have utilized digital marketing channels and platforms to promote events effectively, including social media, email marketing, and online advertising.

Implementation

- Defined clear objectives for both events, including target audience and desired outcomes.
- Collaborated with experts to create engaging content for skits, presentations, workshops, and activities that align with event themes.

Evaluation and Control

Established clear evaluation criteria aligned with event objectives, encompassing participant engagement, content quality, and overall satisfaction.