



2017 Fall Kickoff Event Report

Alam Khehra
2017/2018 VP Student Life

TABLE OF CONTENTS

Introduction	1
By the Numbers	2
Budget	3
Timeline	4
Director of Sponsorship and Finance	5
Director of Sponsorship and Finance Recommendations	6
Director of Human Resources	7
Director of Human Resources Recommendations	8
Director of Marketing	9
Director of Internal Operations	10
Director of Concert Experience	11

INTRODUCTION

The annual SFSS Fall Kickoff Concert was held on September 22, 2017. Our team is proud to say that this was the largest event the SFSS has hosted to date. The project involved the entire SFSS team and a group of 100 + volunteers. The Events and Promotions Committee began planning for the concert early May, and launched the event in August, and by the afternoon of September 22, we were sold out.

The SFSS hope that students enjoyed themselves. Having a Fall Kickoff is an amazing opportunity for us engage with a large group of students to foster a sense of community and school spirit. It's a great way to start a brand-new school year, especially as a first year. We hope to continue to build on the momentum of this event by provide students with regular events over the next year to ensure our students have the best possible social experience at SFU.

BY THE NUMBERS

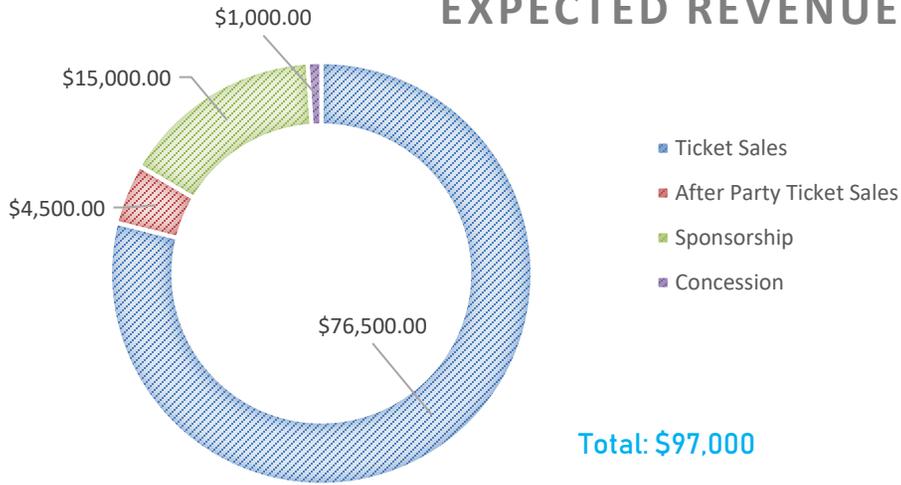
With more than **2,600** attendees and a **\$9,712** profit, the 2017 Fall Kickoff is one of the most successful concert in SFSS history.

This is the first concert in SFSS history to have more than **2100** attendees.

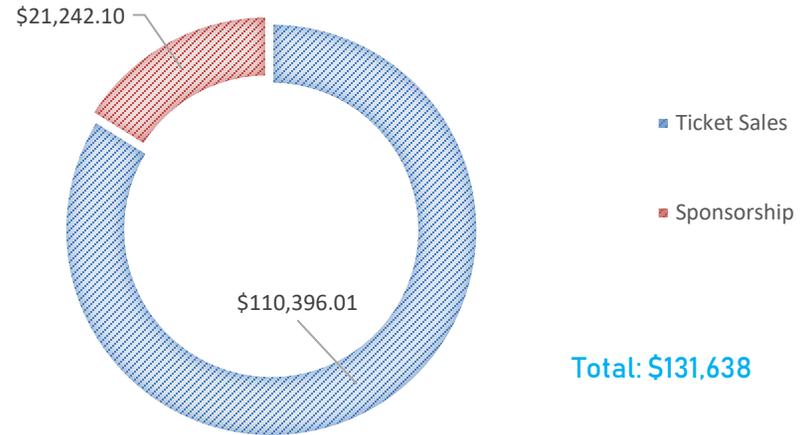
We exceed our profit goal by **\$24,112**

