SAVE THE PLANET
PROJECT

YURIY KOSHYK | MDCM 204 | 03/31/2022

“Climate change is a huge challenge, but it can be brought in line if governments, businesses and individuals work together.”

Sir Richard Branson, Founder of Virgin Group

SAVE THE PLANET

Scope Brief

Title: “Save the world”

Category: Climate Change

Type: Event

Members: Yuriy Koshyk

Location: Lakeshore Campus

Description:

This project was created to draw attention to the problem of **global warming**. The main goal of the project is to raise funds through a musical event supported by “**Humber College**”, "**Friends of the Earth International**" and in collaboration with local popular artists.

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I believe that the problem of ecology is one of the most pressing topics today, even despite the events related to **Covid** and **the war** in Ukraine. Therefore, I began to think about how to effectively influence this situation on the basis of the territory of **Humber College.**

The choice fell on the organization of a **fundraising music festival**. Since most people in the college are students, I chose a fairly youthful message and visual style for the event.

In the following information, I will take into account the presence of a couple of people in the team, for a faster and more **successful** organization of the process.

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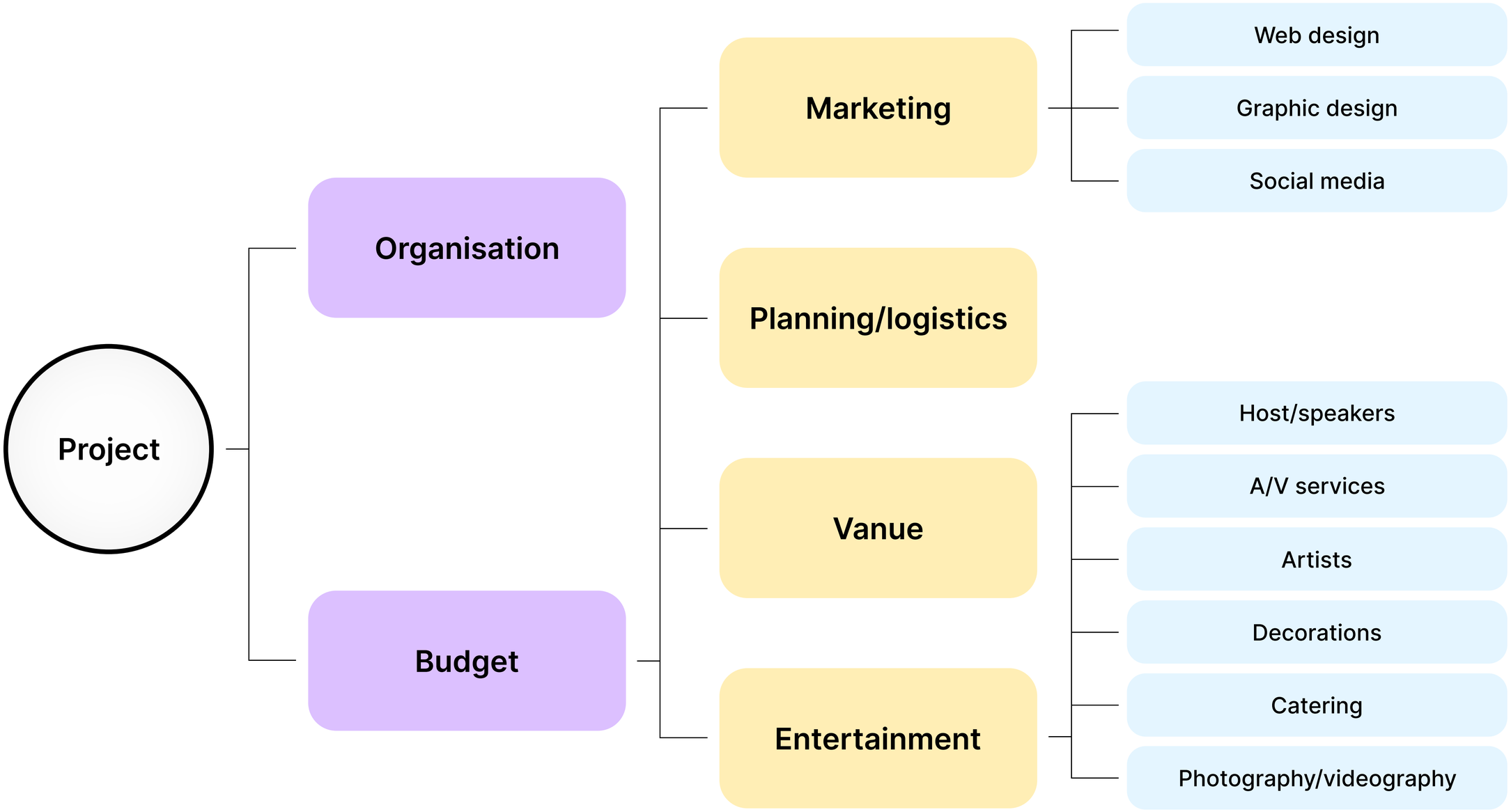
WBS



