



Lights,
Camera,
Grad!



The End

PR & Communications Management 3
Strategic Event Plan
Gabby Nanassy
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Introduction

As the Creative Communications Class of 2026 gets ready to graduate, there's a mix of excitement, pride, and nostalgia in the air. After two years of late nights, big projects, and tons of teamwork, we've earned a celebration that truly reflects who we are: creative, driven, and ready for what's next.

To mark this milestone, I'm proposing an Old Hollywood-themed graduation event called Lights, Camera, Grad: Next Generation of Storytellers. A fun, red-carpet-style evening inspired by classic Hollywood glamour. It'll be a night to dress up, celebrate our accomplishments, and enjoy one last gathering with classmates, instructors, and guests before heading into our professional lives.

Objectives:

The event's main goals are to:

- Celebrate the achievements, creativity, and growth of the Class of 2026.
- Strengthen bonds among classmates, faculty, and alumni before graduation.
- Provide a memorable experience that reflects the spirit of the Creative Communications program.

Situation Analysis:

The Class of 2026 has spent two years building skills in media, communications, and storytelling. Our diverse group has created everything from ad campaigns and podcasts to short films and events, all while learning how to collaborate, meet tight deadlines, and think creatively under pressure. This event is our chance to celebrate all that hard work in a way that feels fun, meaningful, and true to who we are. With busy schedules and a limited budget in mind, the plan focuses on creating an accessible but stylish night, turning an on-campus space into a cinematic celebration that feels special without being too formal.

Primary Public: Creative Communications Class of 2026

This group represents the heart of the event, the graduating students who have spent two years developing their skills in writing, media production, public relations, and digital communication. Intellectually, they value creativity, authenticity, and storytelling. Emotionally, they're looking for closure, recognition, and celebration with their peers. Physically, they're an easily reachable audience through class announcements, group chats, and program channels like Teams or email. The event's nostalgic yet stylish theme appeals to their shared experiences and love of media culture, offering the perfect

opportunity to commemorate their hard work and friendships.

Secondary Publics: Faculty, Alumni, and Family/Friends

Faculty and instructors have guided students throughout the program and deserve recognition as mentors and supporters. Emotionally, they're invested in seeing the students' growth and success. Alumni, meanwhile, bring a sense of continuity and inspiration, representing where graduates might go next. Family and friends are the emotional core; they've supported students behind the scenes and want to share in this moment of pride.

Core Messages

Main Message: "Lights, Camera, Grad!" is our chance to celebrate the stars of CreComm 2026, the storytellers, creators, and communicators ready to take on the industry.

For graduates, it's a night to celebrate our hard work, friendships, and shared memories, a final scene that closes one chapter and opens the next. For faculty and alumni, it's a thank-you and a tribute to your influence. You've guided and inspired us, shaping the voices that will carry CreComm's legacy forward.

For family and friends, it's a proud moment to see your grad in the spotlight, the payoff for countless hours of work, laughter, and learning. And for industry guests and sponsors, supporting this event means investing in local talent, in the next generation of storytellers who will continue to shape Manitoba's creative future.

Full Description of Event Concept

Event Title: Lights, Camera, Grad!

Theme: Old Hollywood with a CreComm twist, celebrating the "next generation of storytellers."

Date/Time: 6:30 PM – 8:30 PM

Location: Manitou a bi Bii daziigae, Red River College Polytechnic

The Lights, Camera, Grad! The celebration will transform Manitou a bi Bii daziigae into a red-carpet movie premiere, not for celebrities, but for the stars of the Creative Communications Class of 2026. The theme blends Old Hollywood glamour with a nod to storytelling, positioning grads as "directors of their own careers" as they step into the next chapter.

Arrival (6:30 PM)

Guests will be greeted by upbeat, movie-score-style background music and a red-carpet entrance with a "Lights, Camera, Grad!" backdrop for photos. A few volunteers (first-years or classmates) can act as "paparazzi," taking Polaroids and handing them out as keepsakes. The photobooth station, featuring props like film reels, sunglasses, and feather

boas, adds a nostalgic, interactive touch that connects to CreComm's roots in media, creativity, and storytelling.

Opening (6:45 PM)

As everyone finds their seats, soft lighting and a highlight reel of student work will play on the big screen, showcasing projects from both first- and second-year students. A short welcome speech by an emcee (possibly a faculty member or student host) will introduce the night and set the tone: fun, celebratory, and a little sentimental.

