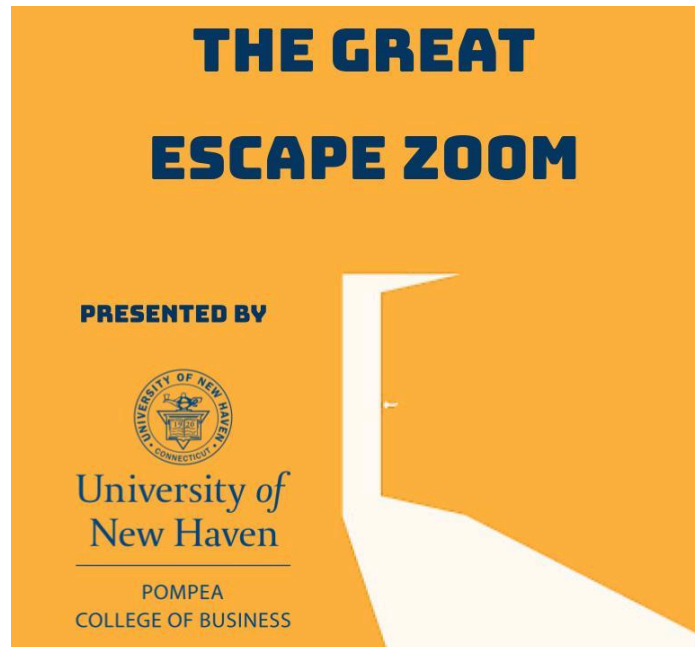


**Event Plan for:**



**Prepared by:**



Event Date: April 25th, 2021

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## **Executive Summary**

### **Event Introduction - Calabrese**

The Great Escape Zoom presented by University of New Haven's Pompea College of Business is a unique event that will provide University of New Haven students a chance to have fun and relax before finals begin. CTNY Management CO., the event's management team, are the creators and execution team of the event.

### **CTNY Management Co. - Calabrese**

The CTNY Management Co. is made up of six University of New Haven students who are creating, managing, and executing The Great Escape Zoom. Our company is partnered with The Hole in the Wall Gang Camp. The main sponsor of the company is the Pompea College of Business. Some additional sponsors of the company include University of New Haven Athletics, Beckerman Recreation Center, and Shoprite of Orange.

### **The Hole in the Wall Gang Camp - Calabrese**

The Hole In The Wall Gang Camp is a non-profit organization in Connecticut that works to provide a different kind of healing to seriously ill children and their families by hosting summer camps, hospital outreaches, family weekends, and more. On February 12, 2021 there was a serious fire at the camp, burning down several buildings that have helped to create memories for hundreds of families over the years. While the physical buildings are no





more, the camp has remained resilient and pushed forward to begin rebuilding the camp to continue serving seriously ill children and their families. The magic of The Hole in the Wall Gang Camp is in the friendships and memories created all year round.



## **Mission, Vision, Goals - Calabrese & Madar**

### Mission Statement

The mission of the CTNY Management Co. is to partner with other organizations and departments to help produce and provide an exceptional, interactive, virtual escape room experience for the local University of New Haven community.

### Vision Statement

The vision of the CTNY Management Co. is to create fun and innovative experiences that sparks a new generation of virtual entertainment.

### Event Goals

Given the pandemic we chose to host our event virtually to ensure the safety of all participants. It can be hard to attract people to online events but we feel the uniqueness of our event will be an advantage for us. Listed below are the four main goals we want to achieve with our event.

1. Have at least twenty-five participants for this event.
2. Establish a social media presence
  - Create an Instagram page with a minimum following of 50 accounts
  - Average 10-15 likes per each post made
3. Have at least three sponsorships including Escape New Haven, Shoprite of Orange, and Charger Athletics

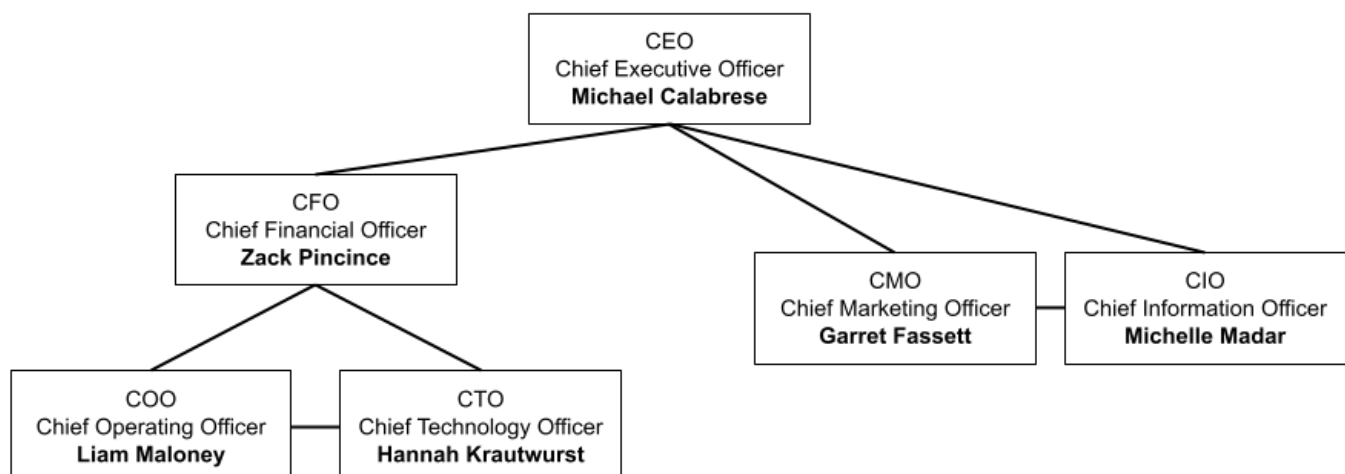


- Receive prize donations
  - Create advertisements to be posted at sponsor locations
  - Incorporate sponsors into the virtual escape rooms
4. Provide post-event survey
- Sponsors, staff, and participants



## Organization Chart - Calabrese & Madar

Below is the organization chart for the CTNY Management Co. When the group was established, Michael is the group leader, therefore it was established that he would be the CEO to help others with their responsibilities as well as being the main point of contact for the event. Each other member of our team is a specialist in our organization where they will be completing different projects underneath their scope. It is our goal as a team that we are not limited to only the projects under our scope and that we will take on other duties as assigned to help our event and company perform to the best of its ability.



## External Analysis

### SWOT Analysis - Madar

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"><li>• Virtual events = more participants</li><li>• Multiple participants to compete in the same room at the same time</li><li>• Negates the liability of injury while navigating a physical room</li><li>• Allows participants with physical disabilities to participate</li><li>• No costs of inventory or renting a facility</li><li>• No COVID costs</li><li>• Provide students a break</li><li>• Escape rooms have many mental benefits</li></ul>	<ul style="list-style-type: none"><li>• Real-life experience vs. virtual</li><li>• Strategy is easy to imitate</li><li>• Internet access for player advantages</li><li>• Less problem solving/scare factor</li><li>• Cost for using online platforms</li><li>• Players can exit out of game vs. in physical rooms they have to stay</li><li>• Hands-on factor is limited which might turn participants away</li><li>• No event like this has been done before</li><li>• New platform to the group which could be difficult to navigate through</li></ul>



OPPORTUNITIES	THREATS
<ul style="list-style-type: none"><li>• Meet a broader audience, different than the typical audience we are used to</li><li>• Local escape rooms</li><li>• Local restaurants for donations</li><li>• No rain date necessary</li><li>• Getting exposure on UNH's campus</li><li>• Using social media to our benefit and reaching past the UNH community</li><li>• Giving back to the community and receiving donations for charity from participants/sponsors</li></ul>	<ul style="list-style-type: none"><li>• Establish a strong social media presence among the millions of already existing pages</li><li>• Internet and WiFi connection problems</li><li>• Lack of donations</li><li>• Sponsors backing out/uninterested</li><li>• Finding the most suitable time slot to host event</li><li>• Other events in class</li></ul>

### Strengths

Hosting a virtual event has many benefits that work in our favor. Many UNH students are studying remotely this semester, our event allows for them to still participate vs. in person events that limit their participation. Another strength of our event is the costs of putting the event on are limited. Seen as there is no physical space for the event, there is no rental fee and no cleaning/COVID fees. This also allows us to practice social distancing and be safe through the duration of the event. Escape rooms have many benefits and are proven to help stimulate creative thinking. This event will be a good way for students to take a break from classes and have fun.

One of our biggest strengths, as previously mentioned, is that anyone can participate. Oftentimes, escape rooms are not tailored towards people with disabilities. Virtual events give these people the same opportunities as everyone else, with no risk of injury.

There has not been an event like this hosted on campus, meaning we will be able to differentiate ourselves and provide a unique experience to UNH students.

### Weaknesses

Several of the major weaknesses that are pointed out above relate back to one commonality: the Internet & virtual platform. Having an event like this online, there is always a possibility people are using outside sources, something that our management team has found concerning. To combat



this, we would require all participants to have their cameras on at all times. We trust that our participants will have integrity and not cheat. There is also the chance that people “give up”. In a physical escape room, you can’t go anywhere until the time is up. In an online setting, it can be easy to exit the game or walk away from the screen. There is no way for us to force participants to stay in the game for its entirety. Another major weakness is creating an escape room that everyone would find interesting. We don’t want to mislead people with the advertisements, but we also need to make the advertisement enticing enough that people want to participate. The escape room has to live up to the expectations, otherwise the previous mentioned weaknesses could become a reality.

### Opportunities

With virtual events, the possibilities are endless. We have the chance to grow our platform and gain the attention of non university students as well to encourage similar events. There is also the opportunity to give local escape room businesses business as well as gain their support of our event. In similar fashion, partnering with a local restaurant provides us with prizes to entice participants to sign up and play hard, and gives the restaurants exposure/publicity. Partnerships are a great opportunity for us to establish professional relationships and learn more about escape room businesses. This event also gives us the opportunity to establish a partnership with the





University of New Haven and reach an audience that is outside of the sport management/business programs.

Utilizing social media as the main form of marketing, we have the opportunity to connect with anyone, meaning a business could see our idea and event and be interested in sponsoring us or learning more.

Finally, partnering with a local charity is very important to us. Our group's mission is all about giving back to the community. From sponsors to participants, we have the opportunity to give back and show our appreciation to the Greater New Haven Area.

### Threats

Our event is small and new, so there's a chance the sponsors won't workout. Having to replace a sponsor, depending what stage of the event we are at, could be a real problem. If we promise to give the winning team a \$25 giftcard to Buffalo Wild Wings, and BWW backs out, we would be in trouble. Going along with this, the other events being put on are a threat to us as well. Those events might catch the eye of sponsors, or even students, and it could be preferred over the virtual escape room.

College students are extremely busy people so finding a time slot that best suits everyone and allows for maximum participation could be a challenge. Monday to Thursday is hard because students have classes at all times of the day. However, Friday to Sunday is also hard as students have other responsibilities.



The most significant threat to this event is the internet. Charger WiFi is not the most stable internet connection, which is out of our control, but it is important to us that all teams are given a fair chance. If for some reason there is an unexpected internet issue, we would have to figure out the best course of action to take, which could affect the entire event.



## **Needs Assessment Survey - Krautwurst**

On February 4th we posted a needs assessment survey for our Instagram followers to fill out. The purpose of this survey was to help us make any adjustments to the event while in the early stages of planning. Below are the questions from the survey. The results will be in the Appendix.

- 1) How did you hear about this event?
  - a) Linked in
  - b) Instagram
  - c) Twitter
  - d) Facebook
  - e) Other
- 2) On a scale of love it to hate it, what is your level of interest in the event?
  - a) Love it
  - b) Like it
  - c) Neutral
  - d) Dislike it
  - e) Hate it
- 3) What are you hoping to get out of the event?
  - a) Networking
  - b) Team-building
  - c) Entertainment
  - d) Other



- 4) Have you ever attended an event like this before?
  - a) Yes
  - b) No
- 5) What are you looking most forward to about this event?
- 6) On a scale from 1-5. How excited are you about being able to attend this event from anywhere?
  - a) 1
  - b) 2
  - c) 3
  - d) 4
  - e) 5
- 7) Would you prefer to do this event by yourself or with a teammate?
  - a) Solo
  - b) With a teammate
- 8) What prize would be most attractive to you?
  - a) Charger gear
  - b) Buffalo Wild Wings Gift Cards
- 9) How long would you want the escape room to be?
  - a) 5 minutes
  - b) 10 minutes
  - c) 15 minutes
  - d) 30 Minutes



10) Do you have reliable internet and access to Zoom?

a) Yes

b) No

11) Would you want this event to be a multiple day event? If you make it past the first round, there is a final round.

a) Yes

b) No

12) Would you prefer the event be on the weekend or weekday? Would you prefer it be in the afternoon or at night (6pm or later)?

a) Afternoon, weekday

b) Night, weekday

c) Afternoon, weekend

d) Night, weekend



## Marketing Plan

### **The Five W's - Krautwurst**

#### Who

As college students we know how stressful college life can be. Students are constantly being bombarded with homework, papers, tests, quizzes, projects, presentations, due dates, etc. It can become very overwhelming and stressful, sometimes faster than a student can blink. This virtual escape room is specifically targeted for the students of University of New Haven. Freshmen, sophomores, juniors, seniors, and MBA students are encouraged to participate.

#### What

This is the Great Escape Zoom, an escape room created by the team members. The ultimate goal is to escape from each room within the 45 minute time limit. Participants can free their mind of rigorous subjects for a few hours and escape to a virtual reality where they are given the chance to compete with a friend for prizes.

#### When

The Great Escape Zoom will be held on Sunday, April 25, 2021 from 1:00pm to 8:00pm. Teams will sign up for an hour time slot, available at every 15 minute of the hour (ex. 1:00pm, 1:15pm 1:30pm, 1:45pm).



### Where

The actual event will take place on Zoom. Pre-event, Instagram is our chosen platform for all marketing and information. The link to register for the event will be in the Instagram page bio. All of the updates and information about the date and time of the event will be posted on our social media. Teams will not start to get contacted by email until one week prior to the event.

### Why

This is a great opportunity for students to work with a friend to use Zoom for something other than classes. Escape rooms are known to make people think outside of the box and have fun. All proceeds are also going to a good cause, The Hole in the Wall Gang Camp.



## **Marketing 4 P's - Pincince**

### Product

The product we want to produce is a fun and innovative virtual escape room that will help our participants escape from the stress of their everyday lives. To get our product where we want it to be we first started with a preliminary survey to see how long potential participants would want the escape room to be. This gave us the framework to go ahead and start to assemble our escape room. We next had to pick a theme for how we wanted our room to run, and also if we wanted to do multiple rooms that “connect” to one another, to provide more of a challenge. Once we had our theme the rooms were put together with the different clues we wanted involved. We also planned out social media posts that will be made, that will contain a clue participants will need to use in the escape room. We figured this would provide a fun challenge to our game and will lead into our main goal of the event which is the donations to Hole in the Wall Gang Fund. One of our social media clues will lead to the Hole in the Wall Gang Fund's donation page so that if anyone wants to provide additional donations they can.

### Price

The price of our event will be \$10 per team, which is \$5 a person. We came upon this price because after looking at what other escape rooms cost we thought it would be the best price for our event. A typical escape room, virtual or in-person, is about \$25-\$30 a person. These rooms are usually longer than





our event will be, reaching about an hour long to play. Since our event will only be a 45 minute time limit, we figured \$30 a team would be a high asking price. We went with \$10 because \$5 a person is much cheaper than what would be paid for a normal escape room but will still help us generate significant donations for the Hole in the Wall Gang Fund.

### Promotion

We are promoting our event mainly through social media. We feel that by utilizing Instagram we can reach the largest number of our target audience because this is where a lot of their free time is spent. When using Instagram, people can also share any of our posts on their own pages or “stories” so that their followers that we may not have reached yet can also see about our event. We also will be holding a contest for the first 50 people to share a post we will be making on Instagram. The first 50 people will be entered into a raffle for some Charger gear. We hope this will incentivize our followers to share so we can reach a larger market, and after our preliminary survey, we saw that Charger gear is the most attractive prize to our target market. The Charger Rec center will also be sharing some of our posts, which will increase the amount of people we can reach. We have considered flyers but we are unsure of whether or not we will be doing them because we don’t know if they would be effective and at that point if it would be worth it to have the expense.



