



Media Studies and Journalism

Internship Report

Submitted by

Name: Shahriar Iftekher Ferdous

ID: 181012069

Term: Spring 2022

Course Code: MSJ 11498 and MSJ 11499

Host Organization: Don Sumdany Facilitation and Consultancy

DONSUMDANY
Facilitation & Consultancy

Date of Submission: 23.05.2022

Table of Contents

STUDENT DETAILS.....	3
INTERNSHIP DETAILS.....	3
Acknowledgement	4
PLAGIARISM DECLARATION.....	5
INTERNSHIP REPORT APPROVAL FORM.....	6
Introduction.....	7
Expectations.....	10
Host Organization	11
Company's Organogram.....	15
Tasks	16
Project Description.....	17
Project 1	18
Project 2	24
Project 3	32
Project 4	36
Project 5	38
Project 6	50
Project 7	56
Project 8	62
Project 9	67
Project 10	72
Project 11	74
Project 12	75
Other Projects:	89
Internship Outcome.....	90
Workplace Log.....	91
SELF-ASSESSMENT FORM	116
Professional Competencies	119
Glimpses from my Internship period	120
Concluding Remarks.....	122

STUDENT DETAILS

Name	Shahriar Iftekher Ferdous
ID	181012069
Department	Media Studies and Journalism
Major Concentration	Public Relations
Minor Concentration	English
Career Objectives	Building expertise in multi-channel communication and to grow as a professional link builder between organizations and their stakeholders.

INTERNSHIP DETAILS

Host Organization	Don Sumdany Facilitation and Consultancy
My Working Section	Communications and Marketing
Supervisor	Rubayet Ahsan, Marketing Manager
Designation	Executive, Marketing
Start Date	February 23, 2022
End Date	May 23, 2022
Hours Per Week	40+
Total Working Period	Approximately 13 Weeks

Acknowledgement

Firstly, I would like to express my utmost gratitude to my mother, father, and sister for being my most consistent motivators. They have been the foundations for my successes and achievements to date.

Furthermore, I consider myself extremely fortunate to have had the opportunity to learn from my supervisors, Mr. Ghulam Sumdany Don (Chief Inspirational Officer, Don Sumdany Facilitation and Consultancy), he also happens to be the first valedictorian of the MSJ department of ULAB and Rubayet Ahsan, Marketing Manager of the organization. I am grateful to them for all their excellent insights, assistance, and for sharing their expertise regarding communications and marketing. I am glad to be working with a set of fantastic colleagues who are very encouraging and contribute to make my professional life easier every day.

Notably, I wish to extend my profound gratitude towards all the faculty members of the university who has taught me. They have been amazing mentors who have given me an eye opening experience during my university life through their teachings and wisdom. This internship report will be incomplete if I don't mention some of my faculties for their contribution in my fine growth as an individual. My heartfelt gratitude goes towards, Dr. Sarkar Barbaq Quarmal, Nadita Tabassum Khan Ma'am, Muhammad Aminuzzaman Sir, Bikash Chandra Bhowmick Sir, Mohammad Shazzad Hossain Sir, A F M Moniruzzaman Shipu Sir, Dr. Habib Mohammad Ali, Dr. Din M. Sumon Rahman, and last but not the least Prof. Jude W.R. Genilo.



PLAGIARISM DECLARATION

I know that plagiarism means taking and using the ideas, writings, works or inventions of another as if they were one's own. I know that plagiarism not only includes verbatim copying, but also the extensive use of another person's ideas without proper acknowledgement (which includes the proper use of quotation marks). I know that plagiarism covers this sort of use of material found in textual sources and from the Internet.

I acknowledge and understand that plagiarism is wrong.

I understand that my research must be accurately referenced.

This assignment is my own work, or my group's own unique group assignment. I acknowledge that copying someone else's assignment, or part of it, is wrong, and that submitting identical work to others constitutes a form of plagiarism.

I have not allowed, nor will I in the future allow, anyone to copy my work with the intention of passing it off as their own work.

Name: Shahriar Iftekher Ferdous

ULAB ID: 181012069

Signature _____



INTERNSHIP REPORT APPROVAL FORM

Student Name: Shahriar Iftekher Ferdous

ID No.181012069

Major: Public Relations

Year: 2022

Local Phone: 01703148490

Email: shahriar.ifttekher.msj@ulab.edu.bd
shahriarifttekher@gmail.com

INTERNSHIP/PROJECT INFORMATION

Internship

Organization/Project: Don Sumdany Facilitation and Consultancy

Internship /Project Report

Topic: Internship Report

Semester (Tick one): ☒ Spring 2022 ☐ Summer 2022 ☐ Fall 2022

Advisor APPROVAL

(Please place a Tick)

☐ Approved ☐ Not Approved ☐ Partial Re-write ☐ Full Re-write

Remarks (If Not Approved/Pretrial/Full Rewrite):

Signature: _____

Date: _____

Name: _____

Title: _____

E-mail: _____

Phone: _____

Introduction

Within the last four years of my undergraduate studies, I have prepared myself as a Communications Specialist while looking forward to working in the corporate job industry.

Two of the group projects that I provided concepts for, regarding the courses Mass Communication and Convergence Communication I in the form of installation arts were featured in the Curriculum Integration Exhibition organized by the Media Studies and Journalism Department of the University of Liberal Arts Bangladesh (ULAB) and are used as references for students who take the courses. The topics of my installation arts were The Broken Window Theory and my theme was Ocean Pollution and Social Norms Theory where the theme was highlighting individualism in the face of social oppression.

My first Public Service Announcement Video Production for the course Communication Technology earlier in my second year of university was initially picked up by DRIK News and later published by DW Bangla on their YouTube channel and social media platforms. It was based on Poster Pollution in Dhaka and, what to do about it.

