

Embracing Diversity: Cultural Carnival

Event Proposal

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1. Introduction (incomplete, needs to be a page)



Embracing Diversity Culture Carnival (EDCC) is an event in Taylor's University hosted by students of this university who are currently pursuing their Diploma in Mass Communication.

This event is inspired by the colorful and wonderful cultures Malaysia has to offer and by the "ROR Wildlife and cultural Festival" in Sabah where they have cultural activities, booths for Sabahan wildlife and cultural education by showing them the different variety of Malaysian cultures as well as the Sabahan wildlife and nature protection that we want to celebrate and showcase to the students of Taylor's University.

This (EDCC) event is built up to be a smaller concept of the inspired event with hours of Malaysian cultural educative workshop and also sporty games and activity that can help build a great team spirit among those who attend.

2. Event Theme & Details

What: Embracing Diversity Culture Carnival

When: Saturday, 30th of June, 2018.

Where: Taylor's University Lakeside Campus. 1, Jalan Taylors, 47500 Subang Jaya, Selangor.

Admission Fee: RM25 per person.

Theme of this event is Malaysian Culture, we chose this theme because Taylor's University has a large number of foreign students from around the world

The theme of this event is Malaysian culture, hence the event being called 'Embracing Diversity Culture Carnival'. We chose this theme because Taylor's University has a large number of students who are foreign that come from all over the world, we decided as an introduction to Malaysia, this event would be amazing as it would educate them on Malaysian culture and Malaysia as whole. It would be a more entertaining and interesting small event for them to actually want to participate and enjoy it.

The event firstly starts off with the food trucks that offer a variety of Malaysian street food, drinks, dessert and even get some Henna body art. Students and staff can but the coupons from the coupon booth in front of Student Life Centre (SLC) freely throughout the event.

Students from the course of Tourism from Taylor's University are helping out with this event by organising a talk and showing a few videos to the students an idea about Malaysian culture including the different races, the different festivals and celebrations , traditions, famous tourist spots , food and etc..

Traditional activities including Sepak Takraw, Silambam, Chinese Calligraphy and Bharatanatyam will be held on that day. Participants are required to sign up before the talk starts . There will be 4 teams with 10 members per group and participants are required to wear sporty clothing for the comfort of these activities. There are 4 activities in total so once the time starts, each team needs to head off to their own required destination.

Mission:

Our mission of this event is to help participants (students) understand the many interesting cultures that Malaysia has to offer through a cultural festival and competition.

Vision:

To create a multiple cultured festival that celebrates the cultures of Malaysia with performances, traditional foods, hands on activities and friendly competition of Malaysia's traditional and cultural games.

Objectives

1. To achieve awareness on Malaysian Culture and Diversity throughout the university.
2. To promote Malaysian Culture through carnival activities and educate the foreign students of Taylor's University.
3. To make profit by providing merchandise to buy such as Photos from photobooth services such as Henna Art to save for future events.

4. Proposed Programs, Activities & Competitions

Overview of Programs & Activities

Food Vendors

Who	Food they will serve	Price	Location
Burger Gile Power (Malay)	Nasi Lemak Burger	RM5-RM10	Grand Hall
Cendol & Mustafa (Malay)	Cendol & Drinks	RM1-RM5	Grand Hall
Tasty Delight Lok Lok (Chinese)	Chinese snacks	RM5-RM10	Grand Hall
Gong Cha	Bubble Tea	RM5-RM15	Grand Hall
Homemade South Indian Food	Rice sets	RM10-RM12	Grand Hall
Lotus Mamak	Pasambal Tea	RM1-RM5	Grand Hall

Talk & Workshop

Talk & Workshop	Who	What	Time Slots	Location
Introduction to Malaysian Culture	Tourism Students	- Intro to Malaysian Culture - Video from Tourism Malaysia	12:00PM -1:00PM 3:00PM-4:00PM	LT21