### Place

Lastly our placement strategy is that we will be doing our event online and through Zoom. With the pandemic still affecting in-person events and the number of people allowed and the different protocols that must be followed, we figured online would be our best chance to reach the most amount of people. We found a website that we made the escape rooms on that we will be sharing the link to for our contestants to play on. We decided Zoom would be the best way to administer instructions and supervise the event because since we are targeting the University of New Haven community largely we know that Zoom is used by our whole school. This way most likely anyone who decides to participate in our event will already have access to Zoom and will make the process even easier. With Zoom we also will have the ability to share the screen in case we need to demonstrate anything to our contestants. This is much easier than if we verbally tried to describe what they need to do, which can be more confusing than us just simply showing them.



## **Charity Leverage - Calabrese**

The charity we have chosen to work with is The Hole In The Wall Gang Fund out of New Haven, CT. This non-profit works to provide a different kind of healing to seriously ill children and their families by hosting a summer camp, hospital outreaches, family weekends, and more. We have chosen to work with this Charity because Covid-19, like it has done to so many other organizations, has impacted them greatly. Their camp is most effective when it is run in person. Due to COVID-19, everything has, or if it hasn't already, is turning virtual. Our goal is to provide funds so the charity can become not only accessible this summer, but most importantly safe. By partnering with The Whole In The Wall Gang Fund, we will be able to increase the visibility of our brand. They can feature us in everything from their website, to their social media, platforms, to any other marketing techniques they have. We are giving not only our team the chance to expand our resources and tools, it will allow the charity to expand their current programs or build new ones. Our event has the ability to be marketed by others, which will allow the marketing to be seen by individuals our team could not reach. The individuals who associate with the charity, could join our event, meaning the bigger our event has the potential of being.



## **Target Market - Calabrese**

The target market that has been established by the CTNY Management Co. is the local University of New Haven campus community and the students attending. The reason behind this market is because there is a great need for new programming on campus where students have been experiencing a massive amount of “Zoom Fatigue”. CTNY Management Co. wanted to establish an event that gives students a new way to experience Zoom while also engaging their minds and having a great time with friends. The target market is undergraduate students at the University and more specifically students who want to help a great cause at the Hole in the Wall Gang Fund. There are many ways that we can breakdown our demographics which will be done below:

### Gender

The University of New Haven is almost a 50/50 split in terms of the binary gender system with about 52% female students and 48% male students making up their student body.

### Race

The University of New Haven is a predominantly white institution and has a similar make up as the United States as a whole with the racial breakdown being 61% White, 11% Black/African-American, 10% Hispanic/Latinx, and the remaining 18% being split between Asian and Unknown Ethnicity.



### Location

The University of New Haven has representation from almost every single state within the U.S and has almost an even split of students from both in-state and out-of-state with those percentages being 42% and 45% respectively. The remaining 13% is the population of international students at the school. This is a huge part of the virtual platform because there can be students completing their semesters remotely, who can still participate in the event.

### Campus Clubs

With the most recent data from the Fall 2020 semester, there are 165 registered student organizations at the University of New Haven, however in previous years there have been upwards of 210+. This is a great market of potential partners as well as a massive target to connect with involved students and leaders within the campus community to help our event build traction within the University and for others to become aware of our event.



## **Advertising & Social Media - Madar**

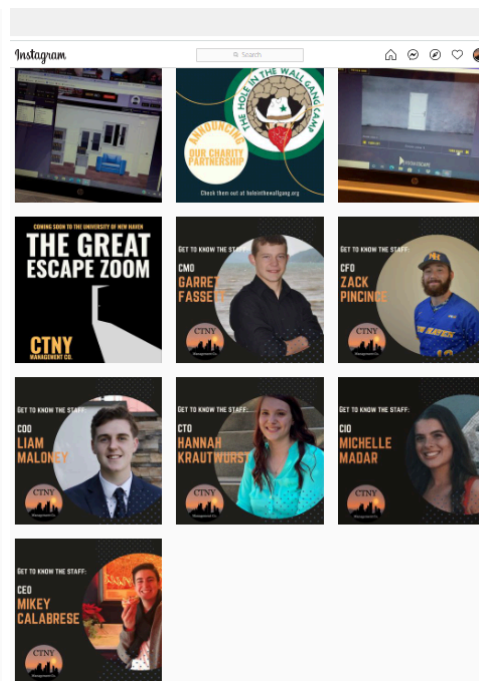
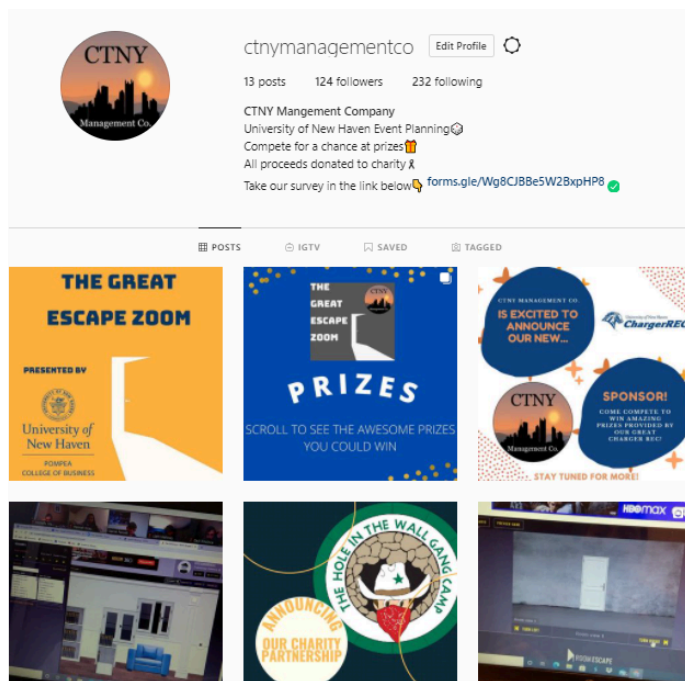
Our marketing plan will contain multiple ways of reaching our target market. For traditional marketing we have discussed hanging up flyers around the University of New Haven campus. These flyers would be hung up once we opened up registration for the event and direct students where to go to sign up for the event. We will also inquire to our possible future partner Escape New Haven to hang flyers at their locations advertising the event and our donation page. The day of the event we will send out emails to all those who signed up for the event to remind them about their time to compete in the escape room. We will also post on our social media any open time slots we have left for last minute sign ups. Our social media will be our main form of marketing as we post all updates to our social media account. We are also partnering with university programs which include Charger Rec and possibly the Paranormal Investigation Research Organization to shout out our event and our instagram on their instagram accounts. We will also be asking for our possible future partner Escape New Haven to mention our donate page and event on their social media as well. As far as word of mouth advertising our goal is to get the word out as much as possible to the University of New Haven and to let people know the cause that it is for as well as the chance for students to win prizes and hopefully this will lead to a spread of the event by mouth from our target market. As far as our plans right now there will be no online or digital advertising. The biggest possibility of online advertising



would be to ask Escape New Haven to post our donation page to their online website. Besides that we have no plans for digital advertising other than using social media. Our UNH specific marketing tactics include posting flyers up around campus, using University of New Haven related hashtags on our social media posts, setting some of our post locations to the University of New Haven, and partnering with organizations at the University of New Haven to shoutout or event, social media page, and donation page.



## Examples of Social Media Posts - Madar





## **Post Event Evaluation - Madar**

The actions we take post event are vital to the future success of CTNY Management. It is important to ensure that all parties involved with 'The Great Escape Zoom' are happy with the event and would work with our team again in the future. In order to gain the most useful feedback, we will be sending out a post event survey, similar to the pre event Google Form survey we sent out. We will create three different surveys; one for participants, one for sponsors/The Hole In The Wall Gang Fund, and one for the CTNY Management team. Below are sample questions from each survey and an explanation of how the questions will help our team.

### Participant Survey

1. On a scale of 1-10, how fun was this event?
2. What are the odds you would participate in a similar event?
  - a. Not likely
  - b. Indifferent
  - c. Very likely
  - d. Other
3. On a scale of 1-10, what would you rate the difficulty of the escape room?
4. In one-two sentences, share your favorite part of the event

These questions, among others, will help us to gauge how the participants feel after going through the event. As the creators of the escape room, we



may think it is perfect but the participants may feel otherwise, which is important to know. By understanding how the participants feel post the event, we can make the necessary adjustments to create an improved event for the future.

### Sponsor/Non-Profit Survey

1. Were you happy with the outcome of the event? Why?
2. Would you be interested in partnering with other University of New Haven related events?
3. What could CTNY Management have done better?
4. Did CTNY Management provide what was promised at the beginning of the semester?
  - a. 100%
  - b. 75-99%
  - c. Less than 75%

Feedback from the sponsors, especially The Hole in the Wall Gang Fund will show how successful we were outside of the University of New Haven. While hearing from participants is important, these businesses truly made the event possible and their happiness is a priority for us. Gaining feedback from the sponsors will help us to better plan for events in the future, especially if there are things we need to change.



### CTNY Management Team Survey

1. What could we have done better as a group?
2. What would you say was your greatest contribution to the group?
3. Write one to two sentences describing your favorite part of working with this specific group?
4. On a scale of one to ten, how successful do you believe we were this semester?

Gauging feedback from the group is important. We worked on this event for an entire semester, learning about each other as we went. It is useful to know the group's opinion on one another and what each individual should work on going forward. Realistically, the six of us will never work together again, as we are seniors, but the odds we all work with someone similar to the group members are high. It is also important to be self aware and sometimes the tough love of group members helps with this.

Something else that will contribute to the post event evaluation is the feedback we receive from Professor Holub and Professor Hagen. They have seen numerous events and will be attending four other events this semester. The feedback we receive from them will help us to understand how we placed among our peers, some of which are hosting in person events. It is important to compare the turnout for virtual versus in person events, especially on the University of New Haven's campus. Hosting virtual events is new to everyone and there is no telling how the campus will react, we will



only be able to understand this post event. For instance, we got really good feedback on the pre-event survey and it seemed like many people were interested, but post event we will be able to see how many of those people actually stayed interested and attended.



## Finances

### Event Budget & Pricing - Pincince

#### Revenues

Revenues	Value
<b><u>Donations</u></b>	
Hole in the Wall Donation Page	\$1,200.00
<b><u>Sponsors</u></b>	
Pompea College of Business	\$600.00
EscapeNewHaven	\$180.00
Room Escape Maker	\$231.08
ChargerRec	\$100.00
Charger Athletics	\$50.00
ShopRite of Orange	\$30.00
Worldwide Sports Radio Network	\$19.50
<b><u>Registration Fees</u></b>	
Team Registration Donation Fee	\$160.00
<b>Total Revenues</b>	\$2,570.58



Expenses

Expenses	Value	In-Kind	Actual Expense	Notes
<b>Prizes</b>				
Escape New Haven Promo Codes	\$180.00	\$180.00	\$0.00	donated by EscapeNewHaven
Pompea College of Business Water Bottles	\$300.00	\$300.00	\$0.00	donated by Pompea College of Business
Pompea College of Business Portfolios	\$100.00	\$100.00	\$0.00	donated by Pompea College of Business
ChargerRec Shirts and Mugs	\$100.00	\$100.00	\$0.00	donated by ChargerRec
ShopRite Gift Cards	\$30.00	\$30.00	\$0.00	donated by ShopRite
Charger Athletics Gear	\$50.00	\$50.00	\$0.00	donated by Charger Athletics
<b>Operating Expenses</b>				
Room Escape Maker Pro Account	\$231.08	\$231.08	\$0.00	donated by Room Escape Maker
Room Escape Maker Library Expansion Pack	\$19.50	\$19.50	\$0.00	donated by Worldwide Sports Radio Network
Licensed Zoom Account	\$90.00	\$90.00	\$0.00	
Internet	\$250.00	\$250.00	\$0.00	
Computers	\$22,000.00	\$22,000.00	\$0.00	
Cell Phones	\$6,000.00	\$6,000.00	\$0.00	
<b>Shipping Expenses</b>				

Packaging for Prizes	\$12.00	\$12.00	\$0.00	\$1.99 per box, 6 boxes total, donated by CTNY Management Staff
Shipping for Prizes	\$66.00	\$66.00	\$0.00	\$11.50 flat rate, 6 boxes total, donated by ChargerRec
Shipping labels	\$20.00	\$20.00	\$0.00	50 pack of shipping labels, donated by Charger Rec
<b>Total Expenses</b>	\$29,448.58	\$29,448.58	\$0.00	
<b>Total Profit</b>	\$2,570.58			

Listed above are some of the possible expenses we may have throughout our event. We were given an upgrade for the escape room website which would give us additional items to put into the rooms to make them more engaging. Another part of the upgrade is that after our room would be finished then a list will be provided with team names and the time taken to complete the room. The pro account for the website allowed us to publish and make our rooms available to our contestants much easier. This upgrade costs \$231.08 in total, but was given to us for free by the creator of the website. The Zoom account we all have is licensed through the school so what normally would have cost us \$90, instead cost us nothing. We will also need to cover shipping costs for the prizes which will include packaging and shipping them out. The shipping and packaging costs we were able to get boxes ourselves to reuse and then through ChargerRec, ship out our prizes saving us the cost of doing

so. All of our prizes were donated as part of sponsorships so we did not have to buy any of our prizes. This saved us a lot of money because we were able to use the water bottle prizes for raffles which we feel helped us get a few last minute registrations. Our event will not cost anything to put on because of the virtual aspect of it. With no food and beverage costs, and having our prizes given to us through sponsorships, we have avoided incurring any expenses so far. We felt this has been the best way to go about our event because with as little expenses as possible, the more money we can donate to the Hole in the Wall Gang Fund, and the more time we can focus on marketing our event and fundraising as opposed to trying to secure funds or other partnerships to cover our costs.

Our revenues for our event were generated through sponsorships, direct donations, and our registration fees. We generated the most money through direct donations when we sent out and posted the link before registration, mainly through friends and family. Our sponsorship revenue was donated as covering costs of certain expenses, and any leftover from each sponsor is being donated to Hole in the Wall at the end of our event. We had 18 teams register for our event, and at \$10 a team , we generated \$180 from registration fees that went directly to Hole in the Wall. Please refer to Appendix Section 4 for all proof of financial transactions for the event.





## **Sponsorship Menu - Calabrese & Madar**

The Great Escape Zoom's sponsors play a vital role in the event providing winning prizes, advertisement, and community relationships. Along with the previously mentioned, our sponsors will also get the opportunity to build a relationship with Hole in the Wall Gang Camp, where the minimum \$5 per player (\$10 per team) entry fee will be donated to. We encourage our sponsors to check out the non-profit and donate as well.

All of our sponsorships will be trade-off level given how small our event is and that it is the first year we are hosting. Below are examples of sponsorship tiers as well as sponsorship deals with businesses.

### Sponsorship Package Tiers

#### **Ultimate - \$500**

- Presenting sponsor for the event
- Logo appears on The Great Escape Zoom Logo
- Logo appears on the zoom background that will be used by CTNY Management Co. during the event
- Minimum of 4 social media posts thanking them for their partnership
- Special announcement during the event
- Personalized video from the CTNY Management Co. thanking them for the help towards the event

#### **Expert - \$250**

- Logo appears promotional flyers for the event



- Logo appears on the zoom background that will be used by CTNY Management Co. during the event
- Minimum of 3 social media posts thanking them for their partnership with the event
- Announcement during the event

**Adept - \$100**

- Minimum of 2 social media posts thanking them for their partnership with the event
- Announcement during the event

**Intermediate - \$50**

- Minimum of 1 social media post thanking them for their partnership with the event
- Logo appears on 1 promotional flyer
- Announcement during the event

**Novice - \$25**

- One social media post thanking them for their partnership
- Announcement during the event



## Event Sponsors - Calabrese & Madar

In terms of the actual event sponsors, we based the packages off of the examples but had to make slight adjustments. Below is each of our sponsors listed out as well as what they gave to our event.