During my later years, I had the opportunity to lead two production teams for making an advertisement for the Advertising course and directing a corporate documentary for the Created Private Media Course, where I and my team went to various places outside Dhaka to collect testimonies of Loan receivers and Handy-Crafting Trainees.

Besides these practical projects, the curriculum of my department heavily focuses on research-centric education through which I was able to practice various research methodologies. Courses ranging from Principles of Communication, Public Relations Research, Public Relations Campaign, Communication and Culture, Sociology, Interpersonal and Intercultural Communication, Mass Communication, Development Communication, Strategic Public Relations, Reading Media Text, Media and the Law, Ethics in Media, Critical Thinking and Analysis, Communication Technology, Internal Communication, etc.

While studying I did not stay confined to only my textbook knowledge; rather I have looked for opportunities to apply all my educational learnings in organizations that are both inside and outside my university.

I have had the opportunity to join Dhaka Sessions as their Photography and Social Media Assistant for 6 months before my internship semester. There I was responsible to take photographs of guests and artists for use in the organization's website and social media platforms, I also coordinated with graphic designers and the social media team to deliver trailers and other promotional content within deadline. I had to maintain regular communication with the Producer, Head of Social Media, Cinematographer, Artists, Guests and, the Sound Manager to ensure smooth operations.

Before working at Dhaka Sessions, I was an English language Instructor (IELTS) at British Educare Ltd. There I curated study materials and provided English language training to students from diverse cultural backgrounds and geographic locations. I conducted all the classes virtually through the communication platform, Zoom.

I have been an active member of different apprenticeship programs that have allowed me to work with teams, and people from diverse cultural backgrounds. I joined, PR4U as a general member during my first semester, and by my 10th semester, I completed my tenure as the CEO of the apprenticeship program. It had a total of 94 members back then with whom I coordinated all the operations such as Events Management, Social Media Management, Website Management, Human Resources, Media Relations & Hosting, etc. I have also performed with excellence as the Head of Operations for Radio CampBuzz, another apprenticeship program offered by the University of Liberal Arts Bangladesh. I eventually earned two awards from both of these apprenticeship programs as an appreciation for consistent service and dedication towards youth empowerment through my roles.

6 months before my internship semester, I was head hunted by Ikigai HR Services through one of their Junior Executives, Ghulam Sadmany Donny who is a fellow ULABian from the BBA department for the position of intern in Don Sumdany Facilitation and Consultancy. Being from

the same batch, Donny and I got the chance to work on many projects together since we both were very active with our extracurricular activities in the university. However, back then I had to decline his offer since I just joined Dhaka Sessions. Fast forward to six months, I was approached again, but this time it was for the position of an Executive in the Marketing Department of the same organization. The most critical decision I've had to make in my educational career so far has been to pursue a degree in public relations. The possibility of pursuing a degree that will allow me to represent organizations and create a bridge between their stakeholders for a mutually beneficial outcome fueled my desire to work in the corporate industry. In the four years that I've been taking various communication and media courses, I've felt privileged to be able to discover the theories behind various forms of communication, but I've especially enjoyed learning about the technical basis of content creation and, whether it's through learning how to use various media and communications tools or putting the production techniques we've studied into practice. As a result, even my media consumption habits have altered due to the mix of theory and practice. Thus, based on my field of experience, I believe there were several essential attributes for pursuing a career in communications and marketing, the most important of which are exceptional verbal and non-verbal communication skills, as well as the capacity to multitask effectively. I believed that I could demonstrate these qualities through a variety of settings as pre my field of experience to be able to contribute as a full time employee during my internship.

Expectations

A common misconception about marketing is that businesses use it to manipulate the public into buying their products or services to maximize profits for themselves. As a student majoring in Public Relations, it was my responsibility to know better. I realized marketing is essential for any business or organization and if, they wanted to survive in the long run, they would need to integrate Public Relations in their Marketing activities. In the current status quo there is a very thin line between Public Relations and Marketing. My expectations for learning and contributing in a small company as a Marketing Executive were:

- coordinating and planning marketing initiatives
- developing and presenting strategies and ideas
- conducting promotional activities
- creative copywriting and proofreading
- organizing events and marketing materials
- managing social media campaigns

Host Organization

Don Sumdany Facilitation and Consultancy at a glance:

Organization Type: Corporate and Public Training Agency

Incorporation Status: Private Limited

Company Year of Establishment: 2016

Address: Flat: A-5 (5th Floor), House: 141, Road 3, Block A, Niketan, Gulshan-1 1213 Dhaka, Dhaka Division, Bangladesh

Website: <https://donsumdanybd.com>

About Us:

Don Sumdany Facilitation & Consultancy is one of the largest learning companies in Bangladesh consulted by internationally certified (triple certified) corporate trainer Ghulam Sumdany Don. We have:



Corporate
Training

Online
Training

Public
Training

Books &
Feature write
ups

WHAT WE DO

Speaking
Sessions

Merchandising

National TV
and Radio
Show

Signature
Events



Ghulam Sumdany Don
Chief Inspirational Officer
Don Sumdany Facilitation and Consultancy

Our Lead Trainer

Internationally Certified Professional Corporate Trainer

Certified NLP Trainer, certified by the American Board of NLP

Certified in "Facilitation and Training Skills" by Master-trainer Sarah Krasker at the Master Trainer Institute (France).