Main Program (7:00-8:00 PM)

- **Toasts:** A few short speeches reflecting on the growth, creativity, and collaboration that define the program.
- **Awards and Acknowledgements:** A few light-hearted awards or shoutouts (e.g., "Most Likely to Go Viral," "Deadline Legend") to keep things engaging and funny.
- **Networking & Mingling:** The second half of the evening will focus on connection, grads catching up with faculty, alumni, and invited industry guests. Conversation cards on the tables will include prompts like "What's your favourite CreComm memory?" or "What's your next dream project?" to keep the energy flowing.

Décor and Atmosphere

The design will be classic and simple to stay within budget: black and gold table accents, candles, string lights, and posters styled like vintage film ads featuring grads as "rising stars." Each table could have popcorn boxes or movie ticket-style name cards for a playful touch.

Food and Music

Light appetizers will be available, along with a mix of current hits and jazzy old-Hollywood instrumentals to keep the vibe lively and casual.

Closing (8:30 PM)

The event will wrap up with a short thank-you message from the organizing team and one final group photo, marking the "final scene" before everyone heads off into their creative careers.

Sponsor Proposal

CreComm 2026 will partner with select sponsors to provide essential services, products, and support, in exchange for visibility and recognition throughout the event. These partnerships not only help bring our Old Hollywood-themed celebration to life but also connect sponsors with the next generation of creative storytellers.

We will continue collaborations with SOBR Market and SnapJoy Photo Booth, both of whom have been valued partners in previous CreComm events. SOBR Market will supply a variety of non-alcoholic beverages, while SnapJoy will provide a fully equipped photo booth with props, giving attendees a fun way to capture and share memories from the night.

RRC Polytech will sponsor the event venue, providing a professional and accessible space for our red-carpet celebration. Their support will be recognized through signage, program mentions, and social media promotion, highlighting their role in fostering student creativity and industry readiness.

We will also approach additional local partners, such as Creating A Scene, for décor and prop rentals. By framing CreComm 2026 as a student-led, celebratory initiative, we hope to secure in-kind contributions that enhance the cinematic atmosphere while giving sponsors meaningful exposure to students, faculty, alumni, and industry guests.

Promotional Plan

The goal of the promotional plan is to get grads, faculty, alumni, and industry guests genuinely excited to attend Lights, Camera, Grad! and feel personally connected to the celebration. Since most of our audience is already within the CreComm community, the focus will be on creative, low-cost, and personal promotions that reflect the event's Hollywood theme and storytelling vibe.

Save the Date Announcement (3 - 4 weeks before the event)

We'll launch a digital "movie poster" announcement shared in the CreComm Teams channel, on social media (Instagram, Facebook), and through email. The poster will feature photos of grads styled like film stars with the tagline: "Lights, Camera, Grad! — The Final Curtain Call for the Creative Communications Class of 2026."

This will build anticipation and introduce the theme visually.

Digital Invitations (2 - 3 weeks before)

- **Grads:** Personalized invites via email and posters in Manitou a bi Bii daziigae with QR codes linking to RSVP forms.
- **Faculty & Alumni:** A simple email invitation from the CreComm office or event committee, keeping the tone professional but celebratory.
- **Industry Guests:** Short formal invites framed around the idea of celebrating the "next generation of storytellers."

Social Media Countdown (1 week before)

A short series of posts and Stories (shared on CreComm's or student channels) will feature fun behind-the-scenes shots like Polaroid tests, décor sneak peeks, and quotes from grads about their CreComm journey. Hashtags like #LightsCameraGrad and #CreComm2026 will help tie everything together.

On-Campus Promotion

Posters and small "ticket stub"-style handouts around Manitou a bi Bii daziigae will act as visual reminders. A looping teaser video could play on digital screens in the building, using clips from student work and movie-style graphics to build hype.

Word-of-Mouth and Faculty Support

Encouraging instructors and class reps to promote the event in class or on Teams will help reach everyone directly, especially those who might not check social media as often.

Post-Event Sharing

After the event, Photos and highlight reels will be shared on CreComm social channels, using the hashtags: #NextGenStorytellers and #CreComm2026. This will show everyone who celebrated and everyone who attended, extending the event's reach to future students and alumni.

Event Critical Path

Date	To Do	Details	Responsible
Jan 15, 2026	Initial Planning Meeting	Discuss event goals, vision, and roles.	All PR Students
Jan 22, 2026	Venue Walkthrough	Tour Manitou a bi Bii daziigae and confirm layout options.	Event Logistics Lead
Jan 29, 2026	Budget Draft	Draft detailed event budget and submit for approval.	Finance Lead
Feb 5, 2026	Sponsorship Outreach	Begin contacting potential sponsors and finalize proposal.	Sponsorship Team
Feb 12, 2026	Marketing Plan	Design event logo, posters, and social media plan.	Marketing & Comms Team
Feb 19, 2026	Volunteer Recruitment	Recruit first-year volunteers for setup, registration, and teardown.	Volunteer Coordinator
Feb 26, 2026	Award Nominations	Finalize nomination list and confirm award categories.	Awards Committee
Mar 5, 2026	Finalize Catering Order	Confirm menu and headcount with Marek Hospitality.	Catering Lead
Mar 12, 2026	Confirm Guest Speakers	Confirm Melanie Lee Lockhart and	Event Lead