Sponsor Package Tier	Value	Number Sold	Total Value	Sponsors
Ultimate	\$500.00	1	\$600.00	Pompea College of Business
Expert	\$250.00	2	\$411.08	EscapeNewHaven & Room Escape Maker
Adept	\$100.00	1	\$100.00	ChargerRec
Intermediate	\$50.00	1	\$50.00	Charger Athletics
Novice	\$25.00	2	\$49.50	ShopRite & Worldwide Sports Radio Network
<b>Total</b>		<b>7</b>	<b>\$1,210.58</b>	

### University of New Haven Pompea College of Business (West Haven, CT)

#### *Ultimate Sponsor*

Give:

- \$250 monetary donation
- 2 portfolios
- 20 University of New Haven College of Business reusable water bottles

### Escape New Haven (New Haven, CT)

#### *Expert Sponsor*

Give:

- 2 sets of 2 promo codes for free escape rooms at Escape New Haven



- Give tips on how to give participants clues that don't give away too much

### Room Escape Maker (France)

#### *Expert Sponsor*

##### *Give:*

- 4 Pro Escape Rooms to the CTNY Management Co website account
- Additional library items

### University of New Haven Rec Center (West Haven, CT)

#### *Adept Sponsor*

##### *Give:*

- 6 T-Shirts
- 6 Mugs
- Mailing items and postage for prizes to winners

### Charger Athletics (West Haven, CT)

#### *Intermediate Sponsor*

##### *Give:*

- 2 T-shirts
- 2 Bucket Hats

### ShopRite (Orange, CT)

#### *Novice Sponsor*

##### *Give:*

- 2 \$15 gift cards



## Worldwide Sports Radio Network

### *Novice Sponsor*

#### *Give:*

- \$20 worth of upgraded packages for Escape Room Maker
- Spreading our donation link throughout the network

The benefits of sponsoring our event are limitless. For local businesses, we can create additional exposure for them by highlighting key features/best sellers on our social media posts. For school related organizations, we can promote their events simultaneously as they promote ours. University students are more apt to check out events posted on university related pages. Our management team ensures that both sides of the sponsorship will be successful. Hosting a virtual event provides us with limitless opportunities to incorporate our sponsors into the game itself as well in the advertisement.



## Operation Plan

### GANTT Chart - Maloney

#### The Great Escape Zoom

CTNY Management Co.

Michael Calabrese, CEO

Start Date:	01/20/21
Display Week :	12

Tasks	Assigned To	Progress	Start	Days	End
Module 2					
Mission, Vision, Goals		100%	01/20/21	5	01/25/21
Module 3					
Org. Chart & SWOT Analysis		100%	01/25/21	2	01/27/21
Module 4					
Sponsorship Menu & GANTT Chart Draft	Liam	100%	01/27/21	5	02/01/21
Module 5					
Social Media Page Creation	Garret	100%	02/01/21	2	02/01/21
Needs Assessment Survey, Company Logo, and Employee Evaluation #1	Everyone	100%	02/01/21	2	02/03/21
Module 6					
Needs Assessment Results & Charity Leverage		100%	02/03/21	5	02/08/21
Target Market / Marketing Plan	Everyone	100%	02/10/21	5	02/15/21
Finish Rough Draft of Rooms	Garret	100%	02/01/21	31	03/03/21
Sponsorship Outreach: Escape New Haven	Mikey & Michelle	100%	02/08/21	7	02/15/21
Sponsorship Outreach: Rec Center	Hannah	100%	02/08/21	7	02/15/21
Meeting with Hole in the Wall	All	100%	02/11/21	1	02/11/21
Meeting with Charger Rec	All	100%	02/12/21	1	02/12/21



## The Great Escape Zoom Event Plan

Social Media Timeline	Garret	100%		02/08/21	7	02/15/21
Social Media Posts	Garret	65%		02/08/21	69	04/18/21
Sponsorship Outreach: Shoprite	Michelle	100%		02/15/21	3	02/18/21
Sponsorship Outreach: Escape New Haven	Mikey	100%		02/15/21	3	02/18/21
Reach out to Escape Room Maker	Garret	100%		02/15/21	3	02/18/21
Module 7						
Employee Evaluation #2	Mikey	100%		02/15/21	2	02/17/21
Meeting with Escape New Haven	All	100%		02/18/21	1	02/18/21
Preliminary Budget	Zack	100%		02/15/21	3	02/18/21
GANTT Chart Update	Liam	100%		02/21/21	2	02/23/21
Staffing Model	Hannah	100%		02/17/21	5	02/22/21
Pricing & Processing	All	100%		02/08/21	16	02/24/21
Beta Testing	All	100%		02/15/21	7	02/28/21
Beta Testing Survey	Hannah	100%		02/15/21	7	02/28/21
Sponsorship Outreach: College of Business/ Dean Kench	Mikey	100%		02/19/21	5	02/22/21
Module 8						
Employee Evaluation #3, Facility Layout, and Marketing Plan Draft	All	100%		02/24/21	7	03/03/21
Meeting with Dean Kench	All	100%		02/22/21	9	03/03/21
Module 9						
Risk Assessment Plan	All	100%		03/03/21	5	03/08/21
Module 10						
Emergency & Contingency Plan	Mikey and Michelle	100%		03/08/21	2	03/10/21
Module 11						
F&B / Customer Care Plan	Hannah	100%		03/10/21	5	03/15/21
Employee Evaluation #4	Mikey	100%		03/15/21	2	03/17/21
Employee Manuals & Training	All	100%		03/22/21	70	05/31/21



## The Great Escape Zoom Event Plan

Day of Event Checklists	All	100%		03/24/21	68	05/31/21
First Weekly Giveaway Post	Michelle/Garret	100%		03/24/21	1	03/25/21
Registration Starts	All	100%		03/25/21	28	04/15/21
Second Weekly Giveaway Post	Michelle/Garret	100%		03/31/21	1	04/01/21
Post Event Checklists	All	50%		03/29/21	63	05/31/21
Third Weekly Giveaway Post	Michelle/Garret	50%		04/07/21	1	04/08/21
Participant Post Event Survey	Hannah	100%		04/05/21	2	04/07/21
Module 12						
Employee Evaluation #5 & Business Plan Draft	Mikey/All	95%		03/15/21	23	04/07/21
Group Presentation	All	0%		02/23/21	56	05/03/21
Module 13						
Final Business Plan Submission	All			04/07/21	26	05/03/21





## **Staffing Model** - Calabrese & Krautwurst

### Staff

- Michael Calabrese: CEO
- Michelle Madar: CIO
- Hannah Krautwurst: CTO
- Garret Fassett: COO
- Zachary Pincince: CFO
- Liam Maloney: CMO

### Staff Descriptions

#### *Chief Executive Officer - Michael Calabrese*

His responsibilities include providing clear written and verbal instructions to group members and promptly addressing any questions or concerns. He is the one who plans the daily activities and delegates all of our tasks. He takes into consideration any of the ideas, comments, or concerns that we as a group or individually have. He clearly outlines all of the goals that we have for the day and/or week and makes sure we are all aware of what is expected from each group member, including himself. He is very motivating. He also assists in projects leading up to the event. He will reach out along with CMO and CIO for sponsorships and partnerships. The CEO will use existing



connections to help promote the event. He will also monitor/ time the escape room during events.

### *Chief Information Officer - Michelle Madar*

Her responsibilities include monitor/time of the escape rooms during the event. Before the event takes place she will create a post-event survey for all parties involved in the event. Then when the event is over, she will send out the post-event survey to all the participants to receive their feedback. She and our CMO are working together to create a strong marketing campaign for pre-event and post-event. She is the one who keeps track of the followers, likes, and comments on the CTNY Instagram marketing campaigns.

### *Chief Technology Officer - Hannah Krautwurst*

Her responsibilities include Monitor/time games during the event. She is to take the lead in the design of the escape rooms. She will work to create the rooms with our CMO in the beginning, then she will work together with the rest of the team to finish the creations of the room. When the timing of the event is getting closer and closer she will be the one to conduct the internet connection tests. She will also do this during the beta testing we will hold. She will be the one to collaborate with the Office of Technology on the most effective means of hosting a virtual event on campus. Another responsibility will include being in charge of our Risk Management plan for our event alongside our COO. She will be alongside our COO in creating the plan and implementing it if needed.



### *Chief Marketing Officer - Liam Maloney*

His responsibilities include creating our Instagram page. Monitoring/ timing games during the escape room along with the other team members. He will work with our CIO throughout the duration leading up to the event, and sometime after to create a strong social media presence. He will reach out to sponsors and make sure it is a fair trade-off. He will take the lead on all the advertisement posters/social media pictures and videos that will be posted on our Instagram page.

### *Chief Financial Officer - Zachary Pincince*

His responsibilities include monitoring/ timing the escape room along with the rest of the team. He is to keep a record of all the donations that are made from our sponsors. He is to handle the donation of all proceeds from our event to the Hole in the Wall Gang Organization, which is the charity of our choosing. He will also handle and record any entry fee to the event, and that will all be donated to the charity. Another responsibility is him setting up our preliminary budget.

### *Chief Operating Officer - Garret Fassett*

His responsibilities including, like the rest of the team, monitoring/ timing the escape room during the event. He is in charge of creating and operating plans to ensure the team is dividing work fairly and working efficiently. He was to research the best platform to create the escape room on as there are several available. Another responsibility he has, alongside our CTO is the Risk



Management Plan. He will be alongside our COO in creating the plan and implementing it if needed.

### Day of Event Responsibilities

Each of the team members will be readily available an hour before the event starts. This is so we can do any quick, last-minute things to make sure we are prepared for this event. This will also give us time to go over what the six of us will be doing when the event is going to take place. During the event, there will be a total of five breakout rooms, with each one of the team members tending to their own breakout rooms. Within those breakout rooms, along with the team members, will be the teams of two who are participating in the event. In those breakout rooms, it is the team member's responsibility to monitor, answer questions, and show the escape room tutorial to all of the participants. While the five break-out rooms are in progress, the remaining team member will be in the main room to guide the teams to where they are supposed to be, if they have any questions, or if they are waiting for their time slot to begin. Because we are unsure of what time the event will end, the giving of the prizes will not take place on Zoom. At the end of the event, Mikey will reach out to the winning teams and let them know what place they came in. Once the winners are notified, the next day Michelle will take care of mailing whatever prizes need to be mailed and Mikey will handle getting the prizes to any winners that are local. Hannah will create a post-event survey and send it out to all participants the day after the event.



## Staff Training Manual

In order to provide the best experience possible, each staff member will go through training of what is expected of them as well as different scenarios they might encounter on event day. Below is the slide deck that will be shown to employees for training.





# Welcome to the team!

WE'RE HERE TO GIVE OUT PARTICIPANTS THE BEST VIRTUAL ESCAPE ROOM EXPERIENCE POSSIBLE

Employee Onboarding Plan | MDM 2020

## Our Event

A virtual escape room competition among the University of New Haven community as they compete for amazing prizes donated by local business and University Departments. All of the proceeds for our event go towards the local organization, The Hole in the Wall Gang Camp!

## THE GREAT ESCAPE ZOOM

PRESENTED BY



University of  
New Haven

POMPEA  
COLLEGE OF BUSINESS

→ The teams and team members





### Meet the Team!

CEO - Mikey Calabrese  
CFO - Zack Pincince  
CMO - Garret Fassett  
CIO - Michelle Madar  
CTO - Hannah Krautwurst  
COO - Liam Maloney

→ Our Goals Together

### Our Team's Goals



#### ESTABLISH A SOCIAL MEDIA PRESENCE

We want to continue to build our social media following to help enhance the virtual experience and help establish our event for years to come



#### 100% SATISFACTION RATE

We want all parties to be extremely satisfied with our event and everything leading up to the event including: participants, sponsors and you, our staff!



#### HAVE FUN!

We want everyone to enjoy themselves and engage in a more fun and relaxing version of a Zoom call!



Our team's mission



→ **PROVIDE A FUN, INTERACTIVE,  
AND UNIQUE VIRTUAL ESCAPE  
ROOM EXPERIENCE**

HELPING OUT PARTICIPANTS ESCAPE INTO A NEW ZOOM WORLD

Training Plan | CTNY 2021



**Where  
you  
come in**



**Job expectations and  
responsibilities**

- Pre-Event
- During Event
- Post-Event





### Pre-Event

→ Expected activities

#### TEAM INTRODUCTION

Any and all new staff members will be introduced to the CTNY Management Co. staff

#### COMMUNICATION INFORMATION

Anyone who needs contact information will be given the necessary list

#### TECHNOLOGY CHECKS

Check and Double Check all pieces of technology to ensure that each piece is working accordingly

#### CHECKLIST DEBRIEFING

All staff will go over each checklist that has been created for each step of the event process

#### FUN CHECK

Make sure everyone has their smiles on to help deliver a fantastic event!

### During the Event

→ Expected activities

#### PARTICIPANT MANAGEMENT

Make sure all teams know what they need to be doing when they log into the Zoom

#### EVENT ROOM CHECKLIST

Go over the checklist with each team to make sure all teams have had the same information given to them

#### FAIR PLAY MONITORING

Keep monitoring the chat, cameras and the shared screen to make sure that the participants are playing in a fair manner

#### GIVING CLUES & HINTS

In the event that teams ask for the answers, all staff must make sure that they are giving clues and suggestions, rather than answers.

#### BE ENGAGING!

Get to know the participants and have conversations with them! Make their time enjoyable and memorable



## Post-Event

→ Expected activities

### DEBRIEFING WITH TEAMS

Once the team concludes their escape room, give them the link to the post-event survey for them to complete

### GIVE THANKS

Thank those who have been participating as teams in the event as well as the sponsors who have helped put this event on.

### SEND SURVEYS TO SPONSORS AND STAFF

Each sponsor and staff member will be asked to take a survey for the CTNY Management Co. to rate themselves on their event success

### ANALYZE SURVEY RESULTS

Look at the survey results from each of the three parties to help make improvements for future events

### GIVE FINAL REPORT

Present all findings and event details to the necessary parties



## Event Schedule

→ Schedule



SUNDAY, APRIL  
25TH  
FROM 1-7PM

Time slots for teams to register will be every 15 minutes from 1-7pm and will last exactly 1 hour each. One staff member will be in charge of running a game.



# EMERGENCY CONTACT INFORMATION



### IN THE EVENT OF CHEATING

All staff in charge of running of the escape room can flag teams for cheating if there is apparent evidence and will be discussed with the rest of the staff.

### IN THE EVENT OF HARASSMENT

CEO, Michael Calabrese, should be contacted and all information of the incident should be recorded to submit any incident reports necessary. Michael can be contacted via Text Message, Phone Call, and/or Zoom Chat Message.

### ALL INCIDENT REPORTING

Presentations are tools that can be used as lectures, speeches, reports, and more. To create a stunning presentation, it's best to simplify your thoughts.

# EMERGENCY ACTION PLAN



### 1. IS ANYONE IN IMMEDIATE DANGER?

In the event of a major emergency, know who to contact immediately by looking at the Emergency & Contingency Plan in the Employee Manual. If the emergency needs extreme assistance, please contact 911 immediately.

### 2. DOCUMENT THE SITUATION

Make sure that any and all relevant information of the emergency and situation is documented either via screenshots on your computer, or by writing down what took place in a separate location.

### 3. RELAY THE INFORMATION

All documented information should be delivered to the CEO Michael Calabrese, who will act as the mandated reporter for the event. Any and all action needed after the incident occurs will be directed to the University of New Haven Dean of Students Office.





**If you  
have any  
questions  
at all**



DON'T HESITATE TO ASK.  
[MCALA2@UNH.NEWHAVEN.EDU](mailto:MCALA2@UNH.NEWHAVEN.EDU)



## **Processing & Strategic Layout** - Calabrese & Madar

### Registration Plan

For our participants to register for the event, there will be a form to be filled out prior to the event day. This registration will take place through EventBrite/Google Forms, in order to provide the participants all important information post registration that will include their time slot, Zoom links necessary, a link to room escape maker so they can view what the site looks like, as well as any other confirmation necessary. The registration form will be laid out to obtain the following information:

- Name of Participants
- Participants Class Year
- Team Name
- Email

### Data Collection

Data collection is very important to creating the best event possible as well as post event evaluation. Throughout the planning of our event, we will be sending out several Google Forms to get feedback on things such as prizes, event time and day, and more. Instagram is our main platform of marketing the event so it is critical we establish a strong following and high engagement. Instagram allows us to see insights on our posts, which means we can collect data of who likes most of our posts and thus determine who would be most likely to sign up for the event. As we collect the data, we are



able to make adjustments to the event and the path we are taking. For example, when we began beta testing our escape room, we realized the room was fairly easy and it was taking people under 10 minutes (3 individual people completed the room in this time frame). We knew that we had to adjust our game otherwise the event would not be as successful as we want. We re-did the already existing two rooms and added a third, and began beta testing again. Had we not been collecting the feedback on the rooms, we most likely never would have known

Data collection is also important to our event when it comes to registration and keeping track of participants/teams. As previously mentioned, we used Google Forms to create the registration form. One of the most important parts of the form is the time slot. We will provide teams with the different time slot options for the event, and they can choose their top two times. By allowing participants to choose the time slot of their game, it enables us to accommodate as many teams as possible. The proper collection of the time slots chosen by each team is extremely important as only five teams can sign up per one time slot. We are going to create a Google Sheets to keep track of what teams are going when. This spreadsheet will be important on event day so that we are not scrambling at the last minute to get teams into breakout rooms. Collection of participants' email is important as well as we will be emailing them event updates throughout the semester. Once we establish a



list of participants, it will be easier to communicate via email, as well as still continue posting on Instagram to encourage more people to sign up.