Trained under global facilitator and brand-marketing guru Trini Amador from BHC Consulting (USA)

Trained by Tony Robbins under the "Unleash the Power Within" workshop, Singapore 2018

Worked for Philip Morris International 2010-2014

"Ten Outstanding Young Persons in Bangladesh 2016" awardee by JCI Bangladesh

Our Clients



Our Clients - RMG



Our Clients– Banks



Our Clients- NGOs



Company's Organogram



Tasks

I have been working at Don Sumdany Facilitation and Consultancy since February 23, 2022. I did not join the organization as an intern but as a full-time executive. Therefore, I had to be thorough about the company's history, missions, and visions to execute my tasks smoothly. I frequently had to multitask since the team, building the brand is very small.

The following is a list of my responsibilities throughout my internship:

- coordinating and planning marketing initiatives
- identifying and defining audiences through research and data analysis
- developing and presenting strategies and ideas
- conducting promotional activities
- compiling and delivering financial and statistical data
- creative copywriting and proofreading
- looking at data analytics and managing websites
- organizing events and marketing materials
- synchronizing internal marketing and the culture of a company
- managing social media campaigns
- create company profile and reports
- writing press releases
- maintain relationship with the press, corporate clients, university students and all other external stakeholders
- creating proposals and pitching to clients

Project Description

Project 1

Project Name: Social Media Campaign Execution (Script & Production) International Women's Day 2022

Project Start: 27/02/2022

Project Overview: In light of 8th March, International Women's Day 2022 my manager tasked me with coming up with a script and execution plan for a video campaign to post in our social media.

The campaign was targeted towards the female students and working professionals. We wanted to integrate our upcoming event, Walton Presents Rise Above All 2022 through this campaign to have more female participation since it was a learning event that would benefit all attendees. Many of our event partners and sponsors shared their concerns that they would want to have an appropriate ratio between male and female participants in the upcoming event. I initially worked on the execution plan- I approached all my female colleagues in the office and had conversations with them regarding their work life balance, when they started their careers, how their family copes with their full time employment, how do they take care of their in laws and children, etc. 5 female candidates were then shortlisted for this particular campaign.

Next, I had to coordinate the shooting of this campaign with my female colleagues. I used a tripod, an LED light and my mobile phone to execute this campaign. During the shoot I maintained a log report that allowed me to assist during the editing of this video. After the shooting was complete, I assisted in the creation of all the texts that will appear in the video and then had to come up with the caption for posting in social media.

My Tasks and Responsibilities:

I initially worked on planning the campaign, I wrote the script, set up camera equipment- lights, tripod, mic, etc. Afterwards, I interviewed the shortlisted candidates and later I gave direction to shoot the video before assisting in writing the caption and copies and during the editing of the video.



Shahriar Iftekher Ferdous <shahriariftekher@gmail.com>
to Samiha ▾

----- Forwarded message -----

From: **Shahriar Iftekher Ferdous** <shahriariftekher@gmail.com>
Date: Sun, Feb 27, 2022, 2:20 AM
Subject: International Women's Day+ Rise Campaign Script
To: <shahriariftekher@gmail.com>



Fig1.1: Submitting the first draft of script and execution plan to manager.

Script: DSFC International Women's Day+ Rise Campaign

<u>Narration</u>	<u>Visuals</u>	<u>Sound</u>
	<p>INT:DAY</p> <p>Opening Screen Animated Texts- In light of International Women's Day, we asked our colleagues some questions about their drive to rise as working women.</p> <p>Next- Animated Text How long have you been a working professional?</p> <p>INT: - Individual Answers</p>	<p>(Upbeat ambient music in the background)</p>

Fig1.2: First draft of the video script and execution plan for International Women's Day 2022



Fig1.3: Final Video of International Women's Day 2022

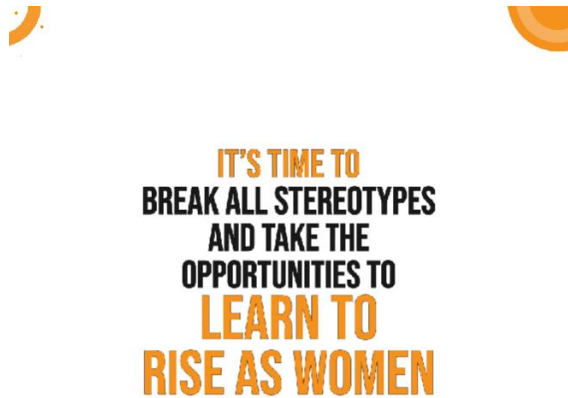


Fig1.4: Animated texts in the video



Fig 1.5: Caption for International Women's Day 2022 Campaign

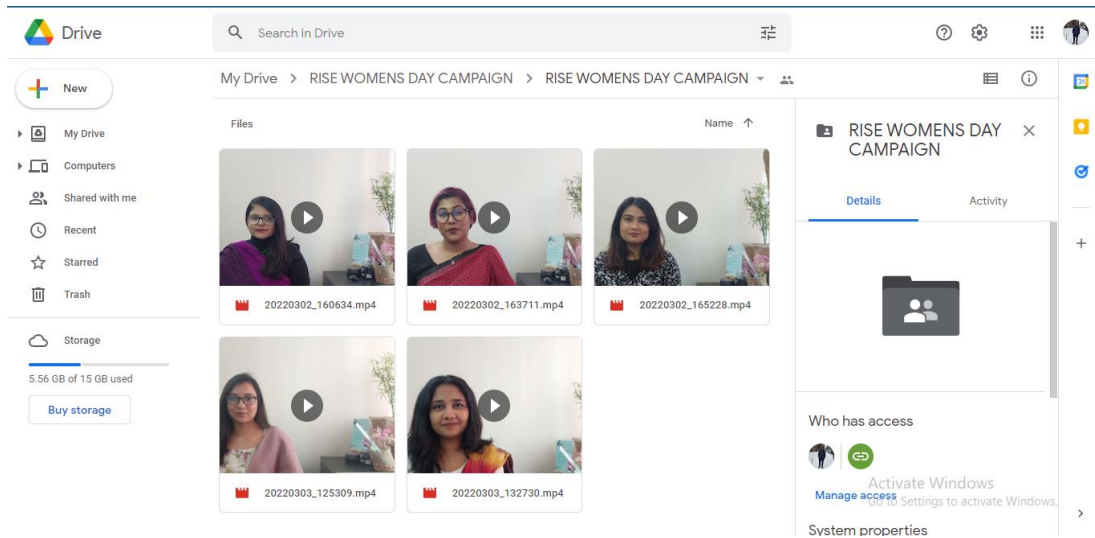


Fig 1.6: My Google Drive folder with all the raw files of the campaign

Sub- Projects:

