

UNIVERSIDAD POLITECNICA DE VALENCIA

ESCUELA POLITECNICA SUPERIOR DE GANDIA

Grado en Comunicación Audiovisual



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**“Design and development of a short
film festival addressed to exchange
students”**

TRABAJO FINAL DE GRADO

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Abstract

This document is part of the Final Project for my degree in Audiovisual Communication (Polytechnic University of Valencia - Gandia Campus). The main objective is to develop all the necessary steps to plan a cultural event at the Campus of Gandia, specifically a short movie festival addressed to exchange students. To do this, there has been a study of previous cases similar to the event, and the creation of the contest in reality has been undertaken. Finally, there has been an analysis of study material related with event management, including books, academic papers and web resources from professionals in the event industry.

Key words: event management, exchange students, contest, short movies, Campus of Gandia.

Resumen

El presente documento es parte de mi Trabajo Final de Grado correspondiente a la titulación de Comunicación Audiovisual (Universitat Politècnica de València – Campus Gandia). El objetivo principal es desarrollar todos los pasos necesarios para la planificación de un evento cultural en el Campus de Gandia, concretamente un concurso de cortometrajes para alumnos de intercambio. Para ello, se ha hecho un estudio de casos previos similares al evento a realizar, y se ha llevado a cabo la creación del concurso en la realidad. Finalmente, se ha analizado material de estudio referente a la planificación de eventos, incluyendo libros, trabajos universitarios y recursos web de profesionales del mundo de los eventos.

Palabras clave: planificación de eventos, alumnos de intercambio, concurso, cortometrajes, Campus de Gandia

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1 Introduction

1.1 Presentation

Organizing an event is never easy. You need to take into account a large amount of variables: budget, permits, schedules... Event planners not only manage an event, they have to make a profound study of the brand and develop the concept. Being a cultural manager means to be interested in culture and enjoying it. The job of a cultural manager goes beyond maintaining a budget: knowledge of the area in which we work, the target audience and the possibilities of carrying out the project are needed. In the following pages you will be able to find what I consider a guide to organize an event on the premises of the Escola Politècnica Superior de Gandia¹. We will work through all the steps, from the conception of the idea to the day of the event.

1.2 Objectives

The **main** objective of this project is to develop all the necessary steps to plan a short movie festival addressed to the exchange students that every year are welcomed at the Campus of Gandia. This project, or guide, serves as an instruction manual: it is the result of the personal experience of having coordinated a short film festival for exchange students. When I started conceiving and planning the event, I could not find any publication or document to specifically guide me in the event planning at the Escola Politècnica Superior de Gandia. I hope these pages help, and encourage, students to develop cultural events for the university.

The **secondary** objectives are:

- a) Develop an event brand that communicates a message.
- b) Create promotion strategies using traditional and modern approaches to marketing.

¹ The project takes place in a Spanish university; therefore official names and acronyms will be used.

1.3 Methodology

The methodology used was as follows:

Bibliographic research. There has been a previous research and collection of material relating to the subject. Books, videos, images, web pages, conferences... all kinds of sources have been consulted and contrasted about event management. Analyzing the information has been necessary to apply the acquired knowledge.

Analysis of previous cases. The Campus of Gandia is culturally a very active university that hosts all kinds of cultural activities during the whole academic year. Two of its most important events have been analyzed and conclusions were extracted. These two events are the *Mostra Audiovisual* and the *Intercultural Food Fair*.

Arranging the contest. This is not only a theoretical project; in fact, the event was held during the winter semester of the academic year 2013/2014. Thanks to being an employee of the International Office I was able to carry out the event and had direct access to the exchange students. Working on the overall concept and learning from the mistakes was crucial for the development of this project².

² See annex 1. *Memoria FYX* for more information on the results of the event.

2 Introduction to the event management

What is an event? There are many definitions of events available from different academic writers. The book *Events Management: An Introduction* (2012) states that events "are temporary and purposive gatherings of people. [...] event management is the organization and coordination of the activities required to achieve the objectives of events".

The book also highlights the fact that events are temporary, they have a start and finishing time. Events are also gatherings of people, though the number of participants may vary considerably. As unique occurrences, events are held in different times, locations... Even the same event held periodically can differ from the previous one. This is what makes event planning a challenging profession.

Rutherford in the book *Professional Event Coordination* (2012) tells:

"Until I started my event company it never occurred to him that someone was in charge of organizing everything. Somehow, when he showed up, the decorations or food or tents or music were just there. That is what events look like to the regular person [...] we however know better. We know that organizing an event involves hundreds of decisions about where we want to go, why, and what is needed to get us there."

Events do not just show up, a group of people led by a manager work intense hours to make them happen. Consequently, we can say that event management is the application of project management for the creation and development of festivals, events and conferences. It involves studying the intricacies of the brand, identifying the target audience, devising the event concept, budgeting, planning the logistics and coordinating the technical aspects before actually launching the event. Post-event analysis and ensuring a return on investment have become significant drivers for the event industry³.

³ Source: Professional Convention Management Association (2006)

The recent growth of festivals and events as an industry around the world means that event management can no longer be accidental. Events and festivals have a large impact on their communities and, in some cases, on the whole country. The industry now includes events of all sizes from the Oscars gala down to a meeting for five business people.

2.1 The figure of the Event Manager

The event manager is the person who plans and executes the event. Event managers (and their teams) are behind-the-scenes running the event. Event managers may also be involved in more than just the planning and execution of the event, but also brand building, marketing and communication strategy. The event manager is an expert at the creative, technical and logistical elements that help an event succeed. This includes event design, audio-visual production, scriptwriting, logistics, budgeting and negotiation. It is a multi-dimensional profession. Your role is to make sure the event is on time, on brief and on budget. According to Capell (2013), there are three basic functions that every event manager should cover. **Research:** it is important to find out as much as possible about the aim of the event. **Coordination:** you need to manage facilities, suppliers, timing, marketing... everything that needs to happen successfully. **Financial and legal management:** it does not matter what kind of event you are preparing, it needs to come in on budget. Moreover, you need to make sure that everything is legal and properly insured.

If the event manager becomes involved at the early initiation stages, s/he is also called event architect. Especially for larger public events, at the initiation stage, the event architect needs to make crucial choices and decisions related to the creative concept and design of the event. A deep technical knowledge and full understanding of how to communicate a company's message across a public are needed in order to make the event effective.

Depending on the complexity of the event, different teams are needed: the production team and the design team.

2.2 The production and design teams

The production team is in charge of the design, creation and development of the event. There are two roles in this team. The **production manager** makes all the technical decisions. They hire the suppliers and become the contact person for them in case of queries. The **producer** takes the key messages and makes sure they get communicated during the event in a memorable way. The producer works with the creative team to help create the event brand.

The design team comes up with a concept that is incorporated in the event and designs all the assets. The **stage director** considers what is happening in the market at the moment and helps define the strategy to find the spot of the event in the industry. The **creative director** develops the creative strategy, reviews the designs and artwork. The **spatial designer** usually makes 3D models to help the client see what the event will look like. Finally, the **print designer** creates the logo of the event and makes sure the brand is represented through all the material that will be printed.