### Pre-Event Strategy

#### *Logistics*

As a group it was established that the event be held via Zoom and to keep the event entirely virtual to help keep participants safe. With this, we wanted to be able to use platforms we were both familiar and unfamiliar with to learn something new, but be able to teach others as well. With no one in the CTNY Management Co. being an escape room professional, our pre-event strategy was to reach out to professionals to receive help on how to put on our event in the best way possible. As a group we reached out to both the person who runs Room Escape Maker, which is the platform we are using for the event to get a better understanding of how to make our rooms more interactive, personalized and user-friendly. We also reached out to Escape New Haven, who is also a sponsor of the event. They have become a resource to us in helping form a more cohesive and story-telling style of escape room that will help make the event more enjoyable to the campus community.

Registration Forms will be utilized to provide time frames for each team to make sure there will not be an overflow of teams during one time. When teams register for the event there will be a zoom link provided for the event along with other important information.



Beta Testing is being performed on outside audiences to test the rooms on a list of factors. They include: the level of difficulty, helpfulness of the clues, if the length of time provided was a fair amount, and if they would recommend the escape room to a friend. This will give our team the opportunity to make necessary changes to the escape room prior to the event date.

### *Social Media & Outreach*

The CTNY Management Co. established an Instagram page that has been the main source for participant interaction and conveying most up to date information about the event. Through the instagram page we have launched posts about the sponsors for the event, potential prizes for winners and participants, and possible clues that will be helpful for teams on the day of the event.

We also are trying to plan an interactive follower boosting event through the instagram page that would work with a raffle prize where our current followers have the ability to reshare a post and be entered to win a prize at the end of the week. If they are within the first 20 followers to do so they will be entered to win!

### *Sponsors*

Our sponsors are the reasons we are able to host a hopefully successful event. Since we are hosting the event virtually and offering it to the campus community, we wanted to incorporate sponsors who not only will benefit the students participating but also support the core values of the event. Our





group targeted sponsors that we have connections with outside of the event, which included ShopRite, the ChargerRec and a new budding relationship with the Pompea College of Business. These sponsors have donated prizes which help our event be able to attract more participants. The more prizes we have should make more people want to participate and compete. There is also a sponsor with Escape New Haven and the platform we are using, Room Escape Maker, which helps build credibility for the event.

### *Beta Testing*

Our escape rooms will be beta tested by those connected with the CTNY Management Co. in order to ensure that there are no glitches and problem points with the way the rooms are designed and structured. Once these testers have completed their run-throughs of the escape rooms, they will be asked to complete a survey in order to gauge if there are improvements necessary to the escape rooms that must be made prior to the event date. Please see Appendix for results to this survey. The survey questions are as follows:

1. On a scale of 1-5 how satisfied were you with this escape room? (1 being not satisfied, 5 being very satisfied)
  - a. 1
  - b. 2
  - c. 3
  - d. 4



- e. 5
- 2. Would you recommend this event to a friend?
  - a. Yes
  - b. No
- 3. Were you given enough time to finish?
  - a. Yes
  - b. No
- 4. What did you like most about the escape rooms?
- 5. How can we improve this for our event day?

### Day of Strategy

#### *Logistics*

For the day of the event, we will be running through the rooms one more time to make sure they present well over the Zoom break-out rooms and to make sure that all the necessary clues and pieces are in place. We will also be logging into the Zoom early and making sure there is always someone in the main room when participants enter so that they can be filed in on any important information. A last email will be sent out the morning before the event to give participants the last friendly reminder that it is event day and give them an instructional list of steps to take to join the event.



### *Social Media*

We plan on using social media on the day of the event to have a countdown campaign that includes our sponsors for the event as well as hints that may help teams escape the room faster. We also want to be able to update all participants and our followers on the donation progress for our charity, the Hole in the Wall Gang Fund.



## **Registration and Rules of the Event - Everyone**

### Sign-Up Instructions

The following instructions will be provided to each team and participant as they register for The Great Escape Zoom:

1. Sign up via the Google Form sent out by CTNY Management Co. or found on the Instagram page ctnymanagementco”
  - a. Only ONE member of the team needs to register
2. All information must be included in the form in order for teams to be eligible
3. Teams will have the option to sign up for ONE time slot on April 25th
4. Teams also must donate a minimum of \$5 per player (\$10 per team) to the (INSERT LINK HERE)
5. Teams time slots WILL NOT be secure UNTIL the donation is sent in
6. Proof of donation will be a screenshot of the donation sent in to Michelle Madar at mmada1@unh.newhaven.edu
7. Teams must submit their proof of donation NO MORE THAN 24 hours after they complete the Registration Google Form

Other Important Messages:

Cameras must be on at all times and team members will be unmuted

All types of cheating will NOT be tolerated and will result in disqualification



## Rules of the Event

The following rules will be given to each participant as well as stated before the start of each game by a staff member:

Rules of the Game:

1. One participant on each team must share their screen
2. Teams must have their cameras and microphones on at all times
3. The chat feature will be only for messaging with co-hosts
4. The timer will be a countdown from 45 minutes kept by the Room Master and the Room Master will announce time update every 5 minutes
5. Participants can communicate with their teammates by unmuting themselves and discussing in the room
6. **Teams CAN NOT communicate with other teams prior to their time slot or after their game concludes**
7. Teams will have a maximum number of 2 hidden clue and team may only use that clue in the room which they found the object
8. Teams can ask the Room Master clarifying questions, but the Room Master can only give the teams vague ideas to move the team in the right direction
9. The winners will be the top three finishers in the fastest time for all three rooms collectively



Tiebreaker:

1. Team that makes it the furthest in the quickest amount of time -  
calculated from the Room Master's Timer
2. IF in the event this is also a tie, it would be the team who made it out of  
ROOM 1 the FASTEST



## **Event Policies** - Calabrese, Krautwurst & Madar

### Refund Policy

If team(s) are unable to make the event or have a last minute change of plans, or decide they no longer want to participate in the event, CTNY Management Co. is instituting a no refund policy. Once a team donates on the “Great Escape Zoom” donation page through the Hole in the Wall Gang Fund, their donation is non-refundable. It is important that when registering for this event, teams are aware that if they participate or not, no refunds of any kind will be provided.

### COVID-19 Policy

If there are teams who have registered for the event and test positive for COVID-19 and are then sent into quarantine, or have come in contact with someone who has tested positive and are sent into isolation, we ask that they contact the CTNY Management Co. staff. Since the event is taking place remotely over Zoom, there is the ability to host the participants so long as they specify they would still like to compete in the event at their registered time.

### “Rain” Date Policy

Given that the event is being hosted over Zoom and weather is not going to significantly impact our ability to host the event, there is no scheduled rain date. However, if there are significant WiFi issues and the event cannot be



hosted due to technological issues, the event will be pushed to May 2nd with the same time slots available from 1-7pm.

### No Tolerance Policy

**Cheating is absolutely unacceptable and CTNY has the ability to remove any participant(s) who we believe are cheating with warning.**

*Unacceptable Behavior includes, but is not limited to:*

- Intimidating, harassing, abusive, discriminatory, derogatory, or demeaning speech or actions.
- Harmful or prejudicial verbal or written comments or visual images.
- Inappropriate use of images.
- Inappropriate disruption during/of the event.
- Violating the rules and regulations of the online platform.
- Disrespectful behavior will *not* be permitted.
- If an event attendee posts offensive content, they will be removed from the event immediately by one of the CTNY Management team members.
- Verbal abuse of any of the participants.

Each of the team members will be monitoring the chat feature and the questions on zoom during the entire event.

- Participants should not copy or take screenshots of any chat room activity that takes place in the virtual space.





Each participant should act in a professional and appropriate manner at all times during the event.

The participants should show respect and courteous conduct throughout the duration of the event- **no exceptions.**

*Consequences to Unacceptable Behavior:*

CTNY Management Co. reserves the right to take any action deemed necessary and appropriate, including immediate removal from the virtual event without warning and refund, in response to any incident of unacceptable behavior.

Upon removal of the event, if necessary, the participant, or participants will not be receiving a refund- **no exceptions**

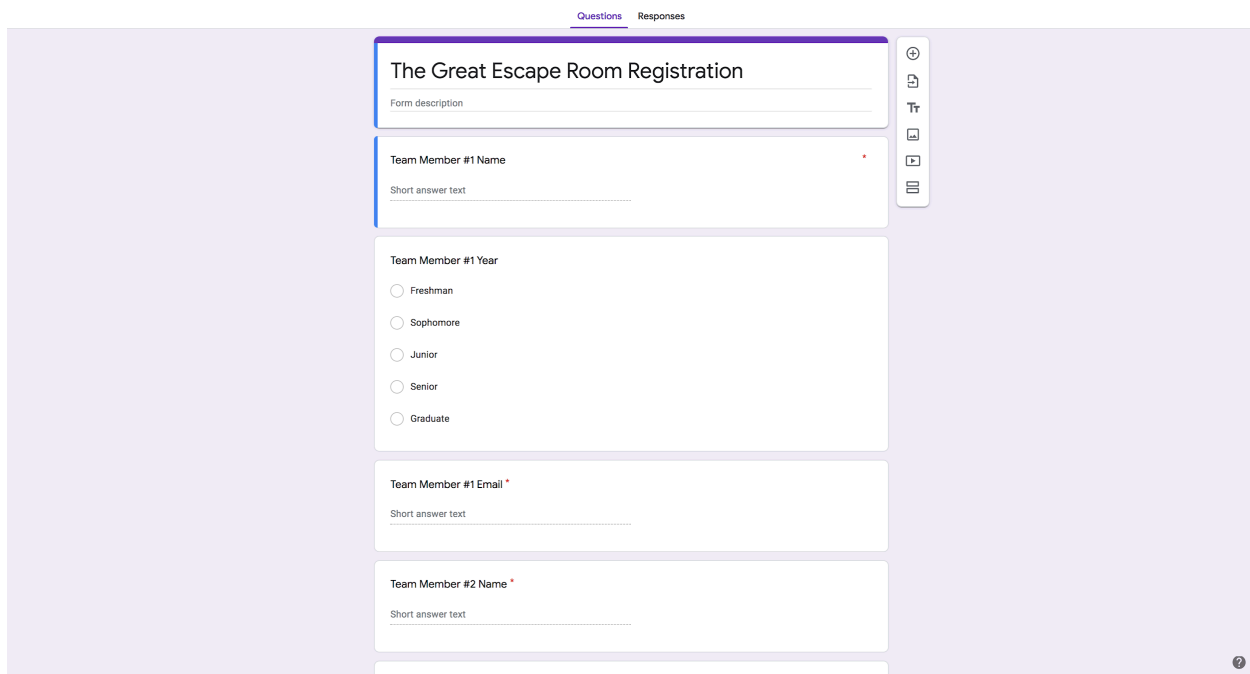


### **Facility Layout** - Calabrese, Krautwurst, & Maloney

#### Pre-Event

##### *Registration*

Registration for the Great Escape Zoom will be conducted through Google Forms and participants will register in teams of two. Registration fees will be \$10 per team or \$5 per person with all the proceeds going to the Hole in the Wall Gang Fund. Once registered, you will receive an email with the zoom link set up on the start date and time of the event.

A screenshot of a Google Form titled "The Great Escape Room Registration". The form is displayed on a light purple background. At the top, there are tabs for "Questions" and "Responses". The form itself is a white box with a blue border. It contains the following fields: a "Form description" field, a "Team Member #1 Name" field (short answer text), a "Team Member #1 Year" field with radio button options for Freshman, Sophomore, Junior, Senior, and Graduate, a "Team Member #1 Email" field (short answer text), and a "Team Member #2 Name" field (short answer text). A vertical toolbar on the right side of the form contains icons for adding questions, deleting questions, duplicating questions, and other form editing tools.

This is what the registration form looks like. It allows the teams of two to sign up together, rather than having them both sign up separately. This gives the chance to let us know who the teams are, so after registration, we can get all of the participants in order for the event.

### *Room Escape Maker Website*

To navigate the Room Escape Maker website, we will try and make this process as simple as possible. Once admitted into the zoom event, we will copy and paste the link in which you can access our virtual escape room. Once on the website, our room will be there but it will be locked with a password (this is to ensure no one is able to access the rooms before the event). We will provide the password to the rooms, then the teams will begin to try and escape.

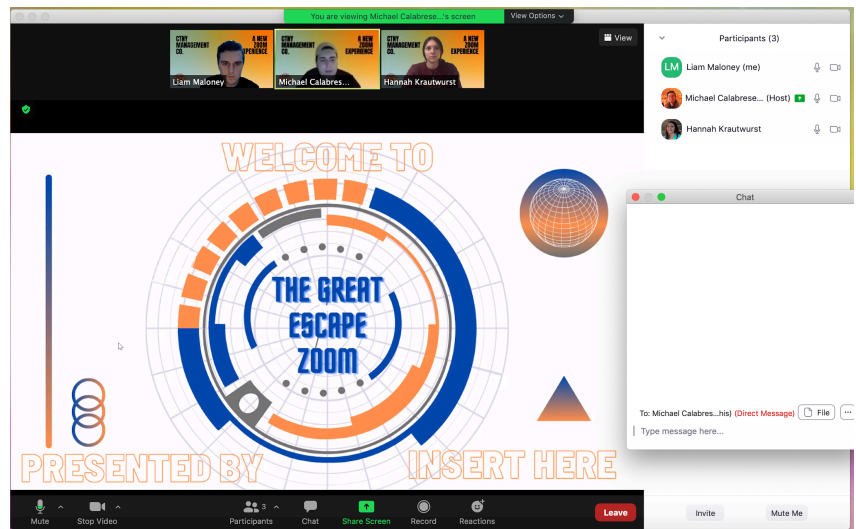


This is the landing page for the website and platform being used. Participants will be given instructions by the Room Leader to help navigate the website as well as instructions on how to share their screen in a Zoom breakout room.

### Day of Event

#### *Main room*

one of the six-team members will be stationed in the main room. This team member will be the one who sets up the five other breakout rooms for the teams of two to participate.

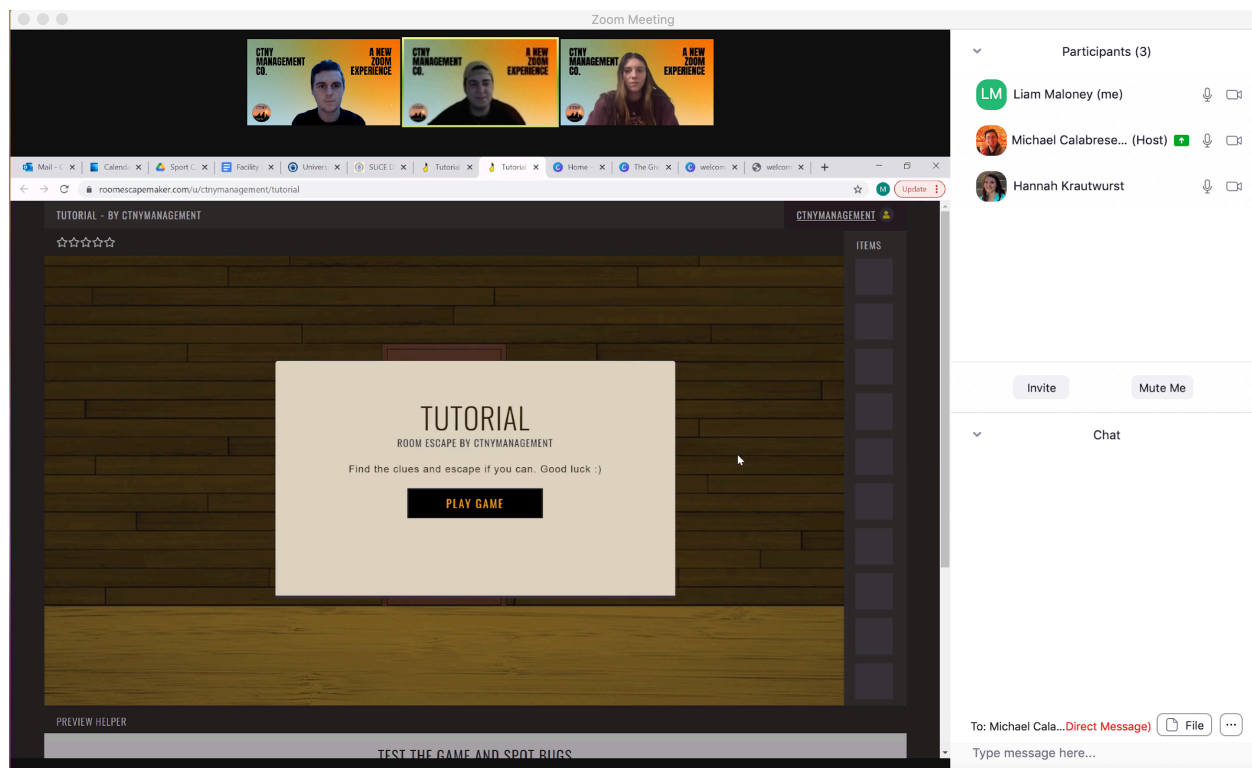


When the teams who registered to participate arrive for the designated time slots, the team member in the main room, will assign them to the individual break-out room with one of the other team members.