I had to assist in making two more videos for the same Campaign in a similar manner, one for ELSA Speak Bangladesh, which is a commercial product of Don Sumdany Facilitation and Consultancy and, another for IKIGAI HR services which operates under the organization and is led by a female Managing Director.

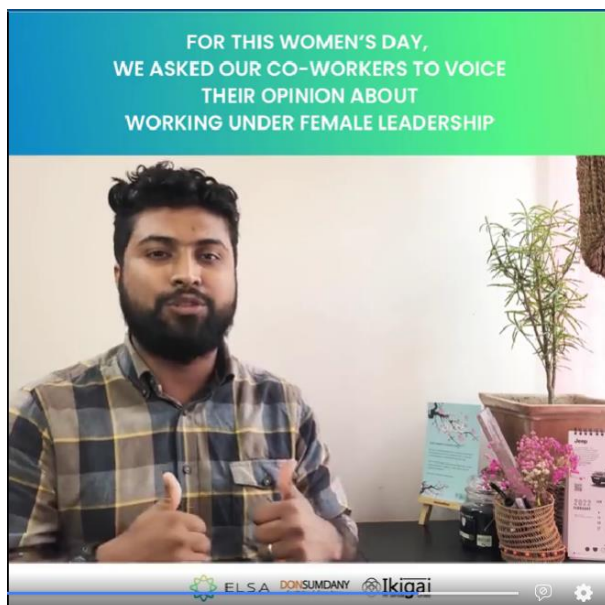


Fig 1.7: Women's day social media campaign, Elsa Speak Bangladesh



Fig 1.8: Women's day social media campaign, Ikigai HR Services

Video Links:

- Ikigai HR Services: https://fb.watch/d7Fm_FVy3K/
- Elsa Speak Bangladesh: <https://fb.watch/d7FqosT7Qt/>
- Don Sumdany Facilitation and Consultancy: <https://fb.watch/d7Fx8ODdz8/>

Challenges:

I was given only two days to come up with the full plan.

- I had to execute the whole campaign single handedly.
- Coordinating with all the stakeholders of the campaign.
- Setting up equipment and directing the video in one day.
- Making the casts feel comfortable to speak in front of the camera.
- Multitasking since there were other ongoing projects I was involved in

Mistakes:

- From doing various production related courses in my university, I am well versed in executing different types of productions with minimum budget. I was not made aware of any mistakes that I made during this campaign. However, the lack of natural light was significantly noticeable in all the videos

Learnings:

- Maintaining interpersonal relationships with colleagues belonging to different age groups
- Organizing and prioritizing activities
- The need to keep following up with stakeholders frequently
- Brainstorming and thinking critically about multiple projects while remaining calm
- Saving project budget

Project 2

Project name: Execution of Marketing Plans and Campus Activation for Walton Presents RISE Above All 2022 powered by Frutika in association with RTV

Project start: 01/03/2022

Project Overview: The largest annual public speaking and learning event of the year was held on the 18th March, 2022 at KIB Convention Hall organized by Don Sumdany Facilitation and Consultancy that hosted around 3,000 attendees. 28 sponsors and co-sponsors participated with soundness to make the event a huge success. The largest public speaking platform in our country is catered to benefit the students and young professionals ranging from 18-35 years of age. It brings together the most notable corporate heads, industry leaders and the change makers of our nation. The title sponsor of this mega event was Walton; it was powered by Frutika and in association with RTV.

RISE Above All started back in 2016 in RCC with less than 100 audiences; from there it was able to secure 600+ audiences in KIB (Krishibid Institution Bangladesh) in 2019. Due to the pandemic the event did not take place for the next two years. So in 2022, to make a comeback the plan was to make it much bigger than ever and be a part of something significant. Even though the venue is able to seat only 1100 participants, we aimed to have 2000 audience throughout the event. On March 1st, I was tasked to come up with a marketing strategy to ensure the participation of at least 2000 students at the event on March 18th.

I initially made a shortlist of all the brand/campus ambassadors of my organization from among 30 universities in Bangladesh and communicated with them individually, asking them to start promotional activities in their campuses by sharing our social media promotional and asked them to hype up the event through word of mouth. Later I collected the contact points of club representatives of their respected universities. Once I had all the contact points, I again reached out to each club representative over phone and upon discussion regarding their involvement in RISE; I created and sent them all an Invitation letter to be the official Club Partners of the event. I later formed different WhatsApp groups with the Club Partners and Brand Ambassadors to

conduct meetings with them later over Google Meet/ Zoom. I had several meetings with them later face to face on how we can promote the event in the university campuses, what we expect from them and what they can expect to get from us from their contribution. All the face to face meetings with the students were either conducted in the meeting room or at the rooftop of the office.