BUDGET

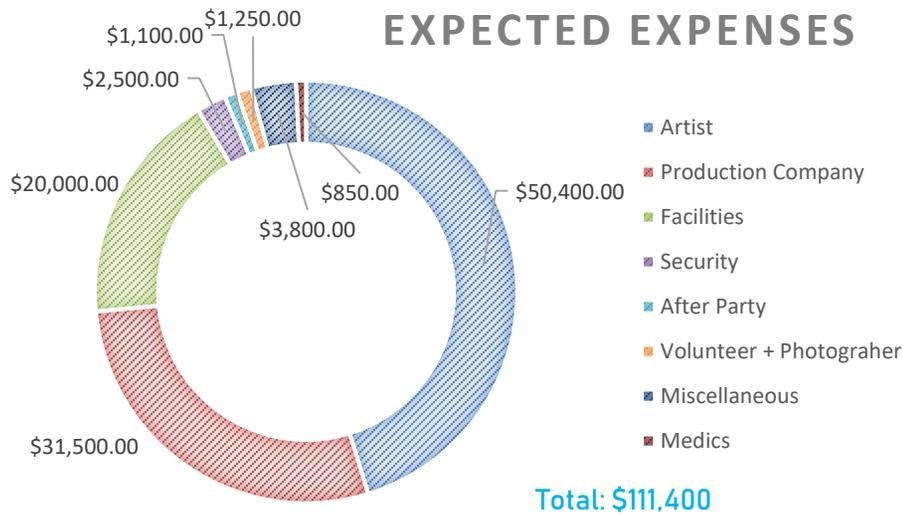
EXPECTED REVENUE



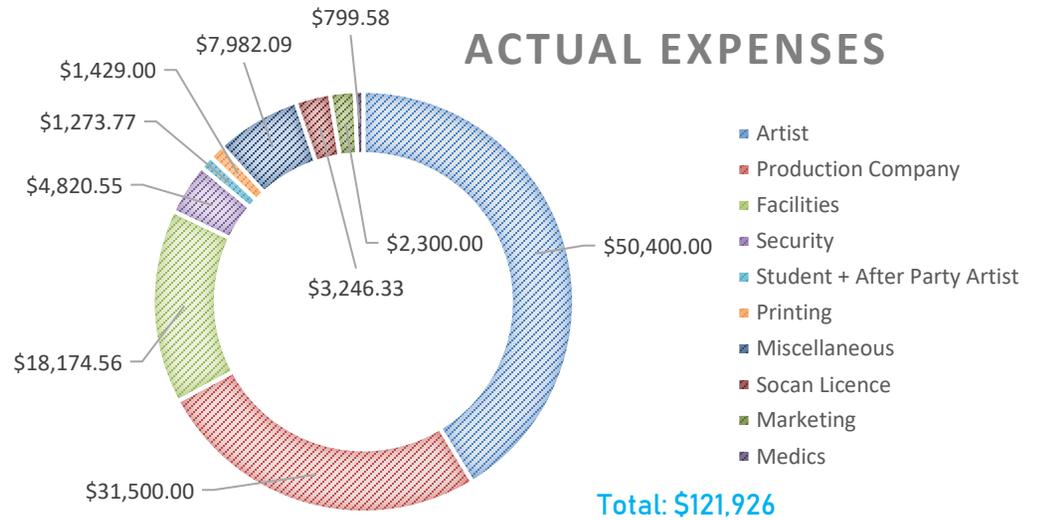
ACTUAL REVENUE



EXPECTED EXPENSES



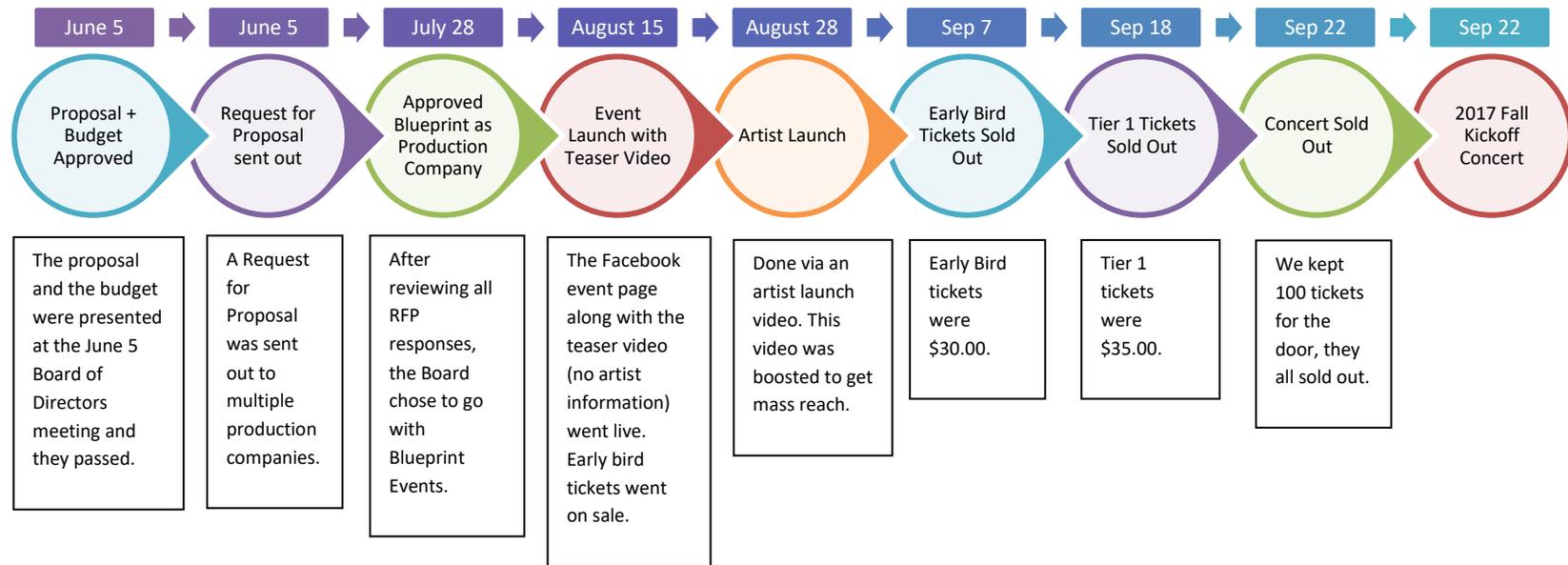
ACTUAL EXPENSES



Expected Profit-Loss: -\$14,400

Actual Profit-Loss: +\$9,712

TIMELINE



DIRECTOR OF SPONSORSHIP AND FINANCE – GINI KUO

Director of Sponsorship

The role of the Director of Sponsorship oversees the prospecting, contacting and securing of sponsors. The interesting aspect regarding securing sponsorship for the society is that there are many companies interested in sponsoring the Fall Kickoff Event not only because of its large audience but also because they want to use the event to build a long-term relationship with the Society.

Establish and Train Sponsorship Team – Hired two sponsorship coordinators with no previous society knowledge, ran two training sessions, did frequent check-ins with coordinators individually.

Develop and Modify Sponsorship Package - This year we also revamped the sponsorship package to include more variety of sponsorship benefits and adjusted the tiers.

Memorandums of Agreement and Invoices – Formalized sponsorship process which included sending over the MOA, signed by the VP Finance, for the sponsor to sign. After the MOA is signed, we then send over the invoice, which is drafted by our Finance Office.

Post Event Reports for Sponsors – In the weeks following the event, I worked with the communications office to make a post-event report for the sponsors.

Director of Finance

The role of Director of Finance involves monitoring, adjusting and updating the financial budget for the concert. The role requires you to be in constant contact with the SFSS Finance Office, General Office, VP Finance and other stakeholders that may affect the financial health of the concert.