The size of the teams is related to the size of the project, so if you are dealing with a small project you can do all the roles on your own on a basic level, but as Capell says (2013) "never be afraid to ask for help if you need it to do a good job".

3 Study of previous events

3.1 Mostra Audiovisual

For the last eight academic years, the Escola Politècnica Superior de Gandia has hosted the *Mostra Audiovisual*. It is an audiovisual event where students from the campus show their work and compete to win the award in the different audiovisual categories.

One of the most important characteristics of the Mostra is the fact that there is a screening of the work from all the participants: the planners of the event organize a video and photo exhibit; that way the whole academic community can see the work of the students. In the past editions, there was even an Audience Award, where students had the possibility to vote for their favorite work.

The structure of the Mostra Audiovisual was an inspiration because there is a similar procedure. The main difference is that the Mostra is an award that recognizes audiovisual pieces from students' academic life, no matter what genre or format. However, FYX is a competition where students would prepare a video following specific rules. The Mostra develops as follows:

- Students willing to participate submit their work in a physical DVD, CD or printed version at the Information desk. Usually, their pieces are made during their academic life at their home university or during their stay in host institutions as exchange students. They are not made specifically for the Mostra; in consequence, the deadline for submitting the videos is short.
- A committee of experts, composed of professors from the EPSG, selects three to five nominees in each category that will compete for the award.
- The artwork of the nominees is showcased to the entire academic community. Work such as photography and graphic design is hanged on one of the halls of the school. The audiovisual pieces like short movies, documentaries or radio shows, are screened in the school facilities on specific days.
- Lastly, there is an award ceremony where winners are announced and they receive a trophy in each category. To this day, the only pieces of work screened are the winners; in fact, if the piece is too long a shorter version is edited.

A deep **analysis of their official rules** was useful to understand the basic regulations of a contest held at UPV. In chapter five there is a full disclosure of the final rules and a comparison with those of the Mostra⁴.

3.2 Intercultural Food Fair

Every December for the last ten years, the Office of International Relations hosts and organizes the Intercultural Food Fair. Groups of students from the same country prepare typical dishes to be sold in the fair. The aim of the fair is not to collect money but to bring together all the different cultures that live together in the EPSG during a school year. Spanish students also participate every year.

Besides, cooking is not the only part of the event. Every group prepares posters with information about their countries, with interesting topics such as “did you know...?” or “monuments”. They decorate their booth with the posters and typical decoration from their countries.

The International Relations Office coordinates the event with the help of international students interested in organizing the event:

- 4 students from the Touristic Management degree are responsible for the budget, decorations and logistics.

- 2 Students from Audiovisual Communication design the logo and the promotional posters and the templates for the booth decorations.

- 2 Photographers take photos during the event and make a video.

However the coordination of the event belongs to the people working in the office. As coordinators, we need to plan the administrative processes. The following diagram explains the tasks:

⁴ See annex 2. *Bases de la 7a Mostra Audiovisual*

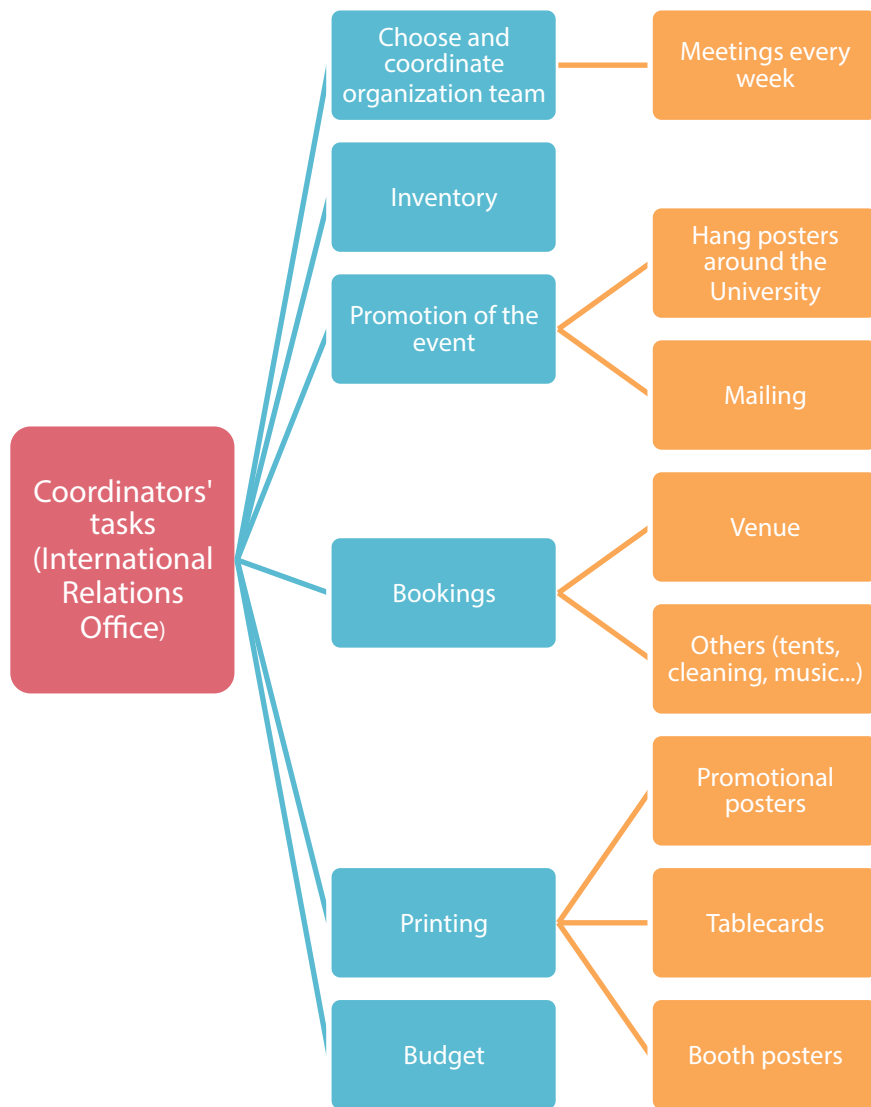


Figure 1: Task diagram. Source: Clara Minguet and International Relations Office

In conclusion, the Intercultural Food Fair structure as an event is not very related to the one we are planning in this project. We are talking about an outdoor fair about food, an event bringing together people for one day. Since we prepared a contest (developed in the following chapters), the structure of the event is not relevant. What we learned from the Intercultural Fair was their **promotion strategies**:

- a) Promotional posters: hanged in relevant spots of the Campus
- b) Mailing techniques: send emails to the students with information and updates on the event.

4 Defining the event

For this project, we will go through all the stages of planning an event in a specific environment: the Escola Politècnica Superior de Gandia. What kind of event are we preparing? Who is it going to be addressed to? Why put on an event? How much is it going to cost? Those would be the main questions to understand why to put on an event in the first place. From conferences to festivals, the range of events is huge. At the initiation stage, making choices and decisions related to the concept of the event is necessary.