Besides sharing social media posts through our brand ambassadors, we wanted to penetrate into university campuses through marketing efforts, and that's where the university clubs came in. The idea was to set up registration booths in all the university campuses, where maximum students could be reached out to for a mutually beneficial outcome. The club partners from each university helped me to reach out to their authorities and assisted me to set up registration booths for our event, the event's ice-cream partner Polar tagged along with me to giveaway free ice creams and event tickets through engaging activities. The campus activation went on for 3 days in different universities in and around Dhaka. My other tasks were to make phone calls to around 600 individuals who were participants in the previous years of this event and explain to them day and night why they should buy the 1000 taka worth tickets this time, and create text messages and email letters for mass communication to invite all stakeholders to the event. Throughout the campus activation process, I had to maintain frequent communication with some of the sponsors to keep them up to date on the event registration progress.

Later I had to visit the event venue with my manager to brief the event sponsors and partners on their stalls allocation and branding positions, while they gave us the requirements for the print materials of their branding. I had to note everything down and later communicate with the vendors who were tasked with the production of printing materials. I had to maintain an excel file to keep track of everything that was going on and for the ease of informing my supervisor with the updates.

My tasks and responsibilities:

I had maintained communication and follow up with all the key stakeholders (brand ambassadors, university clubs, partners, sponsors, vendors, etc.) of the event to exchange information regarding event updates. I also had to assist in coming up with marketing strategies

and later execute them single handedly.



Fig 2.1: Letter of Invitation for Collaboration

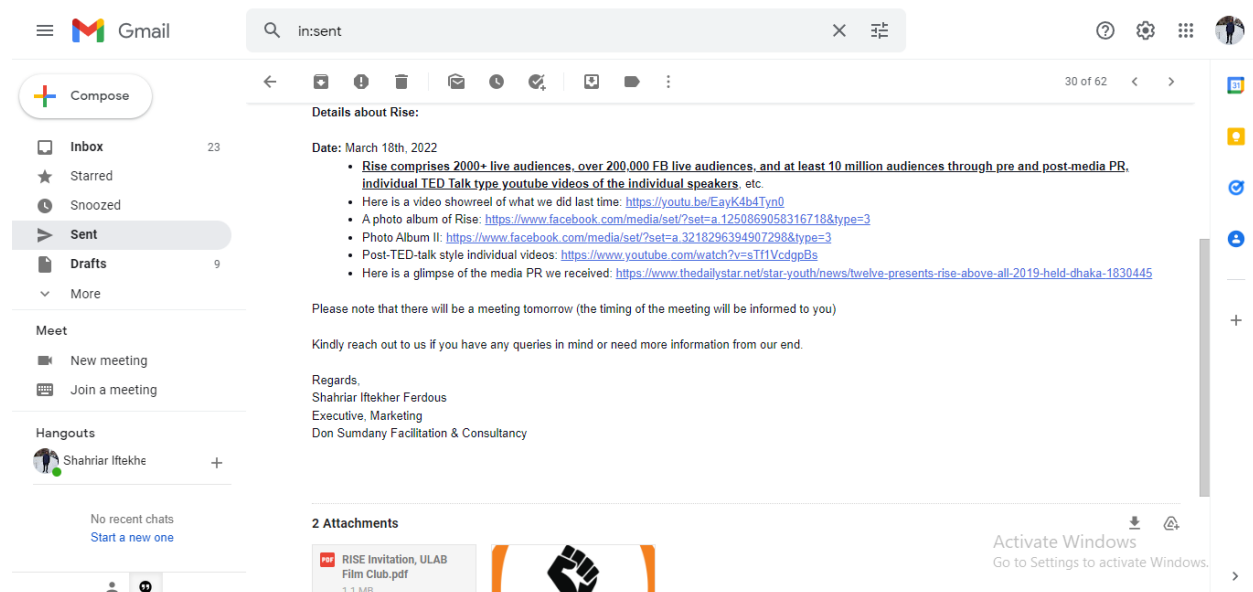


Fig 2.2: Emails sent out for letter of invitation for collaboration with university club partners and brand ambassadors