#### *Individual breakout rooms*

There will be five additional breakout rooms once the event has started. The other five members of the team will be assigned to an individual breakout room. Within that room, along with the team members, they will be joined with teams of two. There, the team leader in the room will give the tutorial of the escape room to the participants. While the teams are working on the escape room, the team leader will be monitoring the participants. When the participants are finished they will be able to leave the event, as the information will be emailed to them later.

## The Great Escape Zoom Event Plan



This is what the individual breakout rooms will look like. The setup is the same as the main room, with the participants with their cameras above, then the list of participants and the chat opened on the right side. This is where the team members will share their screen so the participants can see what is being shown. Tutorials will be shown before they try to do the room. Then the room escape maker page will be brought up and the participants will have the chance to escape from the room.



### Post-Event

#### *Email with Results*

After all, teams have finished the escape rooms, we will tally up the overall times from each team and compile a list in order from fastest to slowest to finish, top 3 getting more special notice since they will receive prizes. This email will also consist of what and where the top 3 teams will be able to pick up or if they are unable to come to campus where we must ship the prizes to.

#### *Post-Event Survey*

After completion of the event, we will also ask all participants to fill out a post-event survey (Google Form) that asks questions pertaining to what they liked most about the event, what can be improved on, etc. This allows us to collect information on how our participants felt about the event and will essentially wrap up our event as a whole.



## Event Schedules and Checklists - Krautwurst, Madar, & Pincince

### Event Schedule

Time	Team Name	Escape Room Guide	Breakout Room Name	Task
1:00 PM		Mikey	Escape Room - Mikey	Monitor team and provide assistance when needed, record time on iPhone timer (starting/stopping at appropriate times)
1:15 PM		Michelle	Escape Room - Michelle	Monitor team and provide assistance when needed, record time on iPhone timer (starting/stopping at appropriate times)
1:30 PM		Hannah	Escape Room - Hannah	Monitor team and provide assistance when needed, record time on iPhone timer (starting/stopping at appropriate times)
1:45 PM		Garret	Escape Room - Garret	Monitor team and provide assistance when needed, record time on iPhone timer (starting/stopping at appropriate times)
2:00 PM		Liam	Escape Room - Liam	Monitor team and provide assistance when needed, record time on iPhone timer (starting/stopping at appropriate times)



## The Great Escape Zoom Event Plan

2:15 PM		Mikey	Escape Room - Mikey	Monitor team and provide assistance when needed, record time on iPhone timer (starting/stopping at appropriate times)
2:30 PM		Michelle	Escape Room - Michelle	Monitor team and provide assistance when needed, record time on iPhone timer (starting/stopping at appropriate times)
2:45 PM		Hannah	Escape Room - Hannah	Monitor team and provide assistance when needed, record time on iPhone timer (starting/stopping at appropriate times)
3:00 PM		Zack	Escape Room - Zack	Monitor team and provide assistance when needed, record time on iPhone timer (starting/stopping at appropriate times)
3:15 PM		Garret	Escape Room - Garret	Monitor team and provide assistance when needed, record time on iPhone timer (starting/stopping at appropriate times)
3:30 PM		Liam	Escape Room - Liam	Monitor team and provide assistance when needed, record time on iPhone timer (starting/stopping at appropriate times)





## The Great Escape Zoom Event Plan

3:45 PM		Mikey	Escape Room - Mikey	Monitor team and provide assistance when needed, record time on iPhone timer (starting/stopping at appropriate times)
4:00 PM		Michelle	Escape Room - Michelle	Monitor team and provide assistance when needed, record time on iPhone timer (starting/stopping at appropriate times)
4:15 PM		Hannah	Escape Room - Hannah	Monitor team and provide assistance when needed, record time on iPhone timer (starting/stopping at appropriate times)
4:30 PM		Zack	Escape Room - Zack	Monitor team and provide assistance when needed, record time on iPhone timer (starting/stopping at appropriate times)
4:45 PM		Garret	Escape Room - Garret	Monitor team and provide assistance when needed, record time on iPhone timer (starting/stopping at appropriate times)
5:00 PM		Liam	Escape Room - Liam	Monitor team and provide assistance when needed, record time on iPhone timer (starting/stopping at appropriate times)



## The Great Escape Zoom Event Plan

5:15 PM		Mikey	Escape Room - Mikey	Monitor team and provide assistance when needed, record time on iPhone timer (starting/stopping at appropriate times)
5:30 PM		Michelle	Escape Room - Michelle	Monitor team and provide assistance when needed, record time on iPhone timer (starting/stopping at appropriate times)
5:45 PM		Hannah	Escape Room - Hannah	Monitor team and provide assistance when needed, record time on iPhone timer (starting/stopping at appropriate times)
6:00 PM		Zack	Escape Room - Zack	Monitor team and provide assistance when needed, record time on iPhone timer (starting/stopping at appropriate times)
6:15 PM		Garret	Escape Room - Garret	Monitor team and provide assistance when needed, record time on iPhone timer (starting/stopping at appropriate times)
6:30 PM		Liam	Escape Room - Liam	Monitor team and provide assistance when needed, record time on iPhone timer (starting/stopping at appropriate times)



## The Great Escape Zoom Event Plan

6:45 PM		Mikey	Escape Room - Mikey	Monitor team and provide assistance when needed, record time on iPhone timer (starting/stopping at appropriate times)
7:00 PM		Michelle	Escape Room - Michelle	Monitor team and provide assistance when needed, record time on iPhone timer (starting/stopping at appropriate times)

## Pre-Event Checklist

Pre-Event Checklist		
Task	Responsibility	Completed
<u>1 Hour Before Event:</u>		
Make sure the wifi is up and running	Everyone	
Computer is up and running	Everyone	
Computer charger is available	Everyone	
Phone is available for group communication	Everyone	
Phone charger is available incase of a need	Everyone	
Zoom Link is Working	Everyone	
<u>20 Minutes Before Event:</u>		
Virtual Background is working	Everyone	
UNH Apparel is being worn	Everyone	
There are no distractions around	Everyone	
Breakout rooms are up and running	Everyone	
Computer and phone chargers	Everyone	



## The Great Escape Zoom Event Plan

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Send out group text to make sure messaging is working	Everyone	
Go over a rundown of the event once all the team has logged onto the call	Everyone	
Check share screens with welcome screen and sponsor screen	Everyone	

### Main Room Checklist

Main Room Checklist		
Task	Responsibility	Completed
Event Schedule	Main Room Host	
No Tolerance Policy	Main Room Host	
Rules Sheet	Main Room Host	
Make sure to greet everyone and keep them engaged while waiting	Main Room Host	
Go over Rules Sheet and No Tolerance Policy	Main Room Host	
Talk about Hole in Wall	Main Room Host	
Send them off to their breakout rooms	Main Room Host	
A smile	Main Room Host	

### Inside Breakout Room Checklist

Inside Breakout Room Checklist		
Task	Responsibility	Completed
We will keep time manually on our end and you will have 45 min total to escape all 3 rooms	Escape Room Guide	
We will update you on your total time periodically and you can ask for the time at anytime	Escape Room Guide	
You will need pen and paper	Escape Room	



	Guide	
You can find clues that you can use throughout the game so remember to use them if you find them	Escape Room Guide	
One click interactions (no dragging)	Escape Room Guide	
Correct codes don't always have the number of digits show in box	Escape Room Guide	
Try not to waste time clicking on everything you see	Escape Room Guide	
Make sure to read the dialog boxes they might contain clues that you need (although your time will not stop so move quickly)	Escape Room Guide	
Sometimes things might take two clicks to fully complete that part of the clue (such as clicking on something will tell you something then clicking again adds it to your inventory)	Escape Room Guide	
Background of the story	Escape Room Guide	
Remember to ask questions on the tutorial because we can't help you later.	Escape Room Guide	
Good luck	Escape Room Guide	



### Post-Event Checklist

<b>Post Event Checklist</b>		
<b>Task</b>	<b>Responsibility</b>	<b>Completed</b>
Ensure that All Teams Have Exited the Zoom	Everyone	
Ensure that All Teams Registered, Participated	Everyone	
Ensure that All Times were Recorded	Everyone	
Ensure that All Post Event Surveys Completed	Everyone	
Compare Times and Figure out the Top 3	Everyone	
Email All Participants with Results	Everyone	
Email Top 3 with Prizes	Everyone	
Send out Prizes to Winners	Everyone	
Send out Email Thanking Our Sponsors, Event Recap	Everyone	
<b>Post Event Checklist, For Room Guides</b>		
<b>Task</b>	<b>Responsibility</b>	<b>Completed</b>
Congratulate the Team on Finishing	Escape Room Guide	
Give them their Time	Escape Room Guide	



## **Risk Assessment** - Calabrese, Fasset, Krautwurst, & Madar

“The Great Escape Zoom” is a virtual escape room event, created by the team members of the CTNY Management Co, that will be held remotely on zoom. This event will be held as a one day event on Sunday April 25th. Participants are allowed to sign up in teams of two, and try to escape the three levels we have created. Each team will sign up for their own designated time slot, to prevent the platform from crashing. Due to Covid-19, holding this event virtually we are able to eliminate the risks that come with holding an imperson event. However, there are still many risks that need to be accounted for when events are being held virtually. Below we have highlighted some of the most prominent risks and how we, as a team, plan to avoid/combat them.

### Low Risk Scenarios

#### *Problem*

Anyone one of the sponsorships we obtained, falls through.

#### *Solution*

When we conducted our survey asking what type of prizes they would like to compete for, the majority of the interest came from charger gear/ University of New Haven products. We are sponsored by three University of New Haven programs, and all three of them are willing to give some type of Charger product whether it is clothing, mugs, or water bottles. If something comes up with one sponsor, and they have to drop the sponsorship then we will be able to still ensure University prizes to the top three winners.



### *Problem*

Inability to cultivate a sizable following on Social Media.

### *Solution*

While currently we are growing a following on Instagram, one of our event goals was to create an Instagram page with at least 50 followers and we now have 123 followers. One other way we can go about trying to gain a sizable following would be to utilize other social media platforms such as Facebook or TikTok, or even another option could be use other marketing tactics such as posters around campus, emails, and going into classes to pitch our event. As the time for our event grows closer, we have been updating our instagram with our partnerships, our sponsors, sneak peeks of us working on the rooms, the prizes we will be giving away to the top three winners, and anything else that revolves around the event.

### *Problem*

Participants using the internet to search for help with the escape room.

### *Solution*

Due to the nature of our event being online, participants will have more resources at their disposal than normal when it comes to escape rooms. One way to solve this issue is to require participants to have cameras and even have at least one member of the team trying to complete the escape room sharing their screen so our team can monitor what the participants are looking at while completing the escape room. Also, as a management





company we will try to make our rooms as unique as possible in order for the rooms to be challenging and not easily solved.

### High Risk Scenarios

#### *Problem*

Wi-Fi has a mass outage pre/during the event.

#### *Solution*

While the internet connection is out of our control, it is important that we conduct the necessary testing and reach out to the I.T. Department to see if there is any way to lessen the chances of this happening. The most reasonable solution is to figure out a way to withhold the answers from the teams that do not complete the room until post event. This way, teams cannot spread the answers to the teams that would have to go through the room after the internet is fixed. Another way we plan to prevent internet issues from severely affecting the event is to time teams individually. Each of us will monitor teams going through the course making it easier to stop the time if there is an issue and to make it fair across the board.

#### *Problem*

Not reaching our estimated number of participants, resulting in loss for us as well as The Hole in the Wall Gang Fund.



### *Solution*

While we never promised The Hole in the Wall Gang Fund a certain dollar amount, it would be very unprofessional on our end to show up with only \$30 to donate, given their involvement in the event. In order to ensure we will be able to provide a larger donation, CTNY Management will be raising money as well. We will reach out to our family and friends and encourage them to donate through us to a good cause. We are also encouraging participants to go that extra step and pay more than the required \$3 entry fee. Being able to give back to the community is very important to us and if we aren't able to do so, our event could be considered a failure. With the fire happening with The Hole In the Wall, it is more important than ever that we raise as much money as we can to help them rebuild their camp.

### *Problem*

Glitches in the escape room

### *Solution*

Being virtual, it is impossible to know if the event will go on without a problem. In order to ensure we are successful as possible, we will be running many test runs and creating the best rooms possible. The first phase of this is each of us creating our own room and then we will all be trying out each of the rooms to pick the best ones to work off of. Then, once we create a rough draft of the event rooms, we will send them out to family/friends (not UNH related/participating) and they will try the escape rooms. This ensures that the



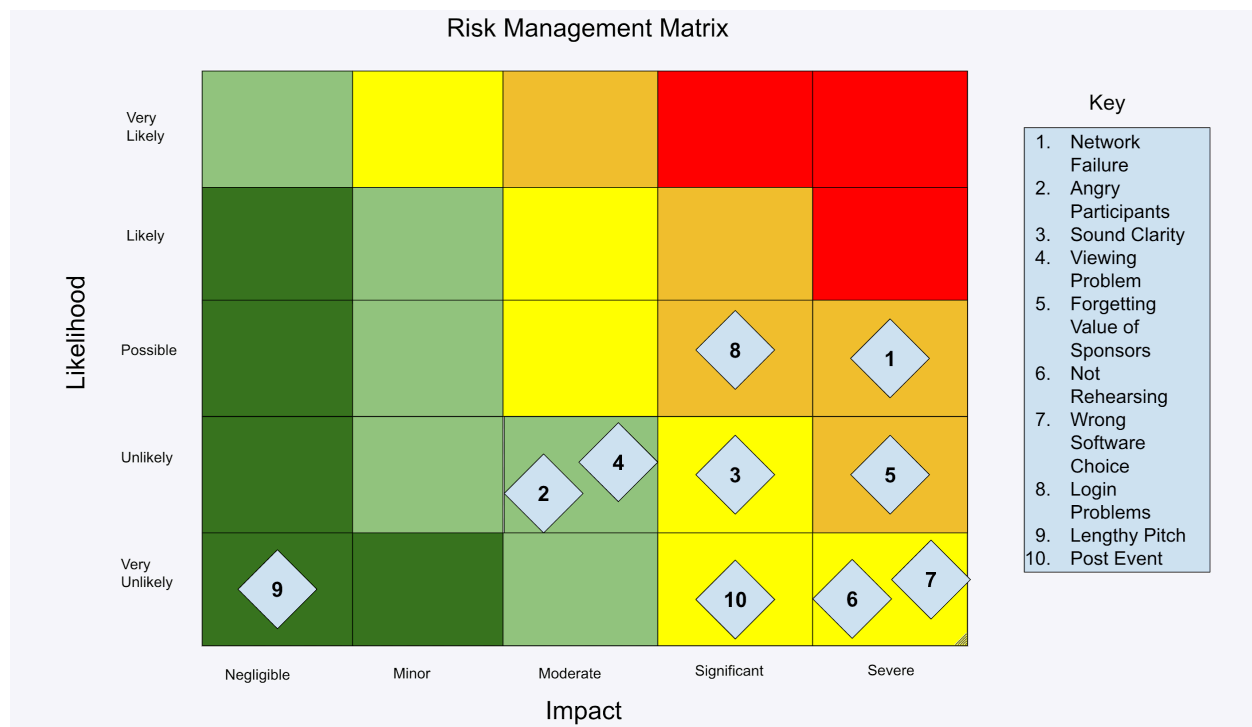
escape rooms are functionable on various brands of laptops and internet connections. The test run will also provide us with feedback about the rooms from an outside perspective. Lastly, we will then make final changes and test out the rooms ourselves while being on Zoom, similarly to what the event will be like.