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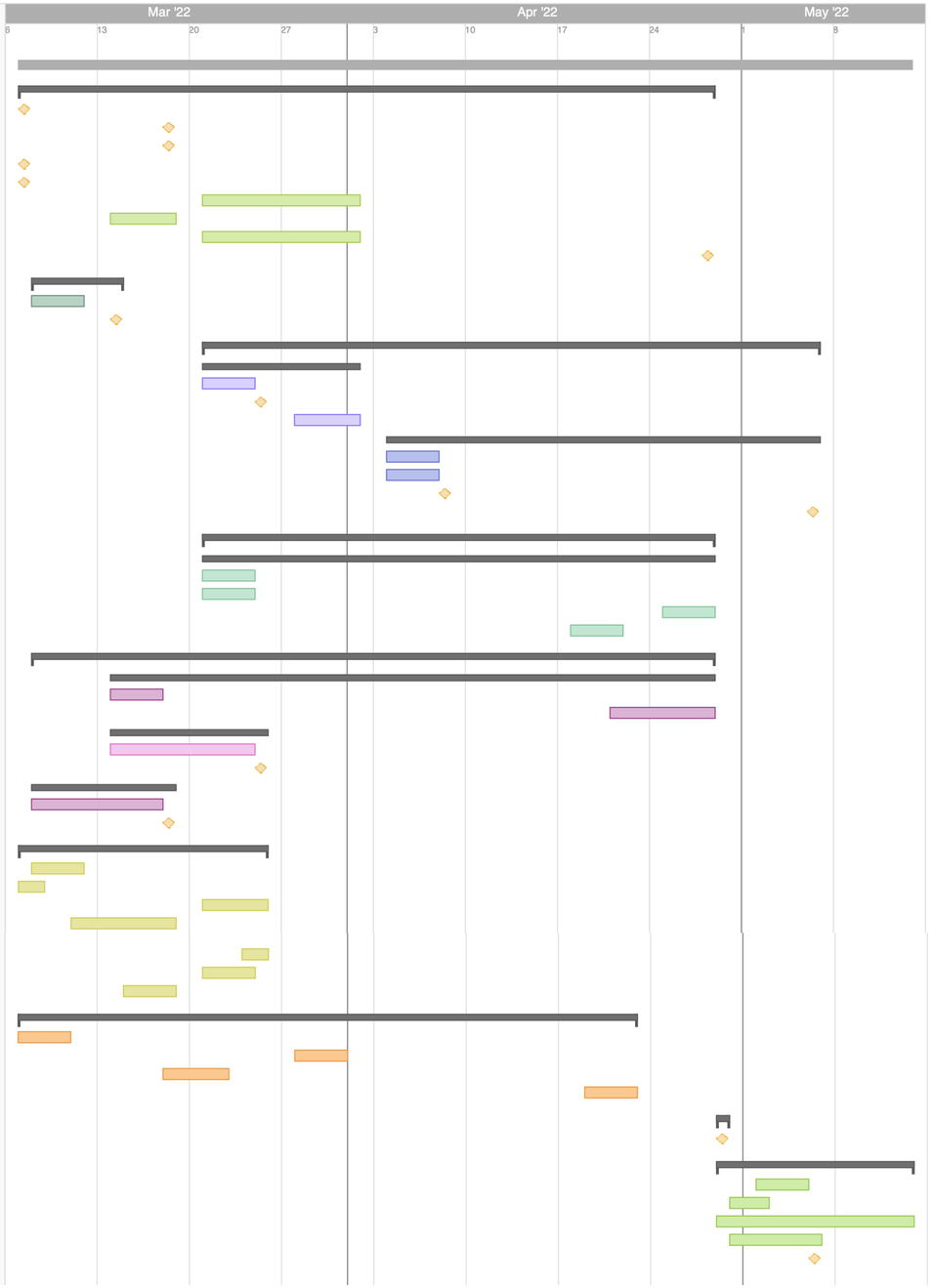
Climate Change Fundraiser - Sav...	start	end
Planning/logistics	**03/07/22**	**04/28/22**
Kickoff meeting	03/07	03/07
Determine event date	03/18	03/18
Determine event schedule	03/18	03/18
Determine event budget	03/07	03/07
Create guest list	03/07	03/07
Book transportation	03/21	04/01
Book accommodations	03/14	03/18
Purchase event tools	03/21	04/01
Ship everything to venue	04/28	04/28
Venue	**03/08/22**	**03/14/22**
Research venues	03/08	03/11
Book venue/pay deposit	03/14	03/14
Vendors	**03/21/22**	**05/06/22**
Catering	**03/21/22**	**04/01/22**
Research catering options	03/21	03/24
Hire catering/bar staff	03/25	03/25
Decide on menu	03/28	04/01
Photography/videography	**04/04/22**	**05/06/22**
Research photographers/review portfolios	04/04	04/07
Gather quotes from photographers	04/04	04/07
Hire photographer	04/08	04/08
Receive finals	05/06	05/06
Furniture/decor	**03/21/22**	**04/28/22**
Rentals	**03/21/22**	**04/28/22**
Rent tables and chairs	03/21	03/24
Rent lighting	03/21	03/24
Rent specialty services (e.g., photo boot...	04/25	04/28
Purchase decorations	04/18	04/21
Entertainment/presentation	**03/08/22**	**04/28/22**