Budget Setting – This year, the entire Kickoff planning team sat down together and looked at previous years' budgets as well as our goals for this year and drafted a concert budget.

Budget Monitoring – It is very vital that the Director of Finance ensure that the budget restraint is clearly communicated to the Production Company. This year, we were very firm with Blueprint regarding sticking to the original budget.

Ticket Strategy and Sale Monitoring – During the budgeting stage, the entire team sat down and set the various ticket tier pricings based on our perceptions of students' willingness to pay, our vision for the scale of the artists, and previous' years data. This year, we allotted a set amount of tickets available for each tier, and we changed the tiers when the set amount sells out.

DIRECTOR OF SPONSORSHIP AND FINANCE RECOMMENDATIONS

Director of Sponsorship

Establish and Train Sponsorship Team – Start recruitment and training for sponsorship early. Recruit from within the Society (either other directors or events committee staff). Recruit someone with previous experience in sponsorship; and more frequent check-ins with the sponsorship coordinators

Develop and Modify Sponsorship Package - Reducing the sponsorship tiers to \$2,000 being the top tier. Develop separate proposals for bigger accounts that can potentially contribute over \$2,000. Reduce the amount of on-the-day sponsorship benefits (the day of the concert is going to be very busy regardless of the amount of planning there is. To reduce the amount of stress, I would not recommend promising any benefits that is to be fulfilled on the day of the event.)

Memorandums of Agreement and Invoices – Continue this practice and ensure the sponsor sign the MOA.

Post Event Reports for Sponsors – Delegate the sponsorship coordinator to ensure the sponsor benefits are fulfilled and recorded on the day of the concert.

Director of Finance

Budget Setting – Use the final expense report for this year to estimate rather than the initial budget. The amount of concert attendees depends on the artist lineup and marketing effort.

Budget Monitoring – Clearly communicate the budget with production company and ensure that you will not be changing it.

Ticket Strategy and Sale Monitoring – Only get board members who are interested in being ticket sellers to do so and give them incentives. Have a set amount of SFU vs non-SFU tickets at the door so it is easier after the concert to verify the amount collected. Encourage credit card sales. Use Showpass to track all sales. Determine a way to directly deposit cash to the finance office rather via general office. Keep a record/ receipts of cash deposited for the purpose of verification after the concert. Continue to be strict with ticket sellers to ensure that all tickets are accounted for either in the form of cash collected or return of tickets. Limiting non-SFU students to 18+ or 19+, the only time a younger attendee should be allowed in is if they are a SFU student. Print out a set amount of tickets for each tier and label each ticket.

DIRECTOR OF HUMAN RESOURCES – JACKSON FREEDMAN

The role of Director of Human Resources is Volunteer Management.

Volunteer Recruitment

The Volunteer callout was released on August 21st, approximately a month ahead of the concert. The recruitment strategy was twofold: a series of videos were recorded by myself and other members of the Events committee and released, detailing the opportunity and encouraging students to sign up. Early on, the volunteer recruitment was encouraging – we had over 120 signups.

Volunteer Organization

This was an area which could have done better, for a few reasons; volunteer recruitment google form has too many fields (position preferences, etc), it was very difficult to track everyone that speaks to you about being a volunteer, too many last-minute volunteers resulted in a shortage or shits.

Volunteer Training

The process of getting volunteers trained and ready for the concert is possibly the most strenuous task of the DHR position. In order for the concert to be a safe and successful event, the volunteers participating must be briefed on the roles and responsibilities they will be undertaking on the night of the concert.

Pre-Concert Preparation

Another very important element of the DHR position is ensuring that the volunteers are comfortable in the roles that they are given.

Volunteer Leadership

Volunteer leaders are in charge of delegating when their volunteers get to go on breaks, what specific roles they undertake, and they report back to the DHR about the successes/failures of each specific area of responsibility

Night of the Concert

As volunteers arrived, they need to be briefed again on the specifics of their position. Most of the night was spent running between stations and ensuring that all the volunteers were behaving appropriately, logistical concerns were addressed, and volunteer leaders were comfortable.