What?

We establish that we are going to make a short movie contest with an award ceremony. The contest consists of filming a short movie about the topic 'My life as an exchange student'. A jury, composed of key members of the university community (Director in charge of the Audiovisual Communication Degree) and representatives of the Office of International Relations, will select the winner of the contest.

The theme of the contest must be university-related because it will be planned with the resources of the university. Plus, the topic does not require research and is appealing for exchange students. Going abroad is a unique experience in the life of university students; the theme may encourage them to record special parts of their stay. The official name chosen for the event is **Film Your Experience** or the acronym **FYX**, as a result of the previous considerations. The event brand will be developed in chapter 7.

Who?

Having a clear idea of who your event is targeting helps decision making and makes planning easier. The term *target* is often used in marketing and it is necessary to be familiar with it when planning an event. Trying to appeal to everyone is utopic; this is why the target must be defined.

The Escola Politècnica Superior de Gandia is one of the main receiving schools of exchange students in the region of Valencia, a fact that characterizes its cultural diversity. Even though a video contest seems only aimed at communication students, the contest will be opened to all degrees. The goal of the contest is that students film a short video

sharing their experience as exchange students; therefore, the quality of the video will not be the most important characteristic. Participants will be encouraged to submit their videos even if they film with professional cameras or a mobile phone.

Consequently, the target audience of the short movie contest will be all the incoming students received in the Escola Politècnica Superior de Gandia in the present academic year.

Why?

The Escola Politècnica Superior de Gandia welcomes every year more than two hundred exchange students. Every semester, several projects and courses taught in the English language are offered to the students, but unfortunately, there is not much variety. Especially in the spring semester (B), where the number of English-taught courses decreases. In the academic year 2013-2014 only a few courses were available.

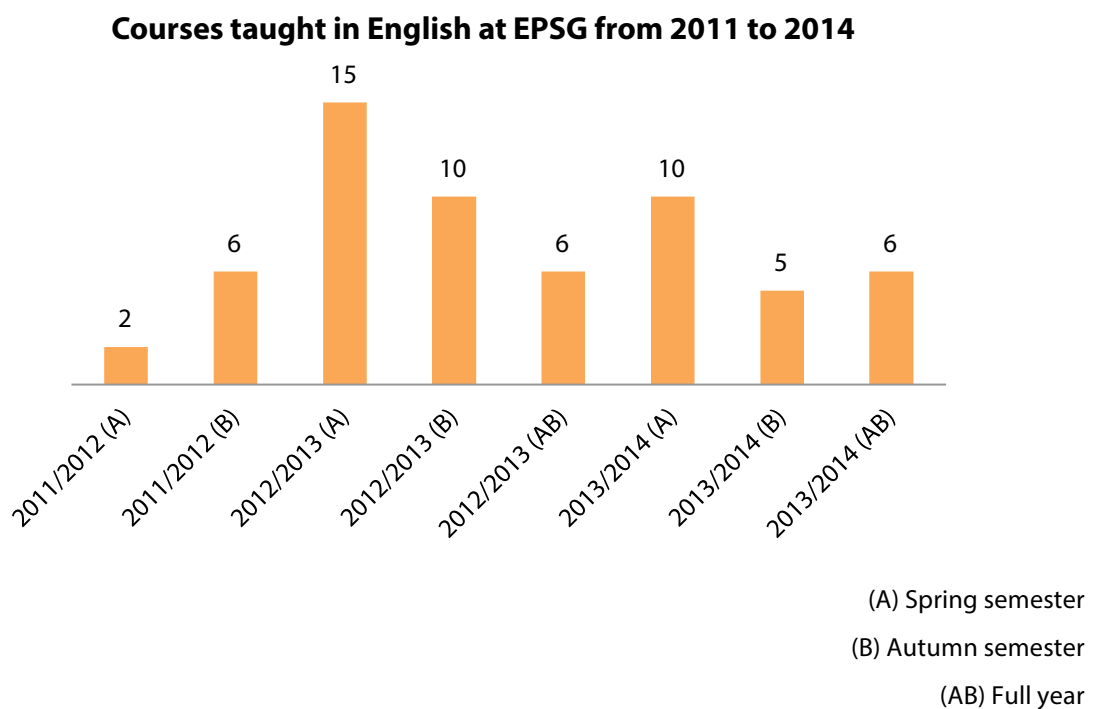


Figure 2: Courses taught in English. Source: Clara Minguet and International Relations Office

To fill the void, the Office of International Relations at the Campus of Gandia organizes every year projects tutored and delivered in English. University professors freely offer themselves to lead the projects. They consist of doing a specific work in different fields, for

example, 'Cinema and Film Comedy' or 'Botany'. The teachers in charge, establish the content, the duration of the project, the date of delivery and the number of ECTS the student receives.

Also, the International Office itself organizes an event every year where students can get extra ECTS for participating. Held during the autumn semester, the *International Food Fair* is a very popular event where regular and international students participate preparing dishes from their countries. To sum up, the idea is to create an event in English that will encourage students to participate and receive ECTS⁵, helping them to complete their Learning Agreements⁶.

How?

Students and university staff of the EPSG are entitled to access the material, in addition to using the facilities and resources of the university at no charge. Also, every year the cultural activities program of the university offers grants for students or university staff interested in planning cultural activities related to the school. In chapter 6 we will discuss in more detail the budget and funding of the event. Finally, we will need to find a professor willing to collaborate. As students, we cannot grant ECTS to students; that is a teachers' assignment.

⁵ European Credit Transfer and Accumulation System (ECTS) is a standard for comparing the study attainment and performance of students of higher education across the European Union and other collaborating European countries. For successfully completed studies, ECTS credits are awarded.

⁶ The Learning Agreement is the European equivalent to the course recognition form. It is a list of the courses that the student is planning to take. Some students need a minimum number of ECTS to be allowed by their institution to study abroad.

5 Decision-making and rules

Every contest must have official rules to regulate it, so the participants will be fully aware and you can protect yourself as a coordinator from possible enquiries. In the rules⁷ it is important to clarify all the details concerning the contest: What is it about? Who can participate? How do I participate? Is there any reward? Basically, it is important to respond to the 5Ws⁸. Writing rules from scratch is not a good idea if this is the first time you coordinate an event, it is necessary to use as reference previous rules from events that are consolidated. In this case, we analyzed the 7th edition rules from the Mostra Audiovisual and the 'Concurso de videos realizados con el móvil' from the Erasmus program *Programa de Aprendizaje Permanente*⁹.

What? 1. Purpose and 2. Theme

The first points of the rules must explain what the contest is about, what should people do to participate and, if there is a theme, explain what it is. We made clear that participants should film a short movie to enter the contest, under the theme "My life as an exchange student at the EPSG".

Who? 3. Participants

Secondly, we need to make clear who can participate, because the contest will not be open to all public. We have established that the contest is aimed at exchange students, as long as they are taking place in any academic exchange program with the EPSG. However, we need to take into account regular students. They might want to participate, and for us that is convenient because more people may attend our event, but unfortunately they cannot fully give the theme its due. To solve the dilemma, we decided that regular students could participate if there was at least one exchange student in the team.