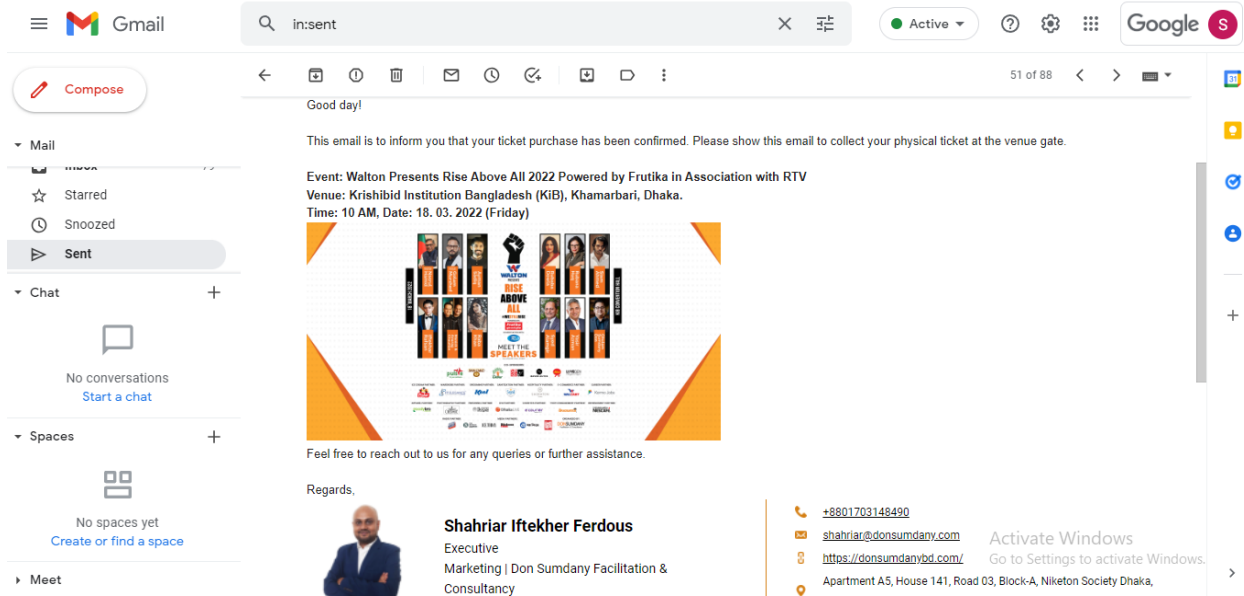


Fig 2.3: Digital ticket confirmation emails

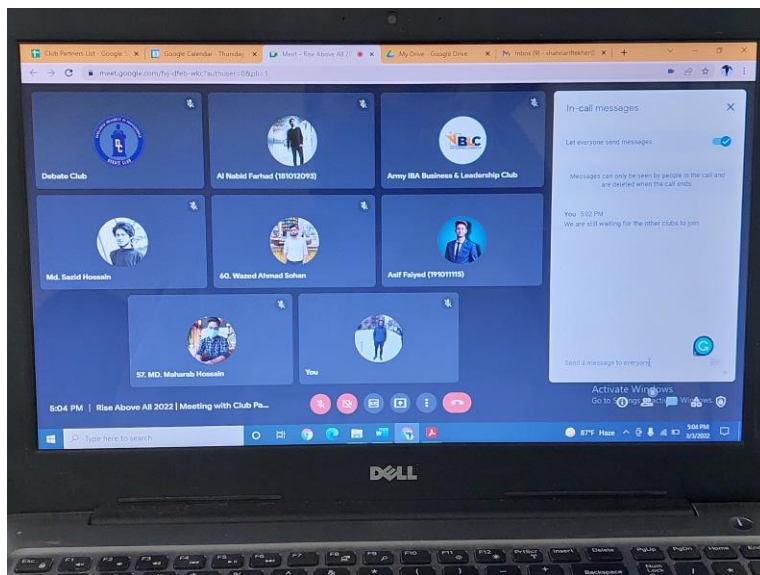


Fig 2.4: Online meeting with university club partners

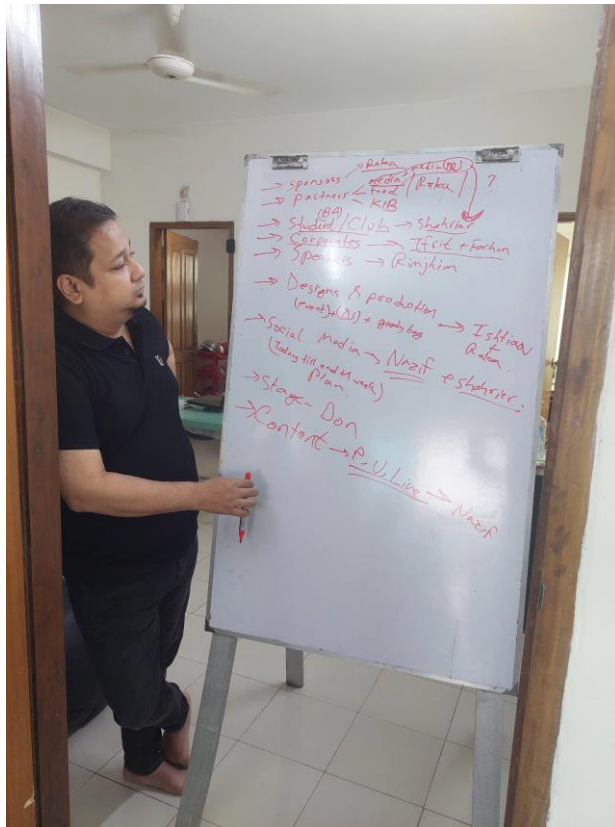


Fig 2.5: Event marketing strategy meeting for Rise Above All 2022



Fig 2.6: Venue visit (KIB) with event partners and sponsors to allocate stalls



Fig 2.7: Venue visit with event sponsors and partners for branding references



Fig 2.8: Pre-event university activation meeting with Polar



Fig 2.9: Setting up registration booths in ULAB pre-event



Fig 2.10: Pre-event campus activation at ULAB



Fig 2.11: Brand Ambassadors visiting the office pre-event to collect tickets for distribution



Fig 2.12: Event ID cards for organizers, volunteers, special guests, and speakers



Fig 2.10: Office room filled with 2000 event goodie bags assembled by the organizers

Challenges:

- Had only 7 days to execute the strategies briefed by the CEO of the organization
- Maintaining communication with all the stakeholders
- Investing at least 14 hours every day at work
- Executing both online and traditional marketing

Mistakes:

- From coordinating various MSJ departmental events such as Curriculum Integration, Fresher's Orientation and Alumni formation, I was familiar with pre-event management and crises, so I made sure that my supervisor and the CEO of the organization was always in the information loop regarding everything that I was up to during that period so that I do not make any mistakes.