Host/speakers	**03/14/22**	**04/28/22**
Book host/speakers	03/14	03/17
Contact to share event plan	04/21	04/28
A/V services	**03/14/22**	**03/25/22**
Get quote from on-site A/V services	03/14	03/24
Hire on-site A/V services	03/25	03/25
Music	**03/08/22**	**03/18/22**
Research music options	03/08	03/17
Signing contracts with bands	03/18	03/18
Marketing	**03/07/22**	**03/25/22**
Create event emails (pre- & post-)	03/08	03/11
Plan social media	03/07	03/08
Design print materials (e.g., flyers/packets)	03/21	03/25
Design on-site branding	03/11	03/18
Order print materials	03/24	03/25
Order on-site branding (e.g., booth, tablecl...	03/21	03/24
Order gifts/giveaways	03/15	03/18
Registration	**03/07/22**	**04/22/22**
Build registration form (pre-event)	03/07	03/10
Create/send massive invitations	03/28	03/31
Create on-site registration process	03/18	03/22
Print/purchase name tags/badges	04/19	04/22
Event	**04/29/22**	**04/29/22**
Host event	04/29	04/29
Wrap-up	**04/29/22**	**05/13/22**
Pay full invoices (post-event)	05/02	05/05
Send thank you messages	04/30	05/02
Distribute photos/videos	04/29	05/13
Conduct post-event survey	04/30	05/06
Retrospective meeting	05/06	05/06