Sports Workshop

Sport	Who	What	Time Slots	Location
Sepak Takraw (Beginners)	Sepak Takraw Association	- Teach the basics of the sport. - Engage in physical competition.	1st Session: 12.00PM-1.15PM 2nd Session: 2PM-3.15PM 3rd Session: 4.00PM-5.15PM	Sports Court#1
Diablo	FIA Student	-Teach the basics of the yoyo. -Teach the correct skills and handling/tricks of Diablo.	1st Session: 12.00PM-1.15PM 2nd Session: 2PM-3.15PM 3rd Session: 4.00PM-5.15PM	Sports Court #2

Available Booths

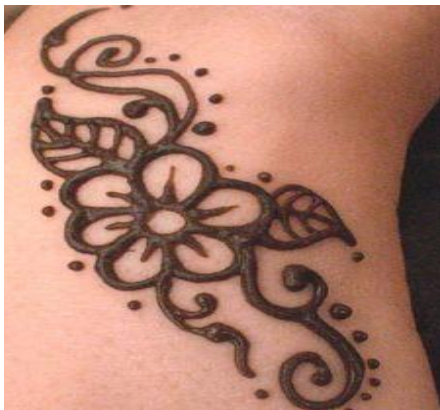
What	Description	Who	Price	Location
Henna	Attendees will get the opportunity to have henna designed on their hands.	FIA Students	RM7-RM16 (Depends on design)	Grand Hall
Cultural Photobooth	A photobooth with Traditional Clothing as props will be available for students to pose with.	WinPix Photobooth	RM10 per strip	Grand Hall
Teh Tarik Making	Attendees are able to watch the mesmerising way Teh Tarik is made, learn where the word 'Teh Tarik' comes from.	Culinary Arts/Mamak Restaurant Worker	Inclusive in Admission Fee	Grand Hall
Murukku Making	Attendees as able to watch how Murukku is made and even get a chance to make and taste it	Culinary Arts/Mamak Restaurant	Inclusive in Admission Fee	Grand Hall

	themselves.	Worker		
Congkak Station	4 Congkak boards will be laid out on the floor where attendees are able to play against their friends and compete.	Taylor's Student	Inclusive in Admission Fee	Grand Hall (on the floor)
Chinese Calligraphy	Attendees are taught how to use an ink brush and write easy chinese characters onto the traditional scroll.	Mandarin Society Club.	Inclusive in Admission Fee	Grand Hall

Activities

I. Henna

One of the carnival activities that we will have is Henna Service. Attendees will be able to purchase (real cash, not coupons) service for Henna on their arm or hand. Shainaaz Mehendi and Nail Art will be hosting a booth in our Grand Hall from 11.30AM until 4.45PM. All henna equipment will be provided from the company itself and the team will only have to provide refreshments, the booth itself, a table lamp (for designing purposes) and the chairs for the henna team and attendees. Shainaaz Mehendi and Nail Art will offer three different designs at three different price points and attendees will be able to choose which design they want on their arm.



(Design: Simple. Price: RM7)



(Design: Moderate. Price: RM11)



(Design: Hard. Price: RM16)

II. Culture PhotoBooth

WinPix, a photobooth service are collaborating with us and will set up a photobooth in the Grand Hall, Malaysian Traditional costume props such as the Sari, the Baju Kurung and the Cheongsam will be provided for attendees to wear and pose with as well as other normal props. They will arrive at Taylor's and set up by their photobooth by 9.00AM and photobooth services will start from 11.00AM until 5.00PM. All equipment will be provided by the WinPix team and all is needed from our team is to set up a long table and three chairs. Attendees will be able to capture memories with their friends for only RM10 (cash, no coupons) per strip.