Learnings:

- Focusing while there is a lot of noise around
- Minimizing distractions
- Working outside allocated work hours
- Being patient with stakeholders demands
- Client negotiations
- Different messages curated for different audience

Project 3

Project name: Coordinating Volunteers and Crowd Management, Walton Presents Rise Above All 2022 powered by Frutika in Association with RTV
Project start: 18.03.2022

Project Overview: The mega event was held on the 18th of March with 28 sponsors and 12 Keynote speakers, such as: Nasrul Hamid (the State Minister for the Ministry of Power, Energy, and Mineral Resources of Bangladesh), Golam Morshed (MD, Walton Hi-tech Group of Industries Ltd.), Syed Alamgir (Head of Marketing, Akij Ventures Ltd.), Ayman Sadiq (CEO, Robi 10 Minutes School), Rafsan Iftekher (Content Creator; Influencer, Rafsan the Choto Bhai), Manish S. Chauhan (Chairman, Noize Jeans & Co-Founder, LoveGen Bangladesh), Rubaba Dowla (Country Managing Director, Oracle Bangladesh & Founder, Pulse Healthcare Services), Rubana Huq (Vice Chancellor, Asian University for Women), Raba Khan (Content Creator; Forbes under 30), Siam Ahmed (Actor), Syed Ashik Rahman (CEO, RTV), Yeasir Azman (CEO, Grameenphone), Ghulam Sumdany Don (Chief Inspirational Officer, Don Sumdany Facilitation and Consultancy). A total of 4000 tickets were distributed before the event, 2500 tickets were distributed amongst the students, while the other 1500 were distributed among the event partners and sponsors, and our corporate clients. As the event organizers we had hoped at least 1200-1500 participants will show up overall if we distributed 4000 tickets. Surprisingly in the end around 3000 audience showed up and enjoyed the event. Every single member from the organizing team (total 21 members) were assigned as Key Accounts Manager and allocated different tasks to ensure smooth operations during the event such as Sponsor management, students and university club partners management, speaker management, design and production (panel) management, corporate guests management, social media management, press management, media management, goodie bags management, security management, etc.

Since I was assigned to ensure 2000 students participation as I was already known to all the students who were to be a significant part of this event, I was tasked to do Volunteer and Crowd Management. Initially I assigned 30 volunteers, but the night before the event I had a hunch that the event might actually get overcrowded since I was able to implement and execute all the

strategies with positive results so far, and so, I asked the club partners to bring in more volunteers the next day early in the morning at 7 am to get briefed on their responsibilities. Luckily a total of 100 volunteers showed up the next day and I briefed them all. I assigned a few head volunteers (the university club presidents) and assigned smaller groups of volunteers with them. I assigned some of them in the venue gate to ensure that guests are entering with proper check-ins; they would have to either show their physical tickets or an email that was signed by me, inviting them to attend the event in order to receive their event goodie bags. Some were assigned near the stairs to guide the guests to the auditorium; some were assigned to assist in backstage, green room; some were assigned to arrange sitting for the guests (VIPs and general guests), some were tasked with communicating with the press contact persons; some were assigned to look after the goodie bags, some were assigned to stay near the stage and take the microphone to the guests for the Q/A sessions with all the guests, etc. I have provided a walkie-talkie to each head volunteers and instructed them to reach out to me if they face any complications. The event was eventually overcrowded from the time the gates opened at 10am and I had to coordinate with all the volunteers to keep the event running smoothly. From 7 am to 10 pm, I had to be all over the place during the event, having to make sure everything is working the way it should.

My tasks and responsibilities: My key tasks were to manage volunteers and assign them their duties besides assisting them to manage the crowd, stage area, making sitting arrangements for participants, and be the contact point for all students in the event. In general I had a significant role in coordinating the event.



Fig 3.1: Answering the queries of guests during the event



Fig 3.2: Guiding guests towards the auditorium during the event



Fig 3.3: Crowd controlling inside the venue



Fig: 3.4: An ocean of crowd waiting in line to register for the event

Challenges:

- I am used to coordinating various types of events in my university; however those were much smaller than the event I was organizing in my work field.
- It was overwhelming to prepare myself to manage such a huge event in such a short time

- Around 100 volunteers were hard to coordinate with using a walkie-talkie, I had to move and be present in person myself to ensure everything was getting done as it was overwhelming for them too
- Having to manage a crowd that went out of control to secure goodie bags and food
- Communicating with various stakeholders for Don Sundry Facilitation and Consultancy branding purposes

Mistakes:

- Since there were a lot of things that I had to be doing, 1 week before the event, every one of the organizers left office after midnight around 2-4am in the morning. Since I also had to communicate with students day and night (mostly after midnight after getting back from office), I was exhausted the night before and forgot to take it into account that we did not allocate food for 100 volunteers. As a result, there was a shortage of food during the event for them. To minimize this crises, I, myself went out and arranged food for 50 volunteers. Upon returning, I was made aware that in my absence in the venue the volunteers were unable to manage the hustling crowd and eventually a female volunteer got accidentally hurt during crowd management. The student was from IUB, and around 20 students who belong to the same club as her were upset. As a fresher myself, I understood their sentiments, and had to calm them down through utilizing my people's skills. I sincerely apologized and asked them to allow me and my team to rectify what they had faced. They accepted my humble apology and the crisis was mitigated instantly.

Learnings:

- Not getting overwhelmed and thinking things through
- There will always be last minute changes in events
- Handling crisis with logical thinking and maturity
- Maintaining professional relationships with stakeholders
- Efforts only matter when the deliverables are delivered

Project 4

Project name: Assistant trainer on Leadership Training, Corporate Training, Brother Singapore

Project Start: 24.03.2022

Project Overview: Corporate training is the primary service that our organization provides besides working as an agency for our corporate clients. The bigger trainings are conducted by our lead trainer, Ghulam Sumdany Don (CIO) of Don Sumdany Facilitation and Consultancy. This time, I was asked to join him in BRAC CDM (Savar) for a one day corporate training on leadership skills and team development for the company Brothers Singapore. This was my first participation in a professional training session.

My tasks and responsibilities: My task was to represent our corporate culture to the participants. Helping them understand the tasks they were given throughout the training and assisting to immerse them in the session. I also made a pitch to them about our merchandises and as a result, all of them were sold out in that session.