Gantt Chart

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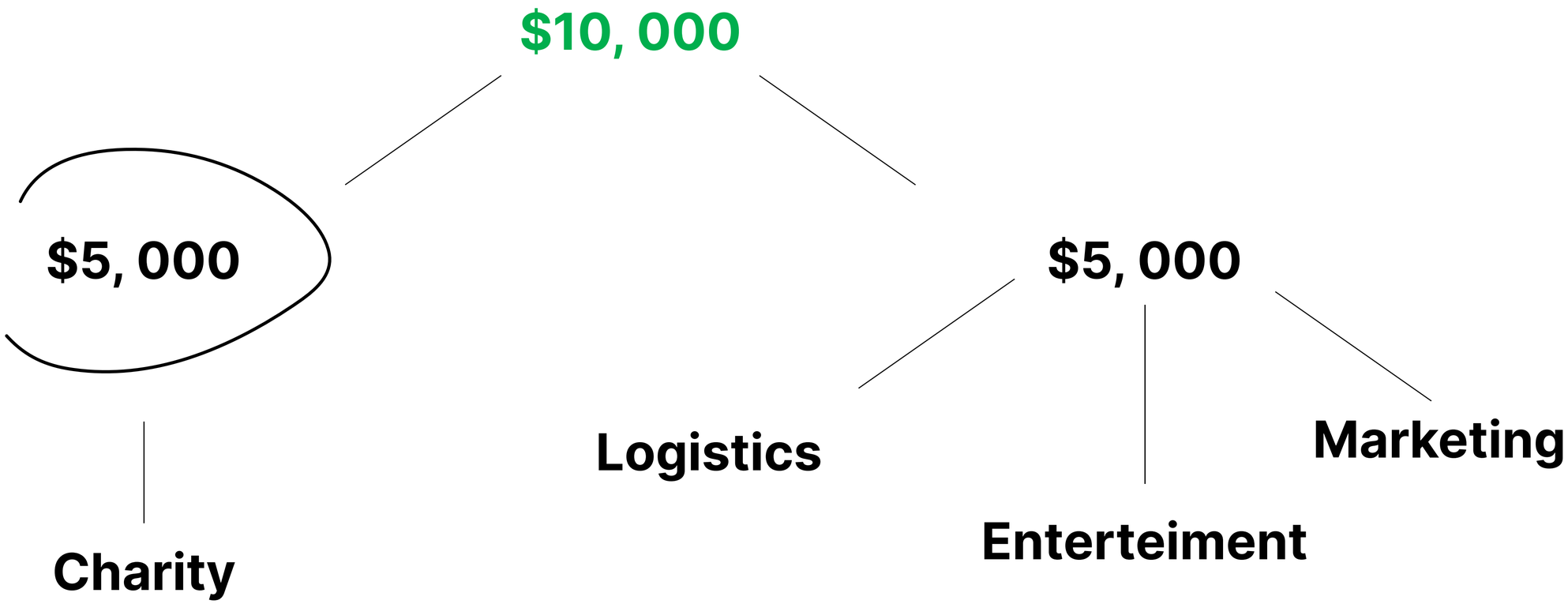
Budget



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Event Poster

When creating the poster, I started from contrasts to draw attention. The background completely covers a photo of a plant on very dry ground, it is assumed that the viewer will appreciate this as an analogy to environmental pollution. I added a QR code because people can forget about this event or they can buy tickets without leaving the poster from their phone.