### Insurance & Mitigation Strategy

Virtual deadlines require different deadlines that are more unforgiving than live events. Virtual events cause a time loss because the production process and timelines are very different. The platform that we will be using, will be previewed. Beta testing will take place weeks before the actual event to help ensure that the escape rooms are easy enough to view and understand but to also make sure they are challenging for our participants. By prioritizing familiarity with the technology, the team will be in control and ready for whatever is thrown our way during the event. Since, we are at the mercy of our home WiFi, our internet connections will be tested by every member to make sure it will be stable during the event. Our team will do a test run and practice before the day of the event. This will allow us to fix any other minor details and problems that could occur. It is not required, but recommended everyone participates in this event from some sort of computer. If there is more than one person that is going to be using the same internet bandwidth on the same day of the event, it would be best to practice at the same time to see how the connection will be affected. Any problems, such as internet



connection, will be flagged and will be ready to work around. If one of us happens to drop off because of an outside problem, we will make sure there is one of us who can step in and take over.



### Risk Management Plan

- Network Failure
  - Mitigate
    - We will be testing the network we all will be using multiple times beforehand. We will also ask the participants to test the network they will be using multiple times before the event. However, there is still the chance of a network failure,

so we will be in contact with the IT department if anything goes wrong.

- Angry Participants

- Mitigate

- In pre-event meetings, the team will go over and come up with ways on how to handle any angry participant(s). Either the team members as a whole will apologize, the group leader will apologize on behalf of the team, or the risk management chair will apologize and resolve the situation.

- Sound Clarity

- Mitigate

- Common reasons for sound problems are lousy microphones, crappy BlueTooth connectivity, and the worst of all, incorrect audio settings. The audio settings are the most difficult to solve because your speakers might not know where to look for these settings. A sound-check will be run with every team member before the event. About 20 minutes prior to when the event starts, we will do another sound check.

- Viewing problem

- Mitigate



- Clear video viewing is essential for this event. A lot of people don't care about the quality of a video. This probably takes the participants about 30 seconds before they become uninterested anymore. We will be testing this beforehand to make sure the video quality is good and working.
- Forgetting the Value of Sponsors
  - Mitigate
    - Sponsors are crucial to the success of our event. We will do all of the checking to make sure the sponsors are on our virtual backgrounds and on the mainscreen for the duration of the event. If the mishap occurs where we didn't promote one of our sponsors when will promote them someplace else after.
- Not Rehearsing
  - Mitigate
    - Make sure everything around us is exactly how it is going to be on our event day. We want to try and make sure to anticipate anything that could potentially go wrong. If we notice something that could go wrong then we can fix the problem so it doesn't happen during the event.
- Wrong Software choice
  - Mitigate



- We discussed and decided to hold the event on the platform zoom. We are familiar with the platform, because we use it on a day to day basis. A lot of other companies are using it for work and personal meetings, and connections. We deemed it the best for our event.
- Login Problems
  - Mitigate
    - There will be a link sent to the participants after they register. There will be no password so there should be a 99% chance the participants are able to enter the event. We will be testing out the link beforehand to make sure there aren't any problems.
- Lengthy Pitch in the beginning
  - Mitigate
    - No one is going to want to listen to a 5 minute pitch. They are going to want to get started on the event. If the introduction is too long, one of us team members will let the other team member know to shorten it the next time.
- Post Event
  - Mitigate



- There is a post event survey already created that will be sent out after the event, which will give us feedback on how the event went.





## **Emergency & Contingency Plan** - Calabrese & Madar

### Contingency Plan

In the case of an emergency where many of our participants are forced into quarantine and will not have access to the event, we will reschedule our event to May 2nd. This will shift our event to a week later but will hopefully give the majority of our participants the ability to join and enjoy the event. There will be no refunds to the event if it is canceled or rescheduled and participants cannot attend. Since our registration fee is a straight donation to our charity, we will not be refunding any team donations.

### Emergency Contact Information

The emergency contact information for the event will include the contact information for each of the CTNY Management Co. staff members as they are running the event, the University of New Haven IT Department in case there are issues with any computers or internet on campus, as well as the University of New Haven Police Department in the extreme case of any viral harassment or extreme emergency. The information for every party is below:

#### **Michael Calabrese - CEO**

Cell Phone: (860) 480-3173

Email: mcala2@unh.newhaven.edu

#### **Zack Pincince - CFO**

Cell Phone: (203) 212-7927

Email: zpinc1@unh.newhaven.edu



***Garret Fassett - COO***

Cell Phone: (315) 939-4131

Email: gfass1@unh.newhaven.edu

***Michelle Madar - CIO***

Cell Phone: (203) 745-8187

Email: mmada1@unh.newhaven.edu

***Hannah Krautwurst - CTO***

Cell Phone: (585) 354-8174

Email: hkrau1@unh.newhaven.edu

***Liam Maloney - CMO***

Cell Phone: (631) 873-5012

Email: lmalol@unh.newhaven.edu

***University of New Haven IT Department***

Phone: (203) 932-8324 (Option 2)

Email: studenttechsupport@newhaven.edu

***University of New Haven Police Department***

Non-Emergency Line: (203) 932-7014

Emergency Line: (203) 932-7070

Email: policedispatch@newhaven.edu



## Emergency Codes

Due to the fact all of the team members will be in different breakout rooms, we will use a group text message to communicate any emergencies. Listed below are the codes we will use in case of emergency and their meaning.

### *Connecticut*

Code “Connecticut” means suspected cheating. The staff member who believes participants are cheating will text the code along with reasoning so that other team members can be on the lookout for any suspicious behavior.

### *Stompede*

Code “Stompede” will be used if there is an unregistered person in the Zoom call or breakout room at any time. Michael will be the one to remove this person from the call immediately.

### *Code Blue*

“Code Blue” means that there is an internet connection issue that is being handled but also needs to be noted (more serious than a lag but not a major connection issue).

### *Code Gold*

“Code Gold” means that there is an immediate emergency that needs to put a pause to the entire event. This code will cover serious internet connection issues, severe cheating, and any other emergency that impacts the event. This is the most serious code and should not be used lightly.



## Documentation Process

The process that will be taken for any kinds of reporting purposes is as follows:

1. If any issues were to arise during the Zoom call, whether it is through chat, participants unmuting, or any other methods, Michael Calabrese will be notified through either private Zoom chat, or direct text message
2. Michael will either report directly to the room where the issue is taking place to address the person(s) directly
  - a. If the matter is extremely severe and the issue needs to be addressed immediately, any Co-Host (i.e., staff member of the event) will hold the power to move the participant into the waiting room or remove them from the Zoom call
3. The time and exact issue will be documented by the staff member who noted the issue in the first place
  - a. If the incident that occurred took place via chat the chat will be saved and on file and sent to Michael Calabrese
  - b. If the incident that occurred was something that the participant had said, there will be a written down paraphrasing of what was said as well as documentation of who the other witnesses were in the room



- c. If the incident that occurred was posted via video from the participants Zoom, there will be a screenshot taken which will then be forwarded to Michael Calabrese to be reported

### Reporting Process

In the event of there being any sort of bias incident that needs to be reported, all staff members at the event will notify Michael Calabrese, the CEO who would then be reporting the incident via the ReportIt! forms provided by the University within the Dean of Students Office. These sets of forms can be found at [ReportIt!](#)

In the process, the form will be submitted no later than the day after the event concludes, April 26th 2021 by 11:59pm. This will help ensure that if there is a potential hearing necessary it can be done in a time effective manner. All documentation necessary will be saved post-event if any issues are to arise (i.e., chats, screen captures, etc.).

### Employee Training

Each member of CTNY Management Co. will be trained to effectively react to situations that may occur. Given the event is all virtually, we do not anticipate any physical emergencies happening that we would be able to assist with. However, virtual events have their own risks that the team has well prepared for. The team has been trained for a variety of emergencies such as poor internet connection, inappropriate comments within the chat and video portion of the event, cheating, and inappropriate actions on the video screen.



Due to the fact each team member will be monitoring a room, it is important that each person has the same training, which is outlined below.

### *Poor Internet Connection*

Due to the event being fully online with participants on different servers, the chances of internet issues is slightly increased, as it is out of our control. In order to best combat any internet issues affecting a team's time, each breakout room will start at their own pace, and if an incident occurs, the officiator will stop the timer to help resolve the issue before resuming. CTNY Management felt this was the most fair way to resolve minor connection issues. If there is a major internet issue where a team can't compete at their designated time slot, they will be given the opportunity to compete at the conclusion of the event (6pm to 8pm). Each team member is trained to spot lag in the game and Zoom and stop the timer to further investigate what the problem is. All internet issues will be written down and reported to Michael at the end of the event.

### *Inappropriate Chat/Camera Use*

If there is a participant who is using the chat inappropriate comments (cheating, swearing, arguing with another participant, etc), the team member in charge of that room will address the participant with a verbal warning reminding them of what is inappropriate for this event. If there is an inappropriate comment/gesture on the video portion of the event, the same procedure will be followed. If the incident occurs for a second time, Michael



(CEO) would then be notified to speak with the participant and it would be reported to Professor Hagen and Professor Holub. If the incident occurs for a third time, the participant's team will be asked to leave the event and be disqualified.

### *Cheating*

Cheating is always a concern, especially with online events where the teams are participating at different times. We trust our participants that they will not cheat but in the event cheating occurs, CTNY Management is trained and prepared to take action. Each team member has gone through the escape rooms, giving an estimate of how long it should take. The team is trained on what to look for that could indicate cheating (quick times, a non-team member in the breakout room, people doing the escape rooms beforehand, etc). All participants involved will be immediately disqualified and asked to leave the event. All cheating incidents will be reported to Michael as they occur. If there is a major incident that affects the entire event, the event will cease for the day and be rescheduled with a date TBA. We want to ensure all participants are given an equal chance to win, thus why all team members take cheating very seriously.



### Roles & Responsibilities

Each staff member will be responsible for running escape rooms with teams, operating in the main room for when new teams arrive as well as monitoring rooms for any unsportsmanlike behavior or behavior that violates the University of New Haven's Code of Conduct.

#### *Escape Room Guide*

Any of the staff members can be an Escape Room Guide. This role being the person in charge of operating a team's run through of the escape rooms. The Escape Room Guide will ask that participants have their cameras on as well as have one person on the team to share their screen. The Escape Room Guide will then provide the link to the game as well as the password to unlock the room. Once the teams have begun, the Escape Room Guide will have their own stopwatch going to inform the teams of their progress throughout the entirety of the three rooms as well as giving them reminders. Lastly, the Escape Room Guide will be in charge of giving out a hint to the team if they find the hidden items within the room that grant them the hints.

#### *Main Room Greeter*

Any of the staff members can be a Main Room Greeter whose main responsibility will be to greet teams as they arrive, check them in for their attendance and that they are registered for the event. The Main Room Greeter will introduce the event as a whole and double check if the teams have any questions about the event. They will display the welcome screen as





well as a thank you to all of our sponsors for the event. They will then double check with other Room Masters to make sure there is a slot open for the next team to begin their escape room and send them in.

### *Mandated Reporter*

The Mandated Reporter for the event will be the CEO Michael Calabrese from the CTNY Management Co. In this position, he will be reporting any negative behavior or actions that take place during the event and document them in the ways listed above. Should there be anything that must be reported higher up, Michael will take necessary action in the plan that is listed under the Reporting Plan section.

### Emergency Overlay from Facility Plan

Our event is entirely on Zoom so we do not have an emergency layout for the facility. Each participant knows the location that they are in (most likely their homes) so if a physical emergency occurs that is not something we can prepare.

### Types of Emergencies & Evacuation Plans

The types of emergencies we may encounter as a virtual event do not require any evacuation plans. The possible emergencies and reactions can be found above in the employee training section.



### Risk Assessment Solutions & Actions

To summarize the solutions from the Risk Assessment Plan, the staff working the day of the event will be prepared in a multitude of ways leading up to the event to help prevent and troubleshoot any kinds of issues that may occur. With some things being completely out of our control like the WiFi connection the day of the event, the staff will know who to contact in case of that kind of emergency. With other risks involving more the participants actions, the staff will be trained on conflict management as well as proper Zoom etiquette to ensure that we provide a safe and welcoming environment for all participants.



## **Food & Beverage and Customer Care Plan** - Krautwurst

### Food and Beverage

Since this is a virtual event, there will be no food or beverage offered. However, the participants can have food and beverages of their own while they are participating as long as they are not getting up to get said items during their play time.

### Customer Care Plan

There will be multiple teams participating in the event at once.

Each team will be made up of two participants.

Each winning team will be given a few of these prizes listed below:

1. College of Business Water bottles
2. Charger athletic gear
3. Beckerman Recreation Center t-shirts
4. College of Business Portfolios
5. Beckerman Recreation Center mugs
6. Shop rite gift cards

These six different prizes will be split up between the top three teams of the event. Those top three teams will be decided based on how fast it takes them to finish all three of the rooms. Each prize will be given to both team members. Each prize shown has a duplicate so each participant will receive their own.



Ex: First place team gets two of each of the following; \$15 ShopRite gift card, Escape New Haven gift card, UNH College of Business water bottle, Charger Rec coffee mug, and Charger Rec championship t-shirt.

At the end of the event, our team will tally up all of the times for each room and decide on who the top three winners are. Once we have confirmed the top three teams, an email will be sent to them in order to get their shipping address. From there, the prizes will be shipped directly to the winners or the winners can choose to pick up their prizes if they are local.

### Participant Care During the event

#### *Main Room Host*

There will be the main room host at all times. Each team member will rotate being the host, so each team member has a chance to interact with all of our participants. The main room host will be in charge of staying energetic and engaging with the contestants waiting to play. While waiting in the main room, the host will need to briefly go over the rules of the game, but leave the specific details until the team enters their breakout room.

#### *Escape Room Guide*

Escape Room Guides will be key in creating a fun and interactive environment for the participants. The room master will give a quick rundown of the rules again, so the team is aware of them. Since this may be a new experience for many, the room master will show the teams a quick tutorial so the teams can have a good idea of what they need to accomplish. The room



master will have to help guide the contestants through the rooms without giving anything away. The room masters will have to have a good understanding of how to escape each room, so that if contestants are stuck and need hints, the room master is able to give subtle ones that will point the teams in the right direction to be able to escape the room.



## **Prize List** - Madar

### Prize Packages

These are the following prizes that will be awarded to each player of the 1st, 2nd, and 3rd place teams. Below is a summarized list followed by photos of each prize package.

#### *1st Place*

Escape New Haven discount code, \$15 ShopRite gift card, UNH College of Business Swell water bottle, UNH Rec Center champion t-shirt, and champion mug

#### *2nd Place*

UNH Athletics bucket hat, UNH Athletics t-shirt, UNH College of Business Swell water bottle, and champion mug

#### *3rd Place*

UNH Rec Center champion t-shirt and UNH College of Business Swell water bottle





### Raffle Prizes

In addition to prizes for the top three teams, we will also be doing several raffle giveaways leading up to the event.

#### *Instagram*

Every Tuesday, (starting 5 weeks out from event day), we will post on Instagram with a photo containing our logo and event day. Everyone who reposts this post onto their story will be entered into a raffle to win a UNH College of Business Swell water bottle. We will give users 24 hours to repost each week and then randomly choose a winner Thursday mornings. In total, we will be raffling off five water bottles while also getting free marketing of the event.

Along with the weekly water bottle raffle, we will also be raffling off a gift card to Escape New Haven the day before the last day to register. This give away will be done the same as the water bottle, with people sharing our event poster to their story (this will mention the registration deadline). We will choose a random winner the same day. Pictured above are the posters for both raffles that will be posted to Instagram.

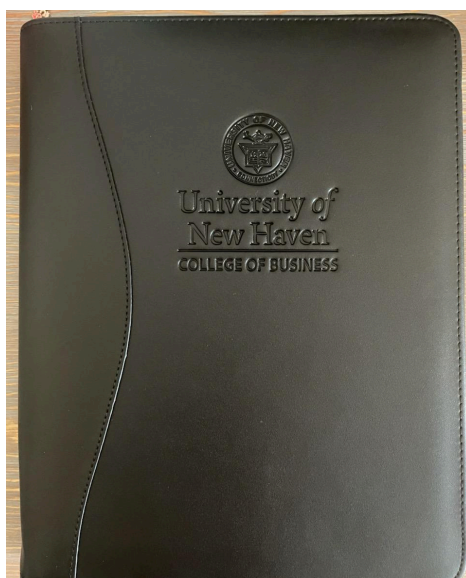






### *Donors*

We want to include everyone who donated to The Hole in the Wall Gang Camp in our event as well. We will randomly select two donors (non participant donors) to receive a UNH College of Business portfolio, pictured below.