⁷ See: Annex 3. *Film Your Experience Official Rules*

⁸ The Five Ws are questions whose answers are considered basic in information gathering. They are often mentioned in journalism, research, and police investigations.

⁹ See: Annex 4. *Bases del "Concurso de videos realizados con el móvil"*

How? 4. Characteristics

Next, it is necessary to explain how it is going to develop and when to submit the videos. It is important to make clear that the videos must be original and that they hold the rights or permissions to use all the materials. It is also stated that any video that contains any scene that violates fundamental rights of humans will be rejected.

When and where? 5. Development

In its development, it is explained when should they submit the videos and where. There are several options regarding how to submit the video; in this case, we asked students to hand in a DVD, because videos recorded in high definition tend to be heavy, if not converted. They had to be handed in at the Information desk, mainly because the opening hours of the International Relations Office are limited, but the Information desk is always available during the school hours. Uploading videos to broadcasting platforms such as Youtube is not recommended for contests if there is not a public vote, because we want people to come to our event, even if they have not participated, so if they have already seen the videos there is a big chance they will skip the award ceremony.

Another tip that we extract from the Mostra is the use of registration forms¹⁰. They gather basic information of the participants, such as full name or email address. This way we will always be able to contact them in case of need. Forms should be submitted in printed version so contestants can sign them, but it is always a good idea to ask them to submit a digital copy to an email address so you can have an anticipated idea of how many people are going to participate before collecting the DVDs.

A final recommendation is to try to avoid adding the date of the event because many situations can make you move the date. It is better to explain that there will be an award ceremony and announce the date once it is assured.

¹⁰ See annex 5: FYX registration form

Why? 6. Awards and 7. Jury

Why should people participate in your contest? Awards. There is not a big chance people will participate just for fun, so if we count with a budget we can reward students with an economic endowment. Make clear that deductions will be applied to protect you from claims. In this case we received money from the university, meaning taxes apply. This is also the reason why it is not recommendable to select a material award, such as cameras, tablets, etc. because winners will have taxes to pay and no one wants that. The next stage is deciding who will choose the winner. In general, there is a jury arranged that evaluates the films according to the criteria of the contest. You can ask professors from the Audiovisual Communication degree if they want to participate as jurors, or in this case, the same professor that will consider how many credits students get for the videos. In FYX the jury will be composed of members of the International Relations Office of the Campus of Gandia and the academic director of the Degree in Audiovisual Communication.

8. Final

Lastly, close the rules with legal disclaimers. It should contain that participating in the competition implies the acceptance of its rules, the Protection of Personal Data law 15/1999, and a warning explaining that the videos will become property of the Escola Politècnica Superior de Gandia. Finally if the activity is backed by the university we need to mention which department is funding it.

When all these points are covered the rules should be ready to be published; however, if your cultural activity receives financial support through a UPV grant like the Program (PAC) from Vicerectorat d'Alumnat i Extensió Universitària there are a few things that need your consideration. First, there should be three versions of your rules, two in the official languages of the school which are Spanish and Valencian and, in this case, the English version. Secondly they need to be approved by the director of the culture department. Note that the approval may slow you down for a couple of days because you will not be able to publish the rules until you get an answer, so it is important to take this into account when deciding the timing.

5.1 Timing

The time of the year you schedule an event has a big impact on its success. You need to keep in mind that an academic year is different from a regular one. Academic years start in September and have exam periods where planning an event would be catastrophic.

We started to plan at the beginning of the spring semester¹¹ and considered possible dates. In this term, the exams pack up in June, so that was the first month we ruled out. May had also to be avoided because students are finishing projects and starting to study for the exams during that month. That left us a period of four months to work with: January to April.

The aim of the contest was to film a video based on the experience as an exchange student at the university, which meant that they needed time to film the video. We considered that a month should be enough. As we established, April is the farthest we can push the day of the award ceremony. That led to a conclusion: March is the month were students should work on the short movies and the event should take place in April. It is important to assure it happens during the first two weeks of April because of the Easter holidays. Public holidays may affect whether your potential participants attend your event, plus the school premises are closed during official holidays. The further away from the holidays, more attention will be brought to the event.

With this settled, January and part of February were focused on deciding the venue, acquiring permissions, developing the image of the brand... and then we launched the event marketing campaign in February and maintained it until the day of the event. In mid-February, it is wise to send the first emails and start spreading the promotional material.

When deciding deadlines, it is convenient to remember that sometimes students are not able to meet them, so as a strategy, we pushed the day of submitting the videos one week when the deadline was approaching.

Another matter that needs to be taken into account competing cultural activities. The UPV cultural program is very rich and the agenda packs up rapidly. To be able to confirm the

¹¹ As explained in chapter 4, we planned the event in the spring semester because there were less English taught courses and we wanted to help students get credits.

dates, you need to speak with the responsible person of the cultural resources of the EPSG early on. Remember! The Mostra Audiovisual usually takes place around March, and we do not want to compete with the biggest award ceremony at the EPSG.

Once we are sure about the month, the day of the week and time of the award ceremony had to be decided. Usually, cultural activities are scheduled on Thursdays between 12am and 3pm, because those are the cultural hours designated by the UPV, meaning there are no courses being taught. However, it is not a permanent law, you can plan your activity at any times within the opening hours (because planning it outside opening hours has a cost). In fact, the Mostra Audiovisual ceremony award takes place in the afternoon, around 7.30pm. This could be problematic; you do not want to schedule an event overlapping with the regular classes so, before deciding the time, check the timetables and make sure there are as few classes as possible happening (specially in the Audiovisual Communication degree, even though the event is addressed to all exchange students, there is a high chance that most participants will be from communication).

The best days to hold the event during the afternoon/night hours are Wednesday and Thursday because they are in the middle of the week, so there are more chances that the exchange students are not travelling. Also those days are commonly known as Erasmus party night and the students' night. Thus that would make it easier to gather as many students as possible. Wednesday will be our best shot, because there are less afternoon classes¹² and it is the night exchange students go out.

To sum up, this is a short brief of how the final calendar will look like:

January	February	March	April
Planning/Promotion		Promotion	
	First email with information (February, 17)	Original deadline (March, 14)	Event/Award ceremony (April, 2)
		Final deadline (March, 21)	

Figure 3: Timing.

¹² This decision is made after the analysis of the EPSG academic calendar for the academic year 2013/2014. See: <http://www.upv.es/entidades/EPSG/indexc.html>. For future events, it is recommended to ascertain the current academic year timetable.