III. The Teh Tarik Experience

A Teh Tarik vendor will come and set up a booth in the Grand Hall where he will demonstrates tricks of the Teh Tarik being pulled from one cup to another. All equipment will be brought by the vendor including the teh tarik ingredients as well. Our team will have to provide a table, a kettle, a rubbish bin and small sample cups. The booth will be set up by 9.00AM and demonstrations will start from 11.00AM until 5.00PM. Attendees will be able to watch the vendor to their tricks, be served some teh tarik and possibly attempt to tarik the teh themselves.

IV. Murukku making

A mamak restaurant specialist has volunteered him and his team to host the murukku making booth. They will demonstrate how the traditional indian snack murruku is made from scratch and how it becomes to shape that it is. Their team will provide the ingredients to make the snack and our team will provide the electrical sockets, table mats (for mess), and chairs. Their team will set up their booth by 10.00AM start their demonstrations by 11.00PM until 5.00PM.

V. Congkak Station

If attendees choose to not participate in booth activities, we have given them the choice of sitting down and playing congkak with their friends at the congkak station. A big floor mat will be laid out at a corner of the Grand Hall where there will be five congkak boards available at all times. The corner will be set up by 10.00AM and the station will be available by 11.00AM until 5.00PM, any attendee whose game goes over 5.00PM will have to unfortunately end their game as we have to start cleaning up.

VI. Chinese Calligraphy

The Taylor's Mandarin Society Club has volunteered to host a Chinese Calligraphy activity booth for our event. They will demonstrate how to do chinese calligraphy using the feather ink pens and writing on the traditional scroll. All calligraphy equipment will be provided by the Mandarin Society Club and our team will only have to provide the tables, two chairs and a lamp. Attendees will have the opportunity to feel the scrolls/pens and attempt chinese calligraphy.

VII. Introduction to Malaysian Culture Workshop

The Introduction to Malaysian Culture Talk will take place in Lecture 21 right next to the Grand Hall. This workshop will be hosted by the Tourism students of Taylor's University. During this workshop the attendees will be introduced to Malaysia, the origin and the history, the different cultures of the country, and also what makes Malaysia the way it is. A video sponsored by Tourism Malaysia will be played after the talk, the video will consists of the Tourist spots in Malaysia (e.g: KLCC) and a little history on how the tourist monuments are made. This workshop will have time slots therefore attendees are only allowed to enter the workshop at given time slots, if missed a certain time slot, they must wait for the next one to avoid disruption during the talk.

Time slots:

1st Session: 12:00PM -1:00PM

2nd Session: 2.30PM - 3.30PM

3rd Session: 4.00PM - 5.00PM

VIII. Sepak Takraw Workshop

The Sepak Takraw Association has agreed to collaborate with our event and host a Sepak Takraw Workshop. This workshop will consists of teaching the attendees the origin of sepak takraw, the basics and a small friendly competition between the group. This workshop will have time slots therefore attendees are only allowed to enter at given time slots. If missed a certain time slot, they must wait for the next one o avoid disruption of the workshop.

Time Slots:

1st Session: 12.00PM-1.15PM

2nd Session: 2.00PM-3.15PM

3rd Session: 4.00PM-5.15PM

IX. Diablo Workshop

A Foundation in Arts student from Taylor's University has volunteered to host a Diablo workshop at the carnival. This workshop will consist of teaching the basic knowledge of the diablo and also the correct handling and trick skills of the activity. This workshop will have time slots therefore attendees are only allowed to enter at given time slots. If missed a certain time slot, they must wait for the next due to avoid disruption of the workshop.