DIRECTOR OF HUMAN RESOURCES RECOMMENDATIONS

Volunteer Organization

Keep the google form as simple as possible, as more volunteers reach out to you individually and request to participate in a number of different formats, it can be very difficult to remember who you heard from and spoke with. It is much easier to develop a master spreadsheet before the volunteer signups even get underway, so that it can be continuously updated throughout the recruitment process.

Volunteer Training

We held 3 training sessions and made it mandatory for volunteers to attend one of these, yet there were still some volunteers who could not make the times. In the future, it is recommended that those volunteers be turned away. It is also recommended that the next DHR go through the SFSS Women's Center for sexual violence prevention training.

Pre-Concert Preparation

Make your volunteer teams well in advance of the event. Extra volunteers are the source of the most confusion, and many volunteer leaders had teams with either too few or too many volunteers.

Volunteer Leadership

Recruit early, and recruit from the board of directors and the events committee first. Secondly, have more than one leader per volunteer team.

Night of the Concert

The night of the concert for this job is not possible without an assistant, this is a critical element of the DHR position, and should not be overlooked. Future DHR's need to communicate clearly to the rest of the Board of Directors and the organizing committee that any volunteer found conducting themselves in an inappropriate manner (rude, intoxicated, etc) is expected to be sent out of the concert immediately.

Other Recommendations

Rely on staff. Start-early, you begin with a relatively relaxed timeline and without a considerable amount of day-to-day responsibility, however as soon as the volunteer team begins to come together, the intensity increases drastically. Be prepared and over-organize everything. **Over-Recruit Carefully**, if you are able to shave the list down from 200 interested parties to approximately 70-100 committed volunteers, you should have full teams for the entirety of the night. **Differentiate Between Teams**, recruit street team and general volunteers separately. Have an after-party specific team.

DIRECTOR OF MARKETING – JASKARAN RANDHAWA

I ensured that social media promotions were in check while working alongside SFSS communication workers and other student social media experts in clubs around campus. Blueprint designed the artwork for the event itself and I constantly stayed in the loop to provide feedback to their designer to ensure strong visuals for posters, handbills, and social media. I also made sure that all clubs, student unions, and other external groups around campus were aware of the concert by sending emails and promotional offers to executive members of these groups around campus.

Week of Welcome & Clubs Days

During Week of Welcome, I attended and handed out bills alongside other members to promote the event. Moreover, I walked around campus through club's days to make sure the street team does their job as well. One of the strategies I used which built a lot of attraction was bringing in student DJs to clubs' days, etc. that played trendy music to attract as many students as we could.

Reach out to Clubs, SU, and other Student Groups

During the summer, alongside the director of internal operations I sent out emails to contact clubs and student union executives to notify them about early bird ticket sales.

Security Volunteer Lead

On the day of the concert I oversaw organizing security volunteers, assigning positions, afterparty promotions, and afterparty volunteers.

Recommendations

Making sure board members are always at their respective stations. Making washroom signs more visible. Securing a closed off area for volunteers to use. Only allow Board members to be in the office and no one else. Making sure volunteers stick to their assigned shifts.

DIRECTOR OF INTERNAL OPERATIONS – AARUSHI SHARMA

As internal operations, my role was to coordinate the Street Team members and manage the tabling coordination among volunteers as well as with Board Members. Whereas the other positions were in charge of broader tasks, as Internal Operations I was in charge of completing operational tasks to complete the big picture. However, my role is primarily to coordinate the pre-events before the actual concert (i.e. ticket sale tabling for three weeks).