5.2 Venue

The campus offers a number of facilities to hold all kinds of cultural activities, indoors and outdoors. For the kind of event we are preparing we need to choose within the available indoor conference rooms. Classrooms are always an option, but the choice of the venue has a big influence on what your audience thinks of the event, so we should find a more appropriate place for an award ceremony. Besides, we need to find a venue equipped with the technology to screen videos. This shortlist of venues matches our criteria:

- *Aula Magna*: with a capacity for 287¹³ people it is the largest and most important assembly hall. Equipped to screen any audiovisual material, live streaming... the Aula Magna hosts the most important school events, but the seating capacity and the square meters make this room unsuitable for our activity, since we do not want the room to look almost empty. In addition, to make use of the Aula Magna we must hire the team of technicians who work there and if we do not have the budget or the one we have is very limited this is a handicap.
- Conference Room 1 + 4: two conference rooms normally used as a single one, but a removable wall can separate them. Each has a capacity for 60 people, 120 together. This room is the best alternative if we are expecting a big turnout. If you decide to go for this room keep in mind that if the attendance is under 60 people the room will still look half-empty.
- Conference Rooms 2 and 3: they are small rooms with capacity for 24 people each. They have a computer and a plasma screen instead of a projector. As we said, the venue has a big influence on what the audience thinks, this room is small and has no projector or screen; for a video screening session I suggest we rule these out.
- *Salón de Grados*: it has capacity for 60 people and has the technology to screen audiovisuals: computer, projector, sound system and screen. This room matches all the criteria about capacity and technologic equipment. In addition, like the conference rooms,

¹³ See: <http://www.eventoclick.com/eventos/centros-reuniones/campus-gandia---universitat-politecnica-valencia.html>

there is no need to pay a technician if we are responsible for the sound and video equipment. Unlike the Aula Magna, this kind of venue is suitable if the budget is limited or inexistent.

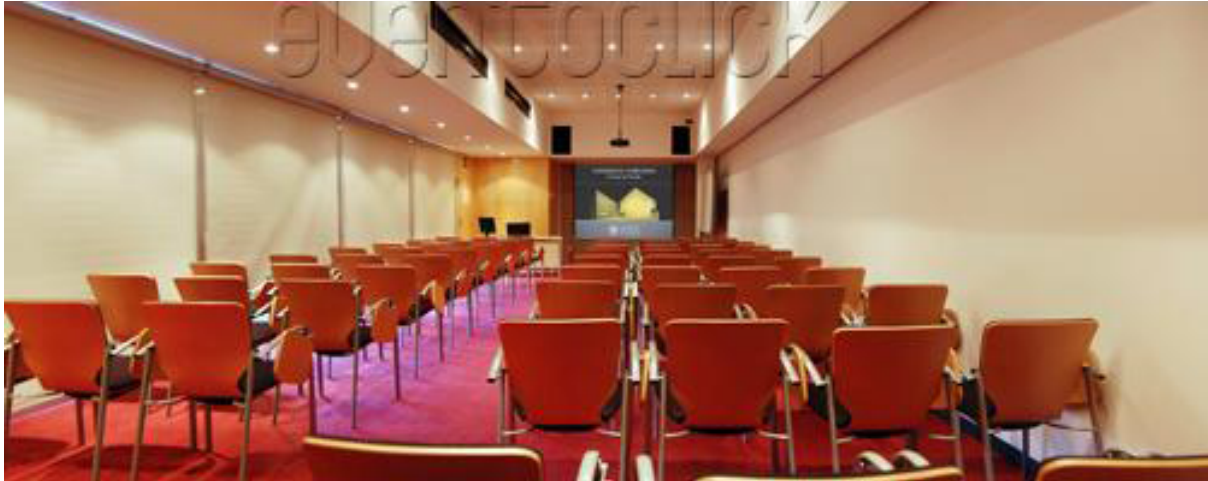


Figure 4: Salón de grados. Source: eventoclick.com

Now that the time schedule and place are settled, it is time to make a reservation for the date and venue. It is strongly recommended that you check the AEAM (*Alquiler de Espacios y Aula Magna*) website regularly when planning an event. It offers a calendar with the venues, events and times booked in the university. It becomes obligatory to contact the responsible person in charge of the culture department to confirm the date and book the room. Remember! Whoever is in charge of the culture department can vary through the years. If you are uncertain who is responsible, go to the information desk and ask for contact information of the head of culture. Ask for an appointment or speak with him/her over the phone; your reservation will be confirmed and one of the most important steps will be completed.

6 Funding

There is no such thing as a typical or fixed budget for an event, because events are designed to fit the clients. One of the advantages of planning an event for a university and their students is that usually they offer grants to develop cultural resources. UPV's cultural strategy aims to enhance the creation of cultural resources. The Cultural Activities Program (PAC) is launched by the Vicerectorat d'Alumnat i Extensió Universitària UPV (Vice-rector's office for Students and University Extension), and aims to support cultural initiatives linked to the UPV community in order to increase, enhance and improve the quality of the university's cultural offer. Any person, group or association belonging to the Universitat Politècnica de València can apply for the grant. For the academic year 2013/2014, we were awarded one of the grants to carry out the Film Your Experience contest¹⁴. Thanks to the grant, we were able to have a marketing budget for the event, and what is very important, we were able to offer a prize to the winner. As previously mentioned, the award is very important if you want to make the competition attractive to people.

In addition, students and staff of the EPSG are entitled to have access to materials, facilities and resources of the university. This advantage will save us a lot of money when organizing an event on its premises.

6.1 Budget

What should be included in the budget for the FYX Film Festival? *Do it yourself* is the key to keep the budget as low as possible.

Venue What room are you using? Do you need technicians? The key to a free venue is the answer to these questions. Depending on the room that we wish to book there might be some costs, but basically, as UPV students or staff we can choose within a wide range of rooms for free if we are willing to be the people in charge of the audiovisual equipment.

¹⁴ See annex 6. *Resolución de las PAC 2013/2014*

If your intention is to book the Aula Magna keep in mind that having technicians is not optional. For the academic year 2013/14 the prize to hire a technician was 30€ per hour. As explained in point 5.2, the room selected for FYX was the Salón de Grados; the cost to book the venue is zero if you find someone to help you with the audiovisual equipment or if you do it yourself.

Content In this case, the content were the short movies from the participants. The cost was zero.

Entertainment For this kind of event we needed someone to host the award ceremony. Depending on how flashy we intend the ceremony to be, we could hire someone special to host it. The other option is, if like with FYX you feel confident enough, to be the host of the gala yourself. However, if you are not comfortable speaking in public you can always ask a friend to do so.

Catering As with all elements planning an event, you need to think carefully about what is appropriate for your audience. Catering should be part of the experience. For FYX we decided to go with the film theme and set a table with free popcorn for all the attendees. We prepared them at home, so the cost was not worth mentioning.

Branding Hiring a special person to do the brand image can be very expensive. If we ask around, maybe a student of the Audiovisual Communication degree will be willing to do it. In this case, the brand image was created by the organization of the FYX.

Staff There was no need to hire external people; there was always a friend or co-worker willing to help.

Marketing

Until now, we have been saving budget by doing as many things as possible by ourselves, so we almost had no expenses. However, for the promotion of the event we needed to print material to spread the message. For the event we prepared promotional posters and cards to distribute around the university. In total, we printed 10 A3 posters (0,66€), 10 A4 posters and 20 A4 documents with 10 business cards in each one of them (0,42€). The total amount spent on printing material was 20€.