## **Post-Event Summary - Madar**

### Attendance

All 18 teams that registered were present at the event. Two teams did have to move their time slots but in the end were still able to participate. In addition, all 6 members of CTNY Management were present throughout the entirety of the event.

### Event Day Issues

Hosting a virtual event we were anticipating at least one technical difficulty to occur but felt we were prepared for whatever might occur. One of the minor, yet very stressful, issues we encountered was Liam and Zack's Zoom background not working. This was something we had not prepared for but were able to quickly overcome with light adjustments and Liam borrowing his roommate's laptop. As far as the actual event goes, a few teams did have trouble logging into Zoom. One team couldn't get the audio to connect which was an important part of the event. Michael had the team log off then log back in utilizing the chat to tell them to make sure they connect with computer audio. Another Zoom issue was a few teams could not screen share. We were not aware of this issue until the teams got into the breakout rooms. At this point, Michael was notified and the team was made a co-host which allowed them to screen share.

In terms of the actual escape room, we did have one major technical difficulty in regards to the clock in room 2. We were aware of this issue prior to the



event but had no way to fix it and it did not affect every team. The teams that were affected were notified of how to fix the clock and it did not affect their time. One team had a more severe issue when they accidentally refreshed the page while doing room 2. Garret and Michelle were the guides for this team and stopped the clock allowing the team to get back to where they previously were.

All of the issues that occurred on event day were fixable and did not hinder the success of the event.

### **Post-Event Evaluation** - Calabrese, Krautwurst, & Madar

#### Post-Event Surveys

Each survey below will be sent out the respective party of The Great Escape Zoom after the event concludes. These results will be essential in the evaluation of the event on a more subjective scale as well as to help make any adjustments and improvements necessary to this specific event and any other CTNY Management Co run events in the future. All results to these surveys will be attached at the end of this document. (See Appendix)

#### *Participants*

1. How would you rate your enjoyment of The Great Escape Zoom? (1 being bad experience, 5 being great experience)
  - a. 1
  - b. 2
  - c. 3



- d. 4
  - e. 5
2. How likely would you be to participate in this event again?
- a. Not likely at all
  - b. Unsure
  - c. Very likely
3. Please write one sentence describing your initial thoughts when first entering the virtual escape room.
4. On a scale of 1 to 10, rate the difficulty of the escape room (1 being low, 10 being high)
5. Please leave a one sentence suggestion for CTNY Management to make future events better.

*Staff*

1. How would you rate the success of The Great Escape Zoom? (1 being poor, 5 being great)
- a. 1
  - b. 2
  - c. 3
  - d. 4
  - e. 5
2. How would you rate the professionalism of the CTNY Management Co.?  
(1 being poor, 5 being great)



- a. 1
  - b. 2
  - c. 3
  - d. 4
  - e. 5
3. Would you want to work at a CTNY Management Co. event again?
- a. Yes
  - b. No
  - c. Maybe
4. Did you feel completely prepared for the event based on the prior training and meetings before the event?
- a. Yes
  - b. No
  - c. Maybe
5. Please leave any other comments, improvements or concerns you may have to help the CTNY Management Co. moving forward.
- a. This question is open ended.

### *Sponsors*

1. How well do you see this event impacting your organization? (1 being poor, 5 being great)
- a. 1
  - b. 2



- c. 3
  - d. 4
  - e. 5
2. Did our event meet your expectations for the sponsorship?
- a. Yes
  - b. No
3. Would you sponsor another CTNY Management Co. Event?
- a. Yes
  - b. No
4. How likely are you to tell other organizations about your previous sponsorship?
- a. Very Likely
  - b. Likely
  - c. Neutral
  - d. Not Likely
  - e. Deter them from sponsoring

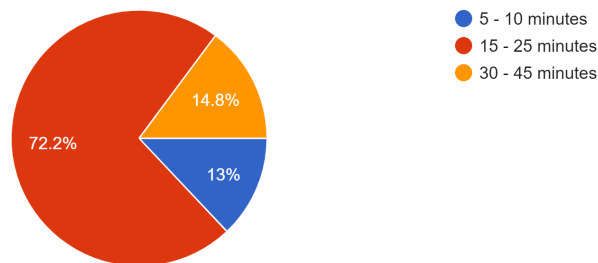


## Appendix - Everyone

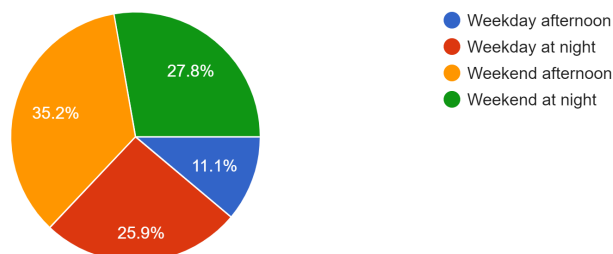
### 1. Needs Assessment Survey Results - Madar

CTNY Management's pre-event survey went better than we thought it would. 54 UNH students took the survey and the feedback we got is very helpful to our event planning. Below are the results of what we feel are the most important questions we asked.

How long would you want the escape room to be?  
54 responses

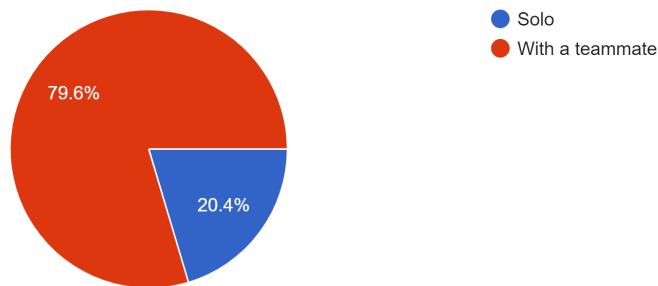


Would you prefer the event be on the weekend or weekday? Would you prefer it be in the afternoon or at night (6pm or later)?  
54 responses



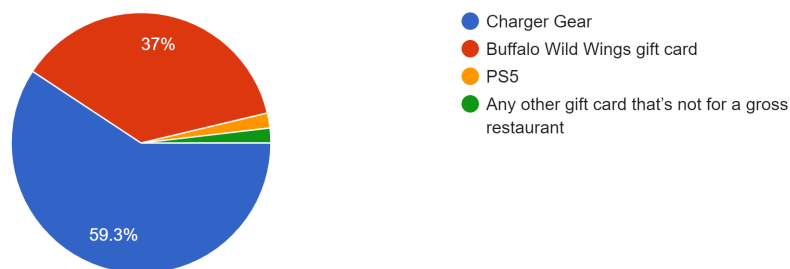
Would you prefer to do this event by yourself or with a teammate?

54 responses



What prize would be most attractive to you?

54 responses

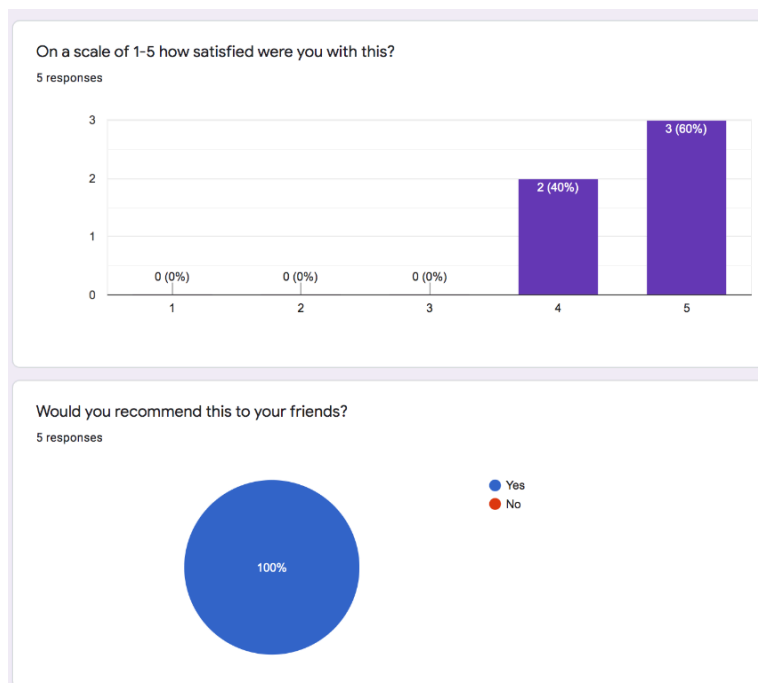


We found these questions to be the most important as they could be the deciding factor for someone participating in the event. For example, it appears that more people want Charger Gear as a prize versus a BWW gift card, so that is something we need to take into consideration when it comes to sponsorships. The event day, time, and length is extremely important. In total, more people want the event on a weekend, but that percentage is split almost in half for afternoon or night time. This is a point where we might send out a second survey asking people specific time frames such as 3-4pm, 5-6pm, or 7-8pm, that way we can narrow this down even further and ensure



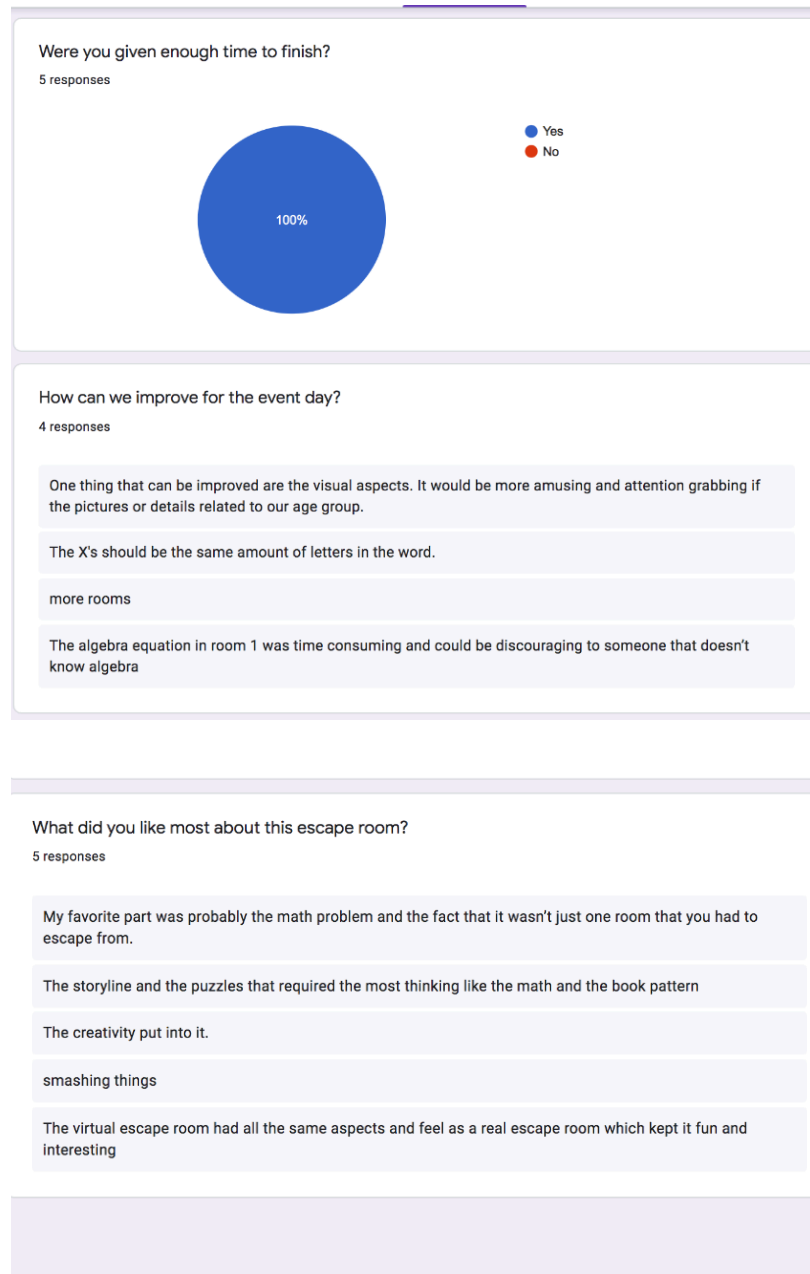
participants are happy. Going along with this, it was important we found out how long the escape room should be. The majority of people said 15-25 minutes which helps us when creating the escape room and also planning how the event will be scheduled out during the time frame we choose. A full survey summary will be attached as a separate document.

### 2. **Post-Beta Test Survey Results** - Maloney



## The Great Escape Zoom Event Plan

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We found these questions very helpful as they gave us key insight into how people viewed the rooms and fixes we needed to make. The first question showed us the overall satisfaction felt after completing the rooms which helped us determine if the difficulty of the rooms is high enough without being too challenging. Next question allowed us to know if people would be



willing to recommend the experience to their friends which shows how much they enjoyed the event. The following question about time, showed us if the time we had chosen to be allotted was enough as we want to make sure teams have enough time to finish. The next question allowed for the beta testers to tell us specific ideas they had on improving the rooms. We took these recommendations and decided to upgrade our account on the website which enabled us to improve the visual aspects of the room and other things. The last question gave us the knowledge of what we are doing right with the rooms so we know what we can highlight and possibly add more throughout the event.

### **3. Meeting Minutes** - Fassett & Madar

#### The Hole in the Wall Gang Camp Fund

Thursday February 11, 2021 3:00pm

Initial meeting with Anna Grace, a development associate at The Hole in the Wall Gang Camp Fund. Present at the Zoom meeting was Michelle, Hannah, and Liam.

- Introduced the team to Anna Grace and told her what the event would entail
- Discussed what each party (CTNY and The Hole in the Wall) would give and receive from partnership
- Anna Grace told us more about the camp and where the donations would be going to



Wednesday March 10, 2021 10:00am

Second meeting with Anna Grace. Present at the Zoom meeting was Michael, Garret, Hannah, Michelle, Liam, and Zack.

- Fundraiser update (raised over \$1,000 already)
- Event date changed to one week later (April 25)
- Anna met the rest of the team
- Talked about the rooms being finalized and Anna possibly trying them out before the event

UNH Beckerman Recreation Center

Friday February 12th, 2021 2:00pm

Initial meeting with Maria Tony to set up a possible sponsorship from the Rec Center. Present at the Zoom meeting was Garret, Hannah, Michelle, Liam, and Zack.

- Introduced Maria to the team and told her about our event.
- We discussed The Hole in the Wall Gang Camp Fund, as our charity we chose for the event.
- Maria told us all the available prize options the Rec Center can give to us

In a follow up email a few weeks later she sent us pictures of the prize options and a final inventory of each item. All communication with Maria since has been done via email.



### Room Escape Maker

Wednesday February 17, 2021 3:00pm

Initial communication via email with André Januneau owner of Room Escape Maker to talk about a potential sponsorship. Involved in the conversations was Garret.

- Introduced André to the event gave a brief summary of what it is and the end goal of donating proceeds to charity. Asked for a future zoom meeting with the team.
- André introduced himself and clarified that he was from France and would prefer to talk via email instead of the zoom meetings. He requested a more in depth explanation of the logistics of how the platform would be used for the event.
- Gave a more in depth explanation of how the event would operate to André and asked how his premium packaging worked with the website.
- André explained how the pricing of his site works and offered to give us four Pro Plus Packaged rooms for the event as long as we were to purchase at least one library of items from him.

Since communication with André has regarded the timeframe of when to expect the added features in which he explained how to use them.

### World Wide Sports Radio Network



Friday February 19, 2021 1:00pm

Initial communication via phone call with Errol Marks the co-owner of World Wide Sports Radio Network to talk about a potential sponsorship. Present on the phone call was Garret.

- Introduced Errol to the event and gave a brief summary of how it would function.
- Asked if he would be willing to fund the cost of the libraries directly in exchange for sponsorship.
- Errol agreed to cover the cost of the libraries as well as to promote the events donation page to everyone working throughout the network.

### Escape New Haven

Wednesday February 24, 2021 10:00am

Initial meeting with Max Sutter to set up sponsorship with Escape New Haven. Present at the Zoom meeting was Michael, Garret, Hannah, Michelle, Liam, and Zack.