1st Session: 12.00PM-1.15PM

2nd Session: 2PM-3.15PM

3rd Session: 4.00PM-5.15PM

6. Itinerary & Registration Information

Time	Event	Location
8.00AM-10.00AM	Set up of Activities	Grand Hall/LT21/Sports Court
10.30AM-5.00PM	Walk in Ticket Sales start	Front of Grand Hall
10.30AM - 5.00PM	Food & Beverage Coupon Sales start	In front of SLC
11.00AM-5.00PM	Carnival Activities	Grand Hall
12.00PM-1.00PM	Introduction To Malaysia Culture Workshop (Session 1)	LT21
12.00PM-1.15PM	Sepak Takraw Workshop (Session 1)	Sports Court 1
12.00PM-1.15PM	Diablo Workshop (Session 1)	Sports Court 2
2.00PM-3.15PM	Introduction To Malaysia Culture Workshop (Session 2)	LT21
2.00PM-3.15PM	Sepak Takraw Workshop (Session 2)	Sports Court 1
2.00PM-3.15PM	Diablo Workshop (Session 2)	Sports Court 2
4.00PM-5.00PM	Introduction To Malaysia Culture Workshop (Session 3)	LT21
4.00PM-5.15PM	Sepak Takraw Workshop (Session 3)	Sports Court 1
4.00PM-5.15PM	Diablo Workshop (Session 3)	Sports Court 2
5.30PM	Clean Up Starts	Grand Hall/LT21/Sports Court

7. Risk Management Plan

Issue/Hazard	What Could Go Wrong	Person(s) Affected	Risk Rating	Risk Control Measures	How it will be monitored	Person in Charge
Physical Injury	Someone could get injured walking or running during the race. During the teh tarik making attendees might burn themselves	Attendees	Low	Keep a first aid kit on standby.		Mercy
Loss of Power & Electricity	University power shuts down.	Everyone	Low	Use a generator		Marcus
Property Damage	Attendees accidentally damages University property.	Organisers	Medium	Take out any fragile items in used area/build a barrier.		Marcus & Sarah
Heatstroke	Due to heat of KL, competitors & staff may experience heat waves/heat strokes.	Competitors & Staff	High	Have nurse on standby and have water available at all times.		Mercy & Natasha
Rain	Malaysia's unpredictable weather may disrupt the event.	Everyone	High	Have a shaded area/tent for light F&B.		Marcus
Food Poisoning	Food consumed by Attendees may not have been handled properly	Everyone	High	Store food in University's culinary resources.		Intan

8. Budget

Budgeted P&L for Event Name Year				
Student Event Project				
<u>Revenue Listing</u>	Units	Unit Price (RM)	Total (RM)	Grand Total (RM)
<i>Participation/Registration Fees</i>				
Tickets	200	25	5000	
				5000
<i>Sales of Activities</i>				
WinPix Photobooth (599 for rent)	100	10	1000	
Henna Product	50	25	1250	
				2250
<i>Sponsorship</i>				
Platinum	1	700		
Gold	1	300		
Silver	1	300		
Platinum	1	200		
				1,500.00
Total Estimated Revenue				8,750.00
Expenditure listing	Units	Unit Price (RM)	Total (RM)	Grand Total (RM)
<i>PR & Marketing Communications</i>				
Twittier				
Facebook				
<i>Sales (food truck) for rent</i>				

Buger Gile Power	1	65		
Cendol & Mustafa	1	50		
Tasty Delight Lok Lok	1	60		
Gong Cha	1	65		
Homemade South Indian Food	1	70		
Lotus Mamak	1	40		
				350.00
				350.00
				9,100.00
	Total Budgeted Expenses			5700
	Estimated Profit / (Loss)			3400

9. Sponsorships

Companies who are willing to collaborate with us to sponsor our event will receive promotion/advertisement according to the sponsorship package they choose.

Benefits	Platinum	Gold	Silver	Bronze
Sponsor name will be part of the official event name	x	x		
Most prominent name and logo placement on all printed materials related to event (i.e. Invitation, Save the Date card)	x		x	x
Prominent ad in Official Event Program	x	x		
Logo placement on banners, which serve as backdrop in all press photo opportunities	x	x	x	
Prominent Sponsor name recognition in all press releases related to events	x		x	
Name recognition in all press releases related to events	x			x
Logo placement on website Event Page & Calendar	x			