Awards

The biggest quantity we spent managing the event was the prize money. It is important to have an attractive award so people will participate in your contest. In this case, we established a prize of 150€ for the winner of the best video.

Security and administration costs

Since we used the resources of the EPSG, such expenses were included.

7 The event brand

Part of the role of the event manager may be to create the identity of the event. Brand is the name, term, design, symbol, or any other feature that identifies a product. Sometimes you have some budget to recruit some designers, but in this case, we worked on it by ourselves. It is not as simple as creating a name and a logo, you need to keep an identity through all the promotional items. In order to ensure the corporate image in all the adaptations that are going to be needed, the design has to be consistent in all of them.

7.1 The logo

For the logotype we played with the name of the event. Film Your Experience is the official name of the contest. The name of the contest is too long for a logo, but if we play with the first letter of each word, we get FYE. At first sight it is not very recognizable, therefore we needed something more powerful.

We came up with the idea of FYX based on the following criteria:

1. *FYI* is a common abbreviation of "for your information". It is commonly used in e-mails, or instant messaging, typically in the message subject, to flag it as information, with the intent to communicate to the receiver that s/he may be interested in the topic, but it is not required to perform any action.
2. Commonly shortened as VFX or FX, visual effects are the various processes by which imagery is created or manipulated outside the context of a live action shot. With this abbreviation we link the name with the film industry.

Those were the main reasons to name the festival FYX: the result is a catchy acronym related to the technology and the film industry and also matching with the title, a play on words that our target audience will be able to recognize.

Considering the result, it made sense that the logo of the event would be word type. Looking around in the Internet for inspiration, we found the font 'Ponty demo' by

Bitfoundry. Pointy is a hand drawn typeface designed to emulate 3D lettering doodles. The design of the font is young, messy..., which brings it closer to the public of the contest. We played with the imperfection of the typography and other more flat elements on the poster for contrast.



Figure 5: Original Pointy font.

Based on the concept of the Pointy font, we decided to create a logo that mixes the doodles with a more straightforward typography. The logo and the posters should be easy to read from long distance, so making the lines clearer became necessary.

Finally, a subtitle with the official name of the contest was added to the logo to make it more recognizable to the public. Since it was first edition of the festival we did not lean on any brand awareness. Having the full name on the logo will help make the message clear. Combining and choosing fonts is not easy, but once you pull off the right typeface, it can make your graphics stand out. The result is a hand-drawn style for the main typography and geometric sans for the subtitle¹⁵.



Figure 6: Final FYX logo.

As far as the proportions are concerned, you need to set them in case you need to make adjustments afterwards, as you might need to place your logo in different formats

¹⁵ See: <http://www.designmantic.com/blog/infographics/ten-commandments-of-typography/>

(posters, internet images, etc.). We consider 'n' as the height of the logo, '2n' the width and 'n/4' as the height of the subtitle. The proportions are established in style manuals so the design is respected if it is handed over to another designer (this could occur if more editions of the event are held and we are no longer part of the organization).

7.2 The poster

For the promotional poster we need something recognizable and in the same style of the logo. It made sense to keep playing with the film environment and the sketches or doodles. You need to stand out from the competence, but maintaining some non-written rules is important. If your contest belongs to a recognizable field, you should include some elements that can relate to it, but trying to offer something different. For example, when searching for film icons or concepts, we realized that one of the most recognizable images is the old 35mm film reel:



Figure 7: Google 'film icon' search.

Many film festivals have included the 35mm reel, using it as a conceptual image. Some recent examples are the *Cinematique! Students Film Festival* and the *Edinburg International Film Festival*:



Figure 8: Inspirational posters

At this point, we need to choose the chromatic palette, especially since the logo is black and white. The combination of colors is going to represent the festival and it is used to ensure that the corporate image is consistent in all the different formats.

According to Heller (2004)¹⁶:

“Blue is the favorite color, the color of sympathy, harmony and fidelity. [...] Black is the favorite color for designers and youth. [...] Orange is the color of fun. [...] Pink is the sweet, delicate and scandalous color.”

These colors will represent the festival through all the graphic material.



Figure 9: Chromatic palette.

¹⁶ Eva Heller was a psychology expert in color theory. She wrote several books about color and its cultural implications, including *Color Psychology* (2004).

Using a film reel as an icon for the festival will help people to rapidly relate it with a film contest. Plus, the gaps of the film reel will be useful to place the most relevant information (prize, ECTS given and the theme of the contest) and QR codes.

The quick response code or QR is a system that allows storage of information by a dot matrix or two-dimensional barcode. Using QR codes will help merge the digital and the physical format together. When using QR codes it is important to keep in mind the clear purpose. Usually QR campaigns have to be explained so users know what to do with them. To solve this problem we will use arrows to explain each QR code we use. In addition, it is important to link the QR to the content that is adapted to the use of smartphones. Ultimately, with the use of QR we want users to have more information than that offered in the poster.

Two QR codes will be used:

1. One linked to a file with the official rules, so they have instant access to the full disclosure of the event.
2. Another one linked to the Facebook page where they can get all the relevant information related to rules, deadlines and updates. It is also a great place to ask questions.

Like the rules, if your cultural activity is being backed by an UPV grant like the PAC program from Vicerectorat d'Alumnat i Extensió Universitària you need all the graphic material that is going to be printed or published approved by the director of the department. Moreover, the logo of the department or any organization supporting your activity should be placed in your poster. Always leave a space designated to logos, usually placed at the end of the poster.

To sum up, these are the elements mentioned above and the first attempt of poster made:



Figure 10: Poster items.

The result turned out to be too flat; in consequence, several textures were added. Geometric patterns and shapes have been trending for some time¹⁷, so we opted for a texture with triangles that resembles the doodles in the typography. Moreover, a soft vignette that fades into its background without a definite border was added. When the logo and the new pattern were put together, it made the reading of the name difficult. For that reason, the inside of the logo was filled with the main color.