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Event Poster

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Event Website

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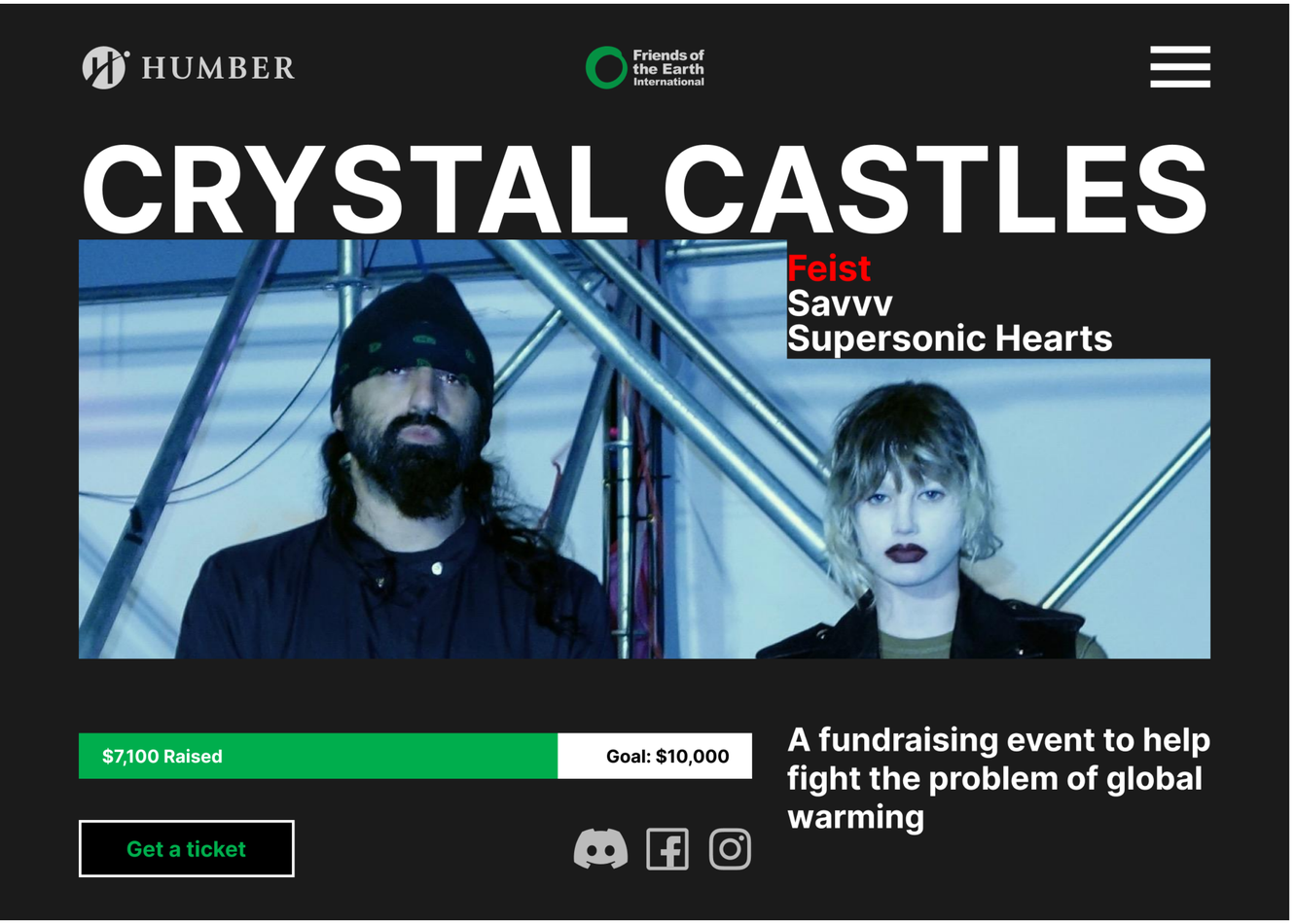
Event Website



For the design of the site, I decided to choose an even more grunge presentation. Using a minimalistic composition, I get the user's attention to the most important information for him. The main goal of this website is to make the visitor buy a ticket, for this there is a graph of the progress of people's investments, as well as a contrasting green color in these conditions.

THANK YOU
FOR YOUR ATTENTION