10. Timeline

11. Marketing Plan

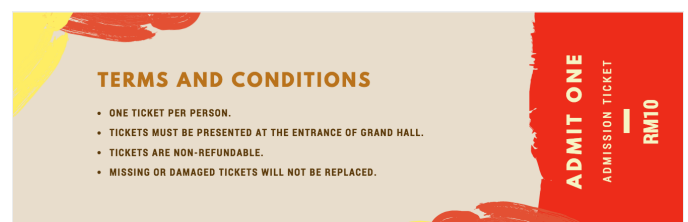
A month prior to this event, the team will start the marketing tactics to advertise and promote the carnival. The tactics we chose below are tactics that are most suitable and attention grabbing for our audience in the university.

Social Media; we plan to use social media as the main marketing tactic for our event. We will create a Facebook and Twitter page where we post sneak peeks of what the event will consist of, videos, flyers, posters, rules and regulation and what they should expect. We will also collaborate with other Taylor's University pages (e.g; Taylor's Event pages) to help with the advertising of our event as well.

Influencers; Influencers play a large role in promoting products or events due to their huge following on social media. We will ask and invite influencers with a decent following to come and promote our event, in return we will sponsor their admission fees to the carnival, their food and beverages as well as the games and booth activities.

We will also contact the Events Department lecturers to ask them for help in encouraging their students to attend the event as class attendance. We will give the lecturers an insight of the event as well as sponsor them in terms of admission fee, food and beverages as well.

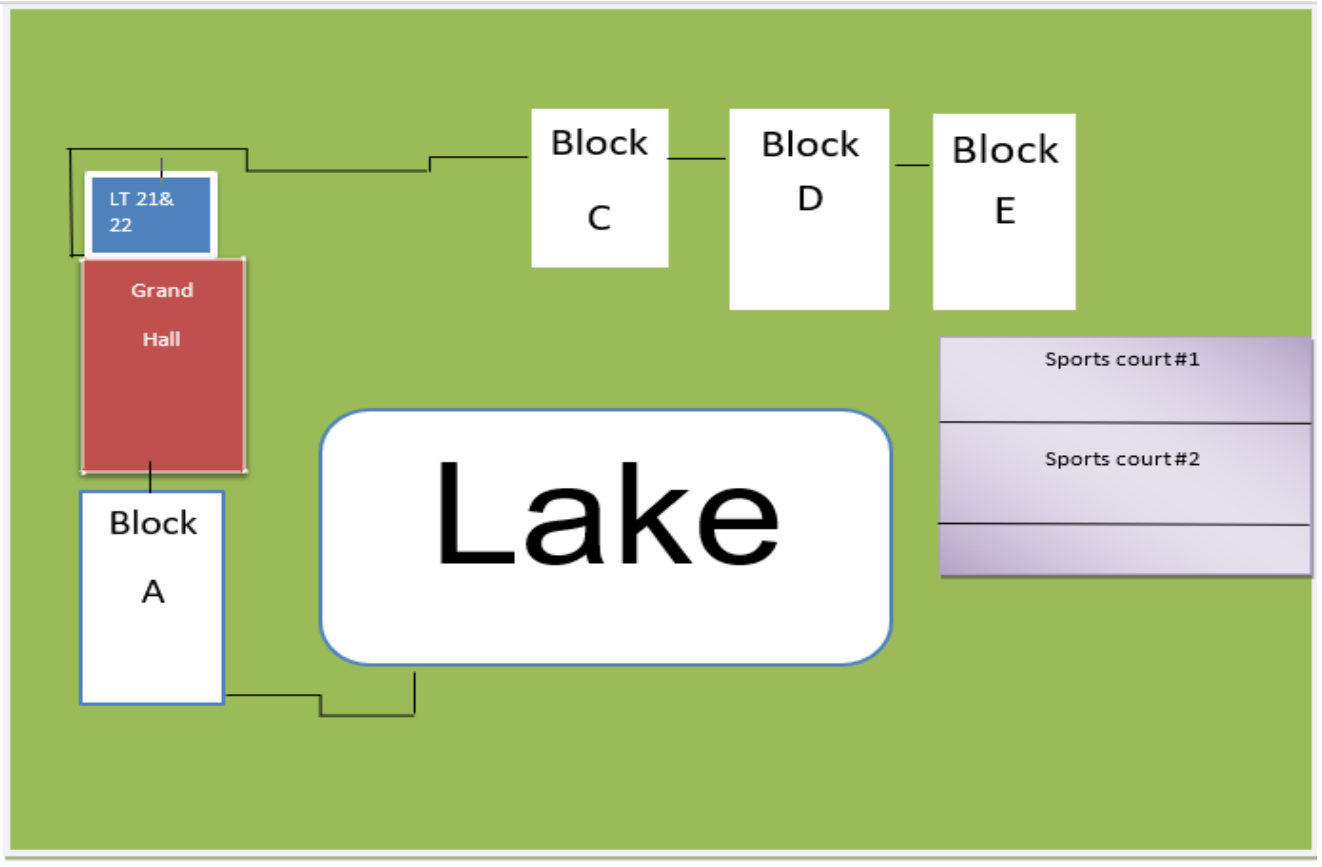
Our event and ticketing booth will be set up in front of the Student Life Center walkway two weeks prior to this event where our team will start selling the carnival tickets. Print advertisements will be handed out to students who walk towards the booth direction, information will be briefed to those who are interested in the event and tickets will be given to those who purchase.