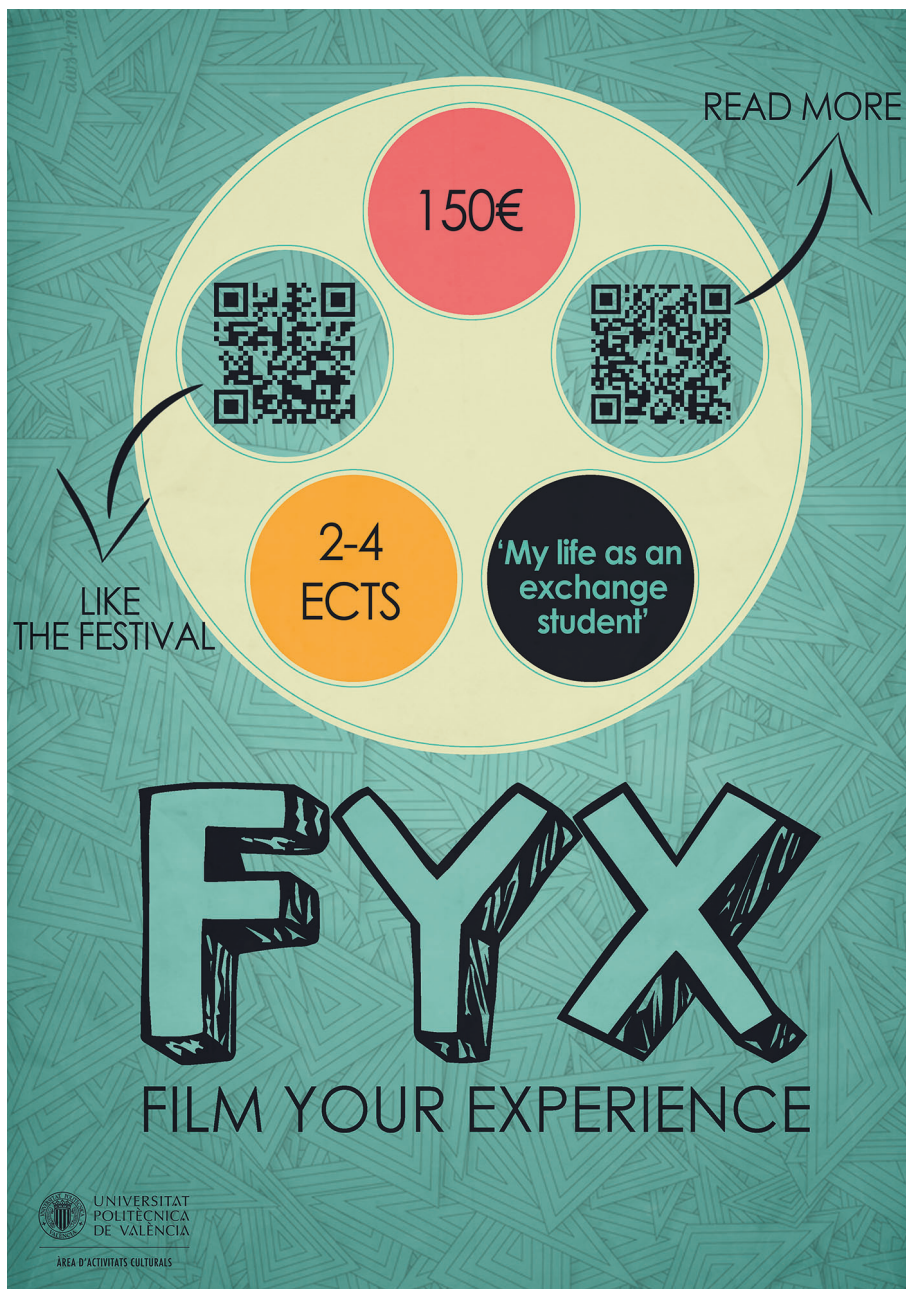


Figure 11: Official FYX poster.

¹⁷ See: <http://www.designindaba.com/galleries/triangular-trend>

8 Promotion strategies

Events are people business, communicating with them about your event is a vital part of event planning. Marketing your event is the key to communicate information about your event, such as the date, location and, in this case, the rules and regulations of the contest.

As far as media strategy is concerned, Capell (2013) explains:

“Once upon a time, media was the same as advertising. But with the advent of the Internet, and now social media, a slightly more complex picture has emerged. In order to develop a strategy that works best for your event, it helps to understand the concepts of owned, earned and paid media”.

Owned media are the channels created and controlled by yourself: website, social networks... and direct marketing media such as emails. **Earned media** is other people communicating your story, meaning, public relations. It also includes looking for people to share the content on your social networks. Finally, **paid media** are what most people think of as marketing because it is the traditional advertising: TV, radio, newspapers, posters... whatever costs money.

8.1 Paid media

Our paid media strategy will consist of promotional posters and brochures. Posters are one of the main paths for communicating cultural activities at the UPV. The Campus of Gandia offers spaces to hang posters promoting all kinds of social activities. Those spaces are located in key points of the school, which is the reason why it is important to hang them there. The most important emplacements are:

- a) The panels located in building A. This is the core building; the information desk is located at the entrance and it is also the building where course subjects are taught. In other words, both, members of the university community and visitors, pass through their premises daily. Three posters should be enough: entrance, vending machines and second floor.

- b) Cafeteria. Needless to explain that it is one of the most visited buildings in the Campus. We will hang one poster at the front door.
- c) CRAI. The library is composed of two buildings. At the entrance to each of them there are more panels. Putting two posters, one for each entry, is sufficient.
- d) Copy shop. At the bottom of the shop, there is a corkboard also available for hanging a poster. Also a much-visited room in the school.
- e) ESN office. We want to hang a poster on the panels belonging to the Erasmus Students Network. They will be a key in our online promotional strategy, developed in the following chapter. Unlike the previous locations, for hanging promotional material on these panels you will need the permission from the responsible person of the office.
- f) The International Office. Since our target audience are all members of the university, we want to make sure that international students take a look at our message. Like in the ESN office, we need permission of the director to place our promotional material. Outside the office, two panels belong to the international relations staff. Therefore, we can put up two posters. One on the hall's panel and the other one on the 'International corner' panel, next to the office door.



Figure 12: International corner.

Since posters are the most common format, we wanted to do something else that would catch the attention of the public. There was some budget left, so we decided to do business cards and keep playing with the QR codes. Why using cards instead of brochures, for example? Business cards stand out in a pile of brochures and pamphlets, they are

different. The idea was to make cards with a big QR code, so people would feel curious and scanned it to get to the Facebook page. This was the result:



Figure 13: FYX cards.

The best emplacements to distribute the cards are the Information desk, the waiting hall of the Administrative services of the school and the International Office. All of them are visited daily by a big amount of students. Since our target are the exchange students, we prepared two stacks of cards for the International Office, one inside the office and the other one outside in the waiting area

8.2 Owned media and earned media

Owned media

With the printed material covered, we need presence in social networks to reinforce the promotion strategy. Usually when organizing an event like this the budget is very little, so developing and maintaining a website is not feasible. Nowadays, thanks to social networks we can manage the promotion by ourselves, if we do not have the budget to hire a web designer. We decided to work with two of the most important ones:

Facebook: status updates and posts can give those connected with you instant information about your event. In addition, it is a great tool for people to ask questions and for you to answer them. Before the event, you can post all the information related to the event: time, location, deadlines... After the event, you can keep the attention by posting photos and videos, encouraging participants to tag themselves and publish photos on their walls.

Twitter: before the event, you can use it as a marketing tool by creating a Twitter account and a hashtag. Like Facebook, you can keep the attention going by posting photos, updates on the event... People can tweet about your event before, during and after thanks to the hashtag. It is a great tool to evaluate the people feelings about how the event went.