		College Representative attendance.	
Mar 19, 2026	Design Print Materials	Create programs, signage, name tags via PrintShop.	Design Team
Mar 26, 2026	Rehearsal Planning	Plan run-through schedule and cue sheets.	Stage Manager
Apr 2, 2026	Technical Setup	Confirm AV setup, microphones, lighting, and video playback.	Tech Lead
Apr 7, 2026	Final Rehearsal	Conduct full dress rehearsal with speakers and volunteers.	All Teams
Apr 8, 2026	Event Day	Execute event according to run sheet and critical path.	All Teams

Event Run Sheet

Wednesday, April 8, 2026

Time	To Do	Details	Responsible
12:00 – 1:00 PM	Volunteer Briefing	Overview of setup plan, safety, and event flow	Event Lead + All Team Leads
12:30 PM	Décor Setup	Tables, red carpet, signage, candles, popcorn boxes, star cards	Décor Team
1:30 PM	AV Setup	Test mics, projector, lighting, and music playlist	AV/Tech Lead
2:30 PM	Photo Station Setup	Film-reel backdrop, props, lighting, Polaroid camera check	Guest Experience Team
3:30 PM	Catering Setup	Marek Hospitality begins table setup and food prep	Marek Hospitality
4:30 PM	Sound and Slideshow Check	Final AV test for speeches and student showcase	AV/Tech Lead
5:00 PM	Full Run-Through	MCs + speakers rehearse speeches and transitions	Hannah and Event Lead

5:30 PM	Volunteer Shifts Start	Greeters, photo booth helpers, crowd flow	Guest Experience Lead
6:00 PM	Doors Open	Faculty, alumni, and guests arrive	All Teams
6:15 PM	Final Check	Music, lighting, and seating confirmed	Event Lead
6:30 PM	Guest Arrival and Event Starts	Red carpet photos, mingling, mocktails served	Guest Experience and Photo Team
6:45 PM	Welcome and Land Acknowledgement	Opening remarks by MC	MC
6:50 PM	Elder Video Blessing	Short video message plays	AV/Tech Lead
6:55 PM	College Rep Speech	Warm congratulations to grads	MC intro and College Rep
7:00 PM	Guest Speaker	Melanie Lee Lockhart address	Melanie
7:05 PM	Grad Toast	"The Final Curtain Call" by selected student	Student Speaker
7:10 PM	Awards Presentation	CreComm and fun peer awards	MC and Awards Lead
7:35 PM	Slideshow	Showcase of 1st- and 2nd-year student work	AV/Tech Lead
7:45 PM	Mingling	Alumni chats, photo booth, light snacks	Guest Experience Team
8:15 PM	Closing Remarks	Thank-yous, photo on stage	MC and Event Lead
8:30 PM	Official Wrap	Event ends	MC

8:40 PM	Clean-up	Décor, tables, garbage. Collect cords, mics, projector	All Teams
8:50 PM	Décor Removal	Pack red carpet, signage, props	Décor Team
9:00 PM	Final Room Check to Ensure Clean	Confirm everything cleared, thank partners	Event Lead

Budget

These past sponsors will be asked for donation for their services. These previous spots have already given their support. This will be a great opportunity to show their support again, and have an already established connection in creating and planning the event.

*** isn't currently a sponsor, but approaching them could be leverageable by blah blah blah*****.



Budget of \$6.000

Venue	Donated by RRC Polytech
Catering (Food)	\$5,000
Décor	\$150
Entertainment (photobooth)	\$250
Posters & Signage	\$0 (in-kind from RRC Polytech)
Promotion (event invites and social media)	\$0 (Canva designs distributed via Teams and email)
Extra	\$100 (back-up)
TOTAL ESTIMATED COST	

Evaluation of Event Impact

To evaluate the success of the event, we'll collect both quantitative and qualitative feedback from attendees. A short post-event survey will be shared through email or QR code at the venue, asking about overall enjoyment, atmosphere and organization.

We will also evaluate success based on:

- Attendance numbers (how many students and instructors attended vs. expected)
- Engagement during the event (participation in the photo station, mingling, social media activity)
- Feedback from instructors and classmates on the flow, design, and tone of the night
- Team reflections on what went well and what could be improved for future events

If most guests report positive experiences, stay for the full duration, and actively engage with activities like the Polaroid station and socializing, we'll consider the event a success.