Street Team

Director of Human Resources recruited volunteers who are primarily in charge with tabling and “hying” the concert. These volunteers were trained by myself and by DHR. In order to motivate the team, we decided to incentivize these volunteers with one free fall kickoff ticket for 5 shifts of 3 hours each. My job was to track these times by setting up sign in sheets and having volunteers fill out weekly shift availabilities

Week of Welcome & Clubs Days

During Week of Welcome, through the events committee I was the lead for the pancake breakfast, where I had envisioned numerous students to gather and enjoy this free breakfast made by student leaders but at the same time use this event to promote the fall kickoff.

DJ Spinoff Contest

We had set off to hold a DJ spinoff contest during club’s days and welcome week to create an opportunity for a SFU student DJ to perform at this large-scale concert. However, we managed to find some local SFU artists which prevented us from adding more members to our lineup.

FROSH Ticket Sales

I had envisioned Faculty Representative to sell tickets at their respective FROSH events however some student unions were inclined to allow this and some had difficulty with their preplanned events to find a slot that would create some time for Faculty Representatives to do this.

Reaching out to Clubs, SU, and other Student Clubs

In the summer, Director of Marketing and myself created emails to contact clubs and student unions on the early bird ticket sales.

Recommendations

Lost and Found at the event. Designated Board Members to coordinate with Paramedics. No recruiting volunteers on the day of. Having a secure place for volunteers to put their belongings. Only allow Board members to be in the office and no one else

DIRECTOR OF CONCERT EXPERIENCE – ALAM KHEHRA

Vision

Artists: I knew from the very beginning that I wanted a Hip-Hop lead. To achieve that goal, Jimmy Dhesa (VP Student Services) and I emailed over 100+ artists for a booking inquiry. After some negotiation, we acquired Roy Woods and let Blueprint handle the contracting. Blueprint picked the other 2 artists (Audien and Elephante) with the remainder of the budget. I also knew from the very beginning that I wanted to have SFU talent (King H) showcased at the Kickoff. Kid Kang signed on for a joint contract to perform at the After Party and Kickoff.

Team: For such a large project to be successful, I made a team of concert Directors (Events Committee BOD members) and made sure every important decision was made as a team. This began with sitting in a room for 3 hours to make a budget. I gave my team trust and autonomy for their respective roles and I made sure to constantly have check-ins with my team.

Support

Although I had my individual tasks, I was a support person for all the director roles. This means that I helped with ticket tracking, marketing, volunteers, and wherever else my team needed me.

Project Lead + Miscellaneous Tasks

As project lead, one of my main tasks was to be the communication link between multiple channels. This means that I worked closely with my team, Anwar, SFU, SFU Security, MECS, Blueprint, Artist Management, Guardteck Security, and Mediforce. I was the person to come to if you had any questions about the concert. Furthermore, I had specific tasks of my own such as Drafting Blueprint MOU, Making Proposals, Booking Security, Booking Fencing, Booking Medics, Creating an Emergency Plan, Booking Student DJ, etc.

Recommendations

VP Student Life should have no specific tasks for the day of the concert, should be a floater. Number of Security Guards should be booked based on recommendations from the security company for number of attendees. Number of Medical personal should be booked based on recommendations from the Medic company for number of attendees. Have a concert vision of your own, don't let the production company create the vision. Be firm with the budget, do not change it quickly. Aim to have an early launch. Have a STRONG tabling presence for all of September until the day of the Event; we had tables everyday (Week of Welcome, Clubs Day, AQ) with a strong Kickoff presence. Ensure that all Board members understand that this is the biggest event of the year. Find dedicated ticket sellers and offer them incentives (sell 10 and get 1 free). Work closely with Sindhu to insure there is a strong social media presence. Put posters all over the school. Street team should be giving out handbills every day of September. Put up posters in corner store stores (ask for permission). Put up banners in the AQ. Get concert T-Shirts as early as you can and ask board members and volunteers to wear them to school. Use Showpass for online tickets. Ensure strong SFSS branding. Work closely with Anwar, he will make your life so much easier. DO NOT burn yourself out; delegate tasks and trust your team, get rest, and stay positive. You need to reflect a positive attitude because it will get very stressful and your team will look to you for guidance.