It is important to plan carefully what kind of information you are going to post, when are you going to do it and where. For FYX we created a promotion plan based on the workshop from Nuñez (2014) *Estrategias de Marketing de Contenidos (Content Marketing Strategies)*. It consists of planning your marketing strategy through a specific period of time, with what social networks you are going to share your content and what that content is going to be. But not only that: you can optimize the content by using techniques like CTA and pressure. CTA are attention calls, like REMEMBER! Or SPECIAL OFFER! Pressure by time or quantity is pushing people to participate saying that deadlines are close, or the tickets are selling out, etc.



Figure 14: Example of CTA.

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
FB	Publish poster		Promotional image + CTA (attention call)		Poster 2 + Pressure (deadline)
TW	Publish poster	Publish link with rules		Promotional image + CTA (attention call)	Poster 2 + Pressure (deadline)

Figure 15: Promotion plan.

In this particular case, we started with the advantage that we were not organizing the competition alone. We were under the umbrella of the Office of International Relations and its resources. We had two key elements to deliver our message to the students: in the first place, there was the 'Welcome Day'. Each semester new students arrive at the Campus of Gandia and the office prepares a welcome day, usually the first day of the academic year. On this day, there is a presentation that contains information relevant to students, such as schedules, contact addresses, English taught courses ... and projects. As mentioned before, our contest is considered a project for which students can receive ECTS. It is therefore very important that the person in charge of giving the presentation include information about our project in the slides. In fact, it is much better if we are granted a few minutes to present the project by ourselves. Remember; always ask for permission to the directors of the department.

Secondly and more importantly, we had the possibility to use direct marketing¹⁸ through the mailing technique. We sent emails to exchange students with all the information related to the event. Even though we tried to avoid overwhelming their inbox, there are three crucial emails that were needed to be sent: the first one that will work as a presentation of the event; a second one warning that the deadline has been moved ahead; and lastly the email confirming the date and place of the award ceremony. Even though they are different emails, keep in mind that they should always have the contact information (email address, Facebook, Twitter...).

Earned media

With small budgets you cannot afford to pay someone to be your public relations, so you need to become one yourself. There are associations in the university that can collaborate by helping spread the message. In this case, the greatest help we got was from the Erasmus Student Network (ESN). **ESN** is a non-profit international student organization under the principle of students helping students.

¹⁸ Direct marketing is a form of advertising that allows organizations to communicate straight to the customer, with advertising techniques that include email or phone messages, for example.

The International Relations Office and the ESN often work together in the international events hold at the school. We scheduled a meeting with a responsible person and asked them to advertise the event in their social networks plus. With around 2400¹⁹ friends on Facebook, we can arrive to a lot of students thanks to their network.



Figure 16: ESN promotion.

Those were the promotional strategies used for the FYX Film Festival 2014. Marketing strategies are constantly evolving and marketing developers need constant retraining. Along with the information technologies, promotional strategies have to adapt to their audience's needs. Any target audience will always support what they believe in, making a product attractive and specially its promotion will create earned media.

¹⁹ See: <https://www.facebook.com/siesta>

9 Conclusions

At the beginning of the project we had a main **objective**: knowing what was required to plan a movie contest at the Escola Politècnica Superior de Gandia, specifically addressed to exchange students. We learned all the necessary steps to plan the contest from conceiving the idea to the promotion strategy.

The first step was doing all the necessary research on the field of event management, and then focusing it on consolidated events that are held every year at the Campus of Gandia. Events are temporary and purposive gatherings of people and event managers are responsible for planning and executing them. Events do not just show up, they are the result of the application of project management into their creation and development.

There are two events held annually on the EPSG that were very important in the research process, those are the Mostra Audiovisual and the Intercultural Food Fair. When analyzing the Mostra Audiovisual, we realized that it had a similar structure of the event we wanted to plan, since it is an audiovisual contest where students from the campus show their work and compete to win an award in different categories. That led to a deep analysis of their **official rules**, which was crucial for creating the rules for the contest. On the other hand we had the Intercultural Food Fair, annually held by the International Relations Office, department where I was working at the time. As part of the organization team, I was able to learn all the different tasks that a project manager has to undertake, such as, planning, timing, bookings... but the most relevant part were the **promotion strategies**, the key for the development of the contest promotion plan.

Once all the research was done, it was time to **define** the event, and making choices and decisions related to the concept were necessary. We established that we were going to make a short movie contest with an award ceremony. The theme of the videos had to be university-related, and that is when we named the festival **Film Your Experience**, with the acronym FYX. Our target audience were all the incoming students received on the Campus of Gandia in the current academic year. The main reason was the fact that there is not a big amount of English-taught courses held on campus, so creating an event in English would encourage students to participate and get ECTS for it.

Since we were planning a contest, it was necessary to define the **rules** for it. We decided that the theme of the contest would be filming a short movie that represented the aspects of the life of the exchange students on the Campus of Gandia. A jury chose the winner video and they received an economic endowment.

With this project we also learned the importance of a good **timing** when planning an event. The time of the year you schedule or the competition you might have around your date play a very important role determining the success or failure of the event. We understood the difference between an academic year and a regular one, and we set the date of the deadlines and award ceremony taking all of this into account.

The **venue** you choose to host the event also plays a key role in its development and what your audience thinks of it. You need to adapt your venue to specific criteria, such as the number of attendances and the audiovisual equipment. For FYX we chose the Sal3n de Grados, a medium sized room, with all the necessary equipment to screen short movies.

Thanks to this project we have also found out that the Universitat Polit3cnica de Val3ncia offers every year grants to develop cultural activities thanks to the PAC program. As recipients of the grant, we had funding to conduct the festival and pay the highest costs. In this particular case, we invested the **budget** in promoting the event (printing posters, cards...) and giving the winners a high economic prize: 150 3.

As a **secondary** objective, we wanted to develop an **event brand** that would communicate the message of the FYX Film Festival. It was not as simple as creating a logo; we kept the identity through all the promotional items. Once the logo was settled, we had to create a poster that would communicate the spirit of a young film festival. We learned the importance of colors and how to make it interactive and up to date. We added QR codes that combined the digital and the physical format.

Once all the organization and concept were ready, it was time to start **promoting** the contest to get participants. This was a **secondary** objective: create traditional and modern marketing strategies. The most important issue was to determine the difference between owned, earned and paid media and adapt the strategies to each one of them. As for **paid** media, we analyzed the emplacements we could hang or leave our printed promotional

material, and which of them were more powerful to spread our message. For **owned** media, we gave online visibility to the contest thanks to social networks. We created a Facebook and Twitter account and developed a promotion plan in order to publish the most appropriate content in each of them. Finally, as for **earned** media, we learnt how important it is to get people to share your content, and in this case, we had the Erasmus Student Network helping us promoting the event.

Event management is stressful, time consuming and requires a lot of work, but it can be one of the most rewarding experiences. You always wonder if people are going to participate, what they are going to think of the event... It is important to always do your best and learn from the mistakes, especially if it is the first time you organize an event on your own. The Universitat Politècnica de Valencia and the Campus of Gandia have a dense cultural program of activities: there is always a talk, screening or conference going on, so finding your spot in this broad cultural agenda is difficult, but not impossible. Always be up to date and do not forget that there is an immense number of resources at your reach.

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