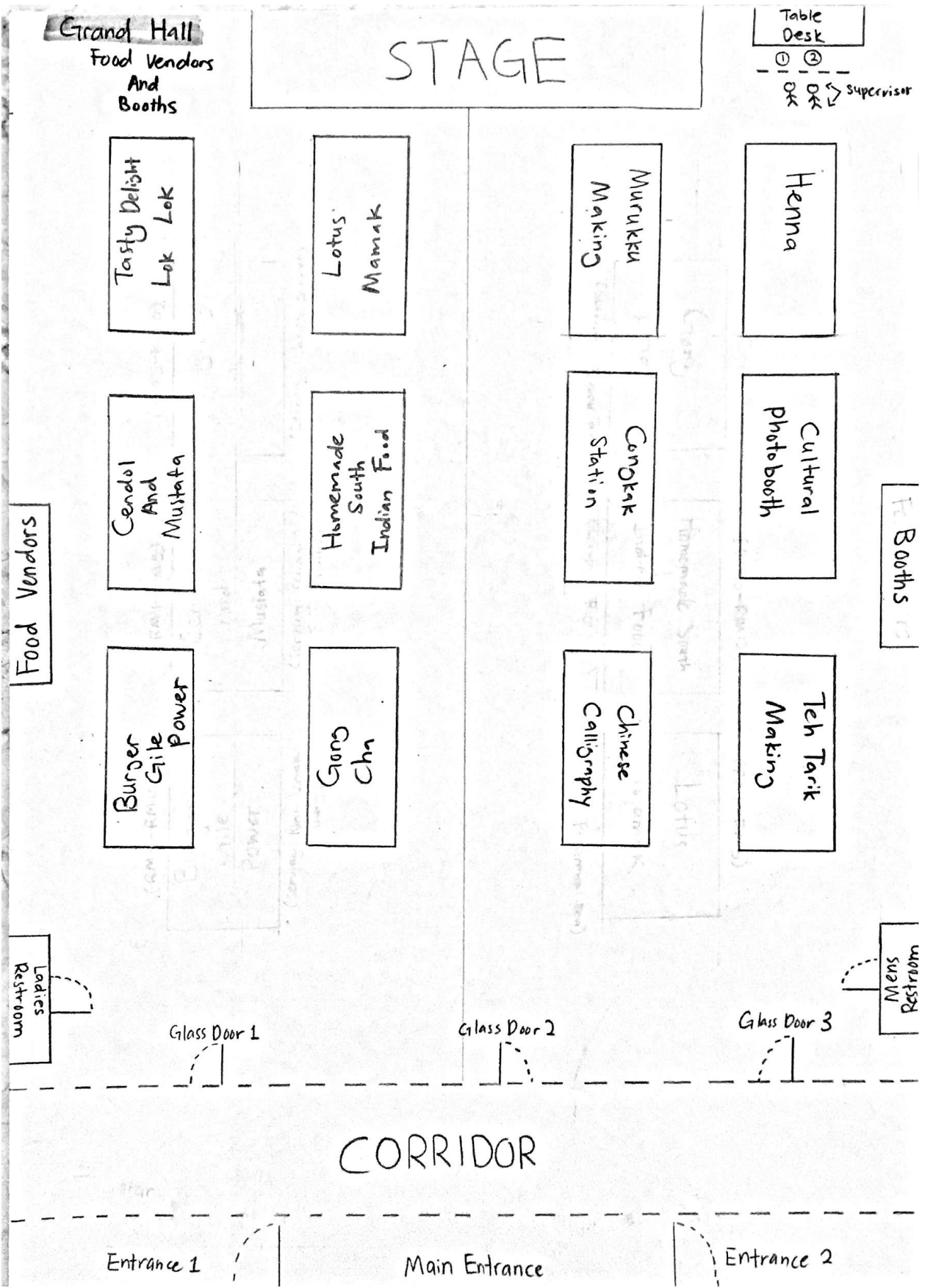
Logistics Requirements

Source	Equipments	Quantity
Venue Needs	Long tables	6
	Small short table	14
	Plastic Chairs	20
	Gas tanks	4
Organizer	Chongkak boards	4
	Red Chinese paper	50
	Ink	5
	Big boxs	3
	Sepak Takraw	10
	Diablo	10