- Introduced the team to Max and gave a brief summary of event
- Max told us Escape New Haven will donate 2 gift cards, each card being good for two tickets
- Max also gave us advice for creating the virtual escape room as Escape New Haven has something similar
  - Have a maximum number of clues (3 or 4 is good)



- Create list of clues for escape room guides to give out before hand
- Tell people if they are close/on the right track as this will motivate them
- Make certain things obvious/draw attention where needed

### University of New Haven Pompea College of Business

Wednesday March 3, 2021 11:00am

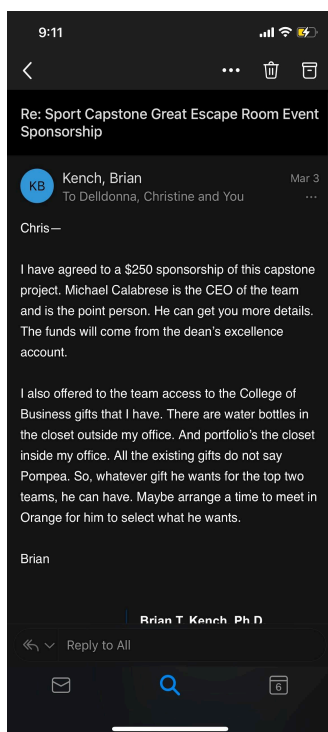
Initial meeting with Dean Kench to discuss the College of Business becoming our presenting sponsor. Present at the Zoom meeting were Michael, Garret, Hannah, Michelle, Liam, and Zack.

- Introduced the team to Dean Kench and told him what our event entails
- Any money donated would cover the minimal costs we have and the remainder would be donated to The Hole in the Wall Camp
- In exchange for money, the College of Business logo would be added into our logo as follows “The Great Escape Zoom presented by” then insert the logo
- College of Business will also donate 20 reusable water bottles and 2 leather portfolios per Dean Kench’s recommendation



### 4. Financial Transactions- Pincince

All of our participants will be registering for our event through Google Forms and the participation fee (\$5/person) will be collected using our donation link, [http://getinvolved.holeinthewallgang.org/site/TR/HWCGGlobal/General?px=1294830&pg=personal&fr\\_id=1555](http://getinvolved.holeinthewallgang.org/site/TR/HWCGGlobal/General?px=1294830&pg=personal&fr_id=1555). This link was also sent out to friends and family for early fundraising which is where the majority of our donation is going to come from.

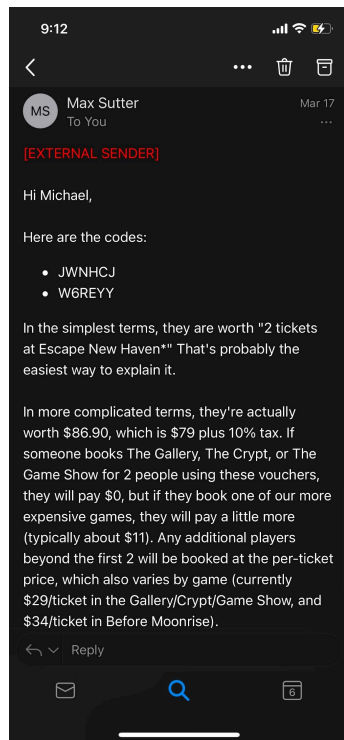


Above is the transaction we had after our meeting with Dean Kench. Dean Kench agreed to a \$250 sponsorship that was transferred to our university account that will be used for any shipping needs and the rest will be donated to our charity.



## The Great Escape Zoom Event Plan

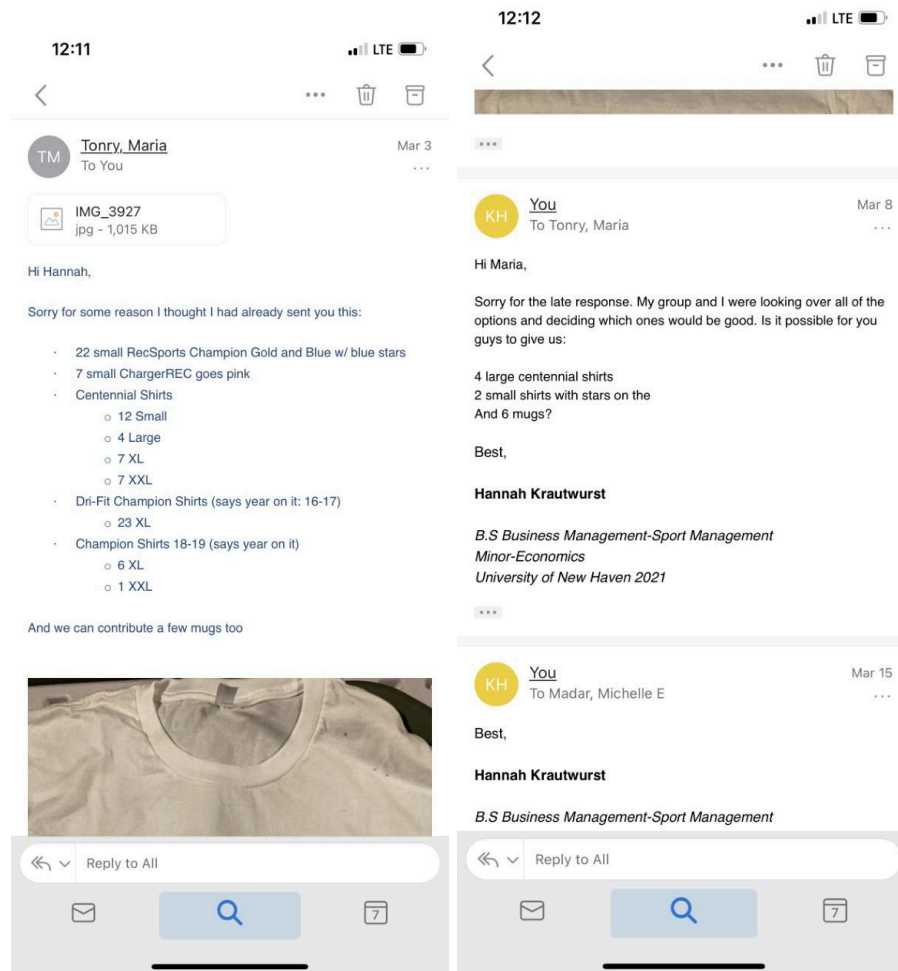
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Above is the escape room promo codes we received from Escape New haven as a sponsorship for our prizes. The two codes are worth \$86.90 per code which depending on the room, will cover all expenses.



## The Great Escape Zoom Event Plan



Above is the transaction receipts for our discussions with the ChargerRec about the prizes we would like them to donate for our event. They provided us with a variety of options and we decided on 6 t-shirts and 6 mugs.

### Re: Charitable Event



REM Contact <contact@roomescapemaker.com>

2/19/2021 9:28 AM



To: Garret Fassett

Hi Garret,

Thank you so much. This kind of feedback helps me stay motivated.  
The website is still not profitable but I'm really trying to make it work.

So to clear things up, projects are sold separately from libraries. In the case of a subscription you get PRO projects with libraries but only for the subscription period.  
However, I see no reason why I wouldn't help such an awesome initiative. So what I suggest is for you to purchase a library from the shop and I would add the 4 branded (PRO PLUS) projects for free in the account. Just give me the email or username when it's done. What do you think?

@roomescapemaker is on Instagram. Please let me know exactly what visuals I need to give you and if I can help you in any other way.

Also I would love to know more about the event so don't hold back on information you can give.

Friendly regards,

Andre J. [LinkedIn Profile](#) Creator of **ROOM ESCAPE MAKER**

Above is the transaction where the creator of the escape room website agreed to give us the pro plus account for free. The value of this account is \$57 per room, and he gave us it for four rooms for a total of \$228.

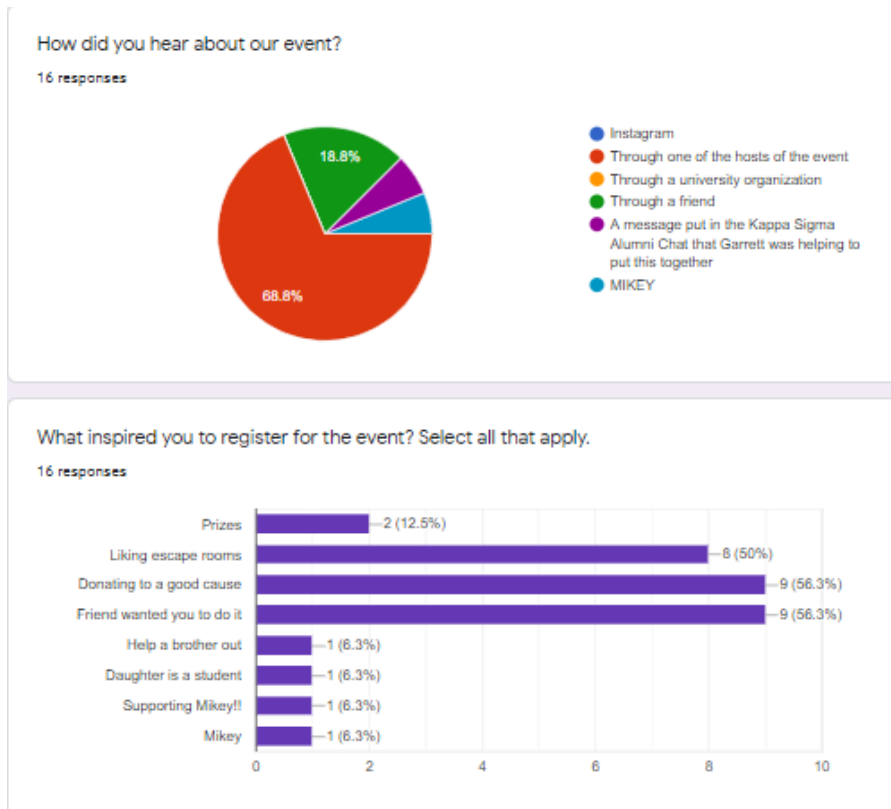
## 5. Post-Event Survey Results - Everyone



## The Great Escape Zoom Event Plan

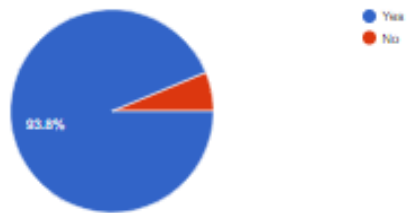
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Participants (the first two questions asked the first and last name of each participant and the team name)



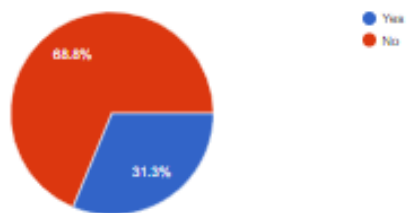
Did you escape all three rooms within the time limit?

16 responses



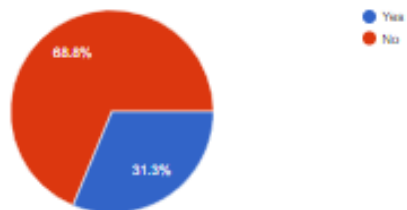
Was there any technical difficulty with the room during your session?

16 responses



Did you have any technical difficulties using zoom during your session?

16 responses



## The Great Escape Zoom Event Plan

If you had any technical difficulties please explain. If not please write N/A.

16 responses

clock froze up

Different escape room glitches

Trouble logging on, may have been user error

No difficulties but my computer was just slow!

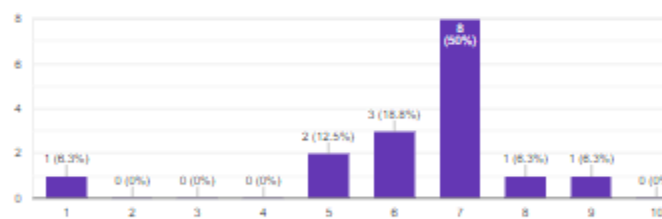
There were a few technical difficulties throughout Rooms 2 and 3. In the second room, the clock glitched when we updated the time and was showing four hands total. Then when we went to update the time, the red button was not clickable. In Room 3, one of the boxes popped out but no items popped out of the box. Also, we were unable to find the light bulb because the top shelf of the book case was no longer clickable.

MY COMPUTER COULDN'T LAUNCH ZOOM

We had a couple of glitches, and we could not figure out how to share on zoom.

Rate the difficulty of the escape rooms on a scale of 1-10.

16 responses



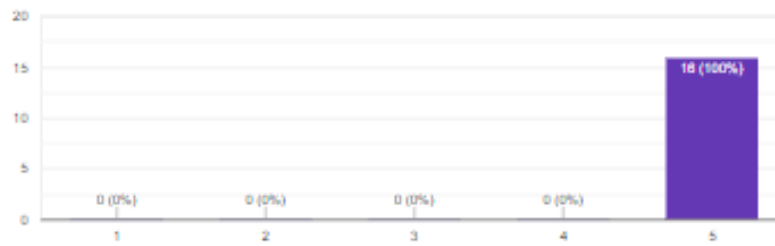
Did your escape room start on its scheduled time?

16 responses



How would you rate your experience with your escape room guide?

16 responses



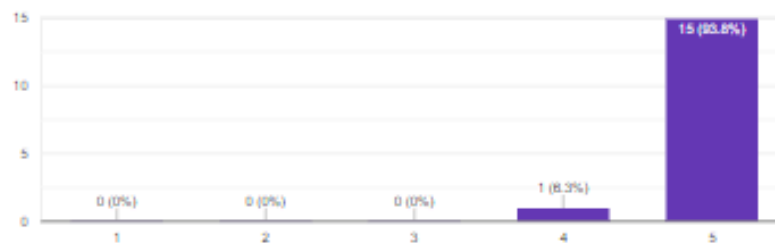
Was your guide able to explain all the rules and directions so that you understood them prior to the start of the game?

16 responses



Was your guide helpful during the game in assisting you when they could?

16 responses



## The Great Escape Zoom Event Plan



The participant survey was helpful in showing the success of our event and key points to focus on if we were to do this event again.



## Sponsorship Survey



## The Great Escape Zoom Event Plan

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Please share any questions, concerns and/or suggestions with the CTNY Management Co. about The Great Escape Zoom to help improve future events.

5 responses

Great job y'all!

Very good event! ShopRite would love to sponsor something similar again.

Glad to hear the event went well!

Just want to say thank you. I admit I was a bit skeptical at first because there are so many scams out there but I'm glad to have participated.

The event went really well from what I have heard and I was happy with the exposure from social media.

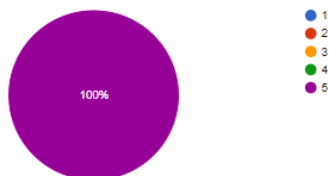
It was important to us that our sponsors were satisfied in what they received out of our event. Building a strong relationship with our sponsors opens opportunities for sponsorships for future events.

### Staff Survey

Each team member filled out a brief survey post-event in order for Michael (CEO) to gauge what each member was feeling in terms of future events.

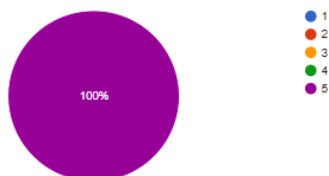
How would you rate the success of The Great Escape Zoom? (1 being Poor, 5 meaning Great)

6 responses



How would you rate the professionalism of the CTNY Management Co.? (1 being Poor, 5 meaning Great)

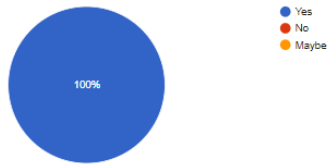
6 responses



## The Great Escape Zoom Event Plan

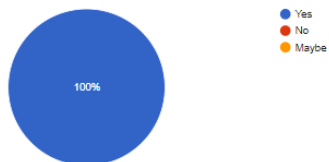
Would you want to work at a CTNY Management Co. event again?

6 responses



Did you feel completely prepared for the event based on the prior training and meetings before the event?

6 responses



Please leave any other comments, improvements or concerns you may have to help the CTNY Management Co. moving forward.

6 responses

It was amazing to work with this group of people, they always made me enjoy what I was doing and kept me at ease. They were able to make the "work place" fun and was still able to put on an AMAZING event.

The event went smoothly and overall was fun to work at.

Event was really fun and I liked working with this group of people!

Most productive staff I've ever worked with!

Each of us had a different strength and it allowed us to work well together and have a successful event overall

I think this team worked really well together! We each showed are strong points in certain areas that really contributed to a successful event.