	Henna box	2
	Sepak Takraw net	1

Venue Layout

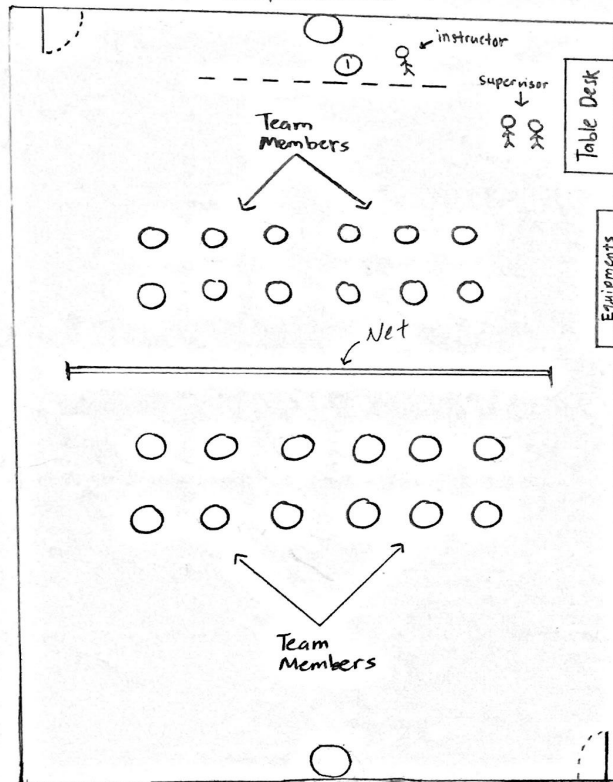


Based on the layout the general areas in campus being utilized for the event are indicated with coloured boxes. These areas include the sport courts , grand hall and LT21.



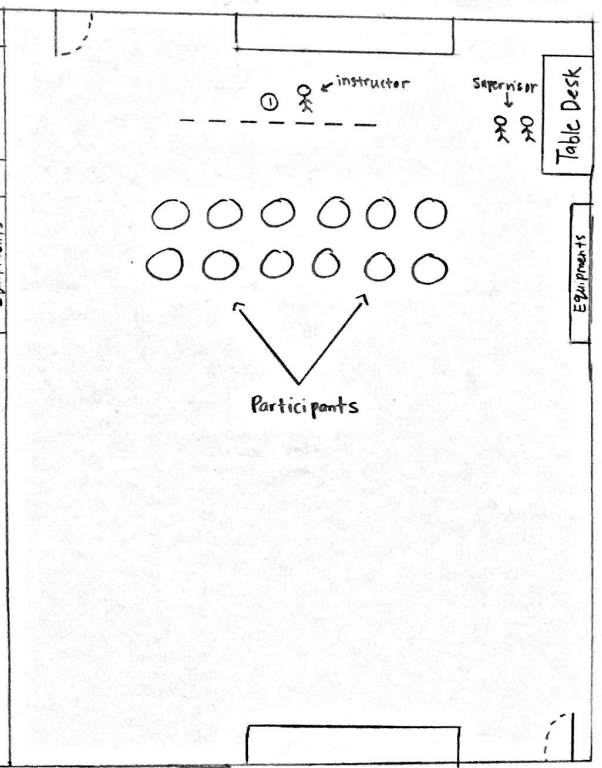
Sports Court 1

Sepak Takraw



Sports Court 2

Diablo



Lecture Hall 21

Talk
And
Workshop

Front Entrance

Projector Screen

Table Desk

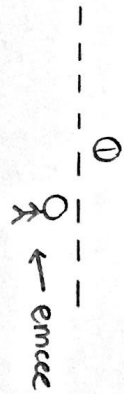
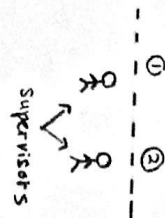
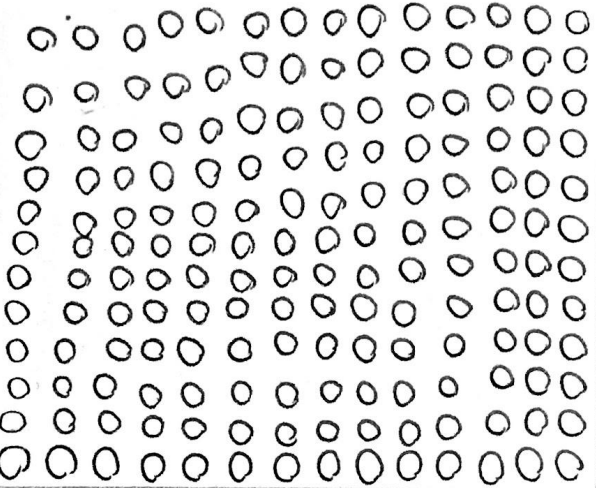


Table Desk

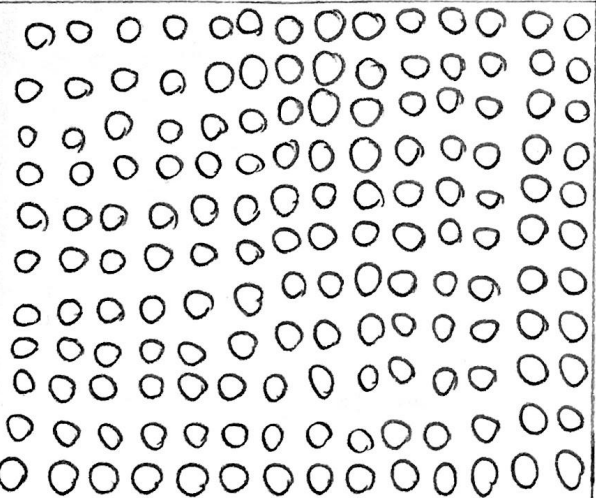


Entrance 2

Rows of chairs



Rows of chairs



Rows of chairs