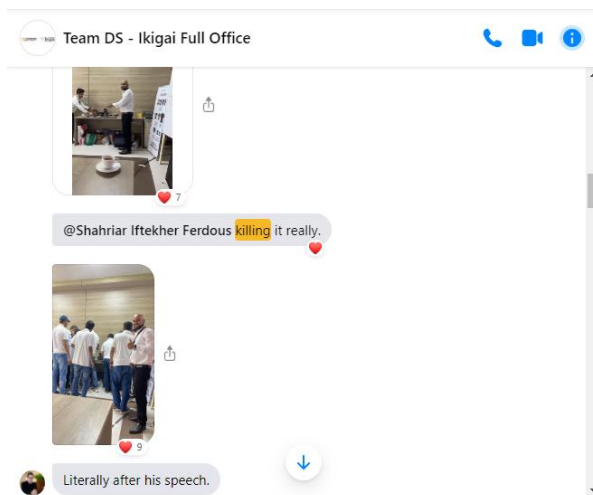


Fig 4.1: Getting appreciated by the CIO and lead trainer in the office internal chat group for my performance during corporate training session



Fig 4.2: Group photo with Brother Singapore after training ended

Challenges:

- Waking up very early
- Extreme heat during outdoor activities sessions during training
- Got an eye infection on my way to the training session, and had to frequently rinse my eyes with clean water

Mistakes:

- I was not made aware of any mistakes, my participation was highly appreciated.

Learnings:

- Being on time
- Doing extensive research on the clients
- Being proactive
- Developing leadership skills
- Corporate culture

Project 5

Project name: Doing Event Report, Walton Presents Rise Above All 2022 powered by Frutika in Association with RTV
Project Start: 31.03.2022

Project Overview: Post event there are many tasks that needs to be done, one of them being, to submit the event report to all key stakeholders like event partners, sponsors and future potential clients. I was assigned to make the event report and deliver them to all the key stakeholders of the event and my organization. As an organizer of the event and a full time marketing executive responsible for the branding, I have access to everything. I chose to use Canva to make the event report. Since this was my first time creating such a big report, I was given enough time to make it in my own way.

My tasks and responsibilities: I maintained all the brand guidelines and color pallets of the organization, I followed the event order, all the master photos from the events, and key information that the clients will want to know. I am well versed in making reports and presentations since I had to make them frequently for all the courses that I have partaken in during my undergraduate studies. Eventually I was able to make a mega event report out of a mega event.



Fig 5.1: Event Report Title Page with the event mnemonic and group photo of organizers, speakers, partners, and the minister



Fig 5.2: Event Report Page 2 with a group photo of the event partners with the minister



Fig 5.5: Event Report Page 5 showcasing individual speakers

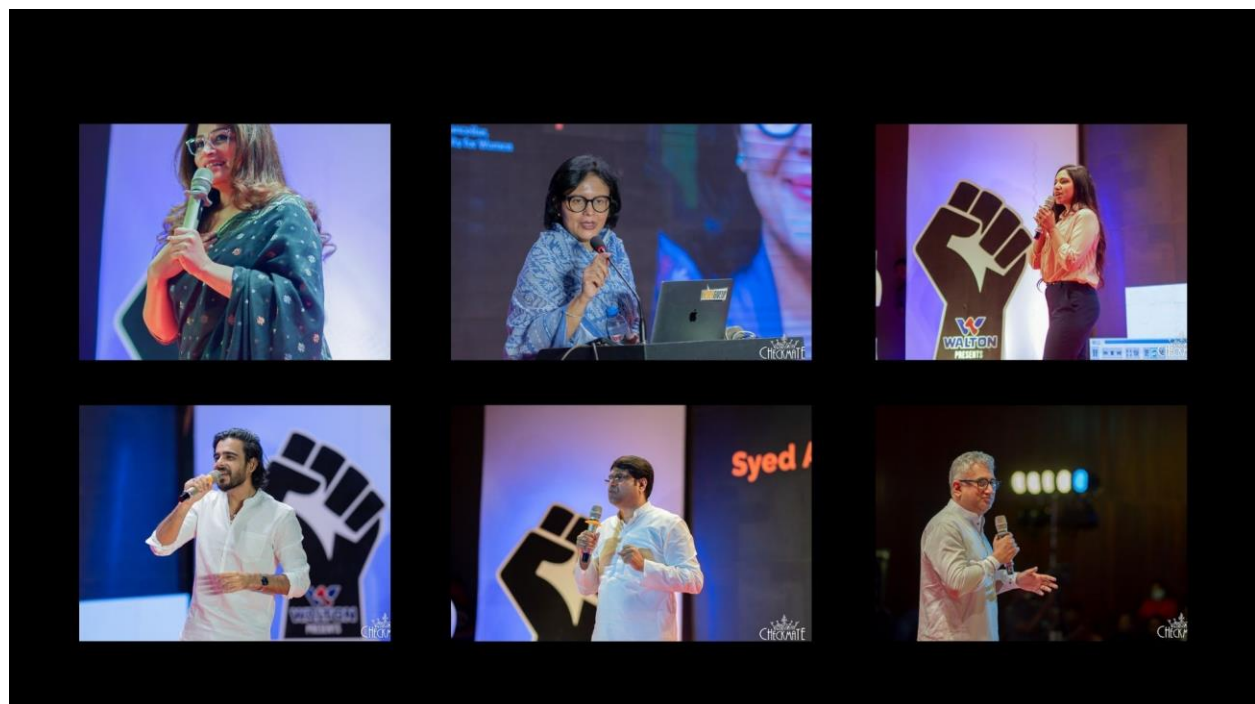


Fig 5.6: Event Report Page 6 showcasing individual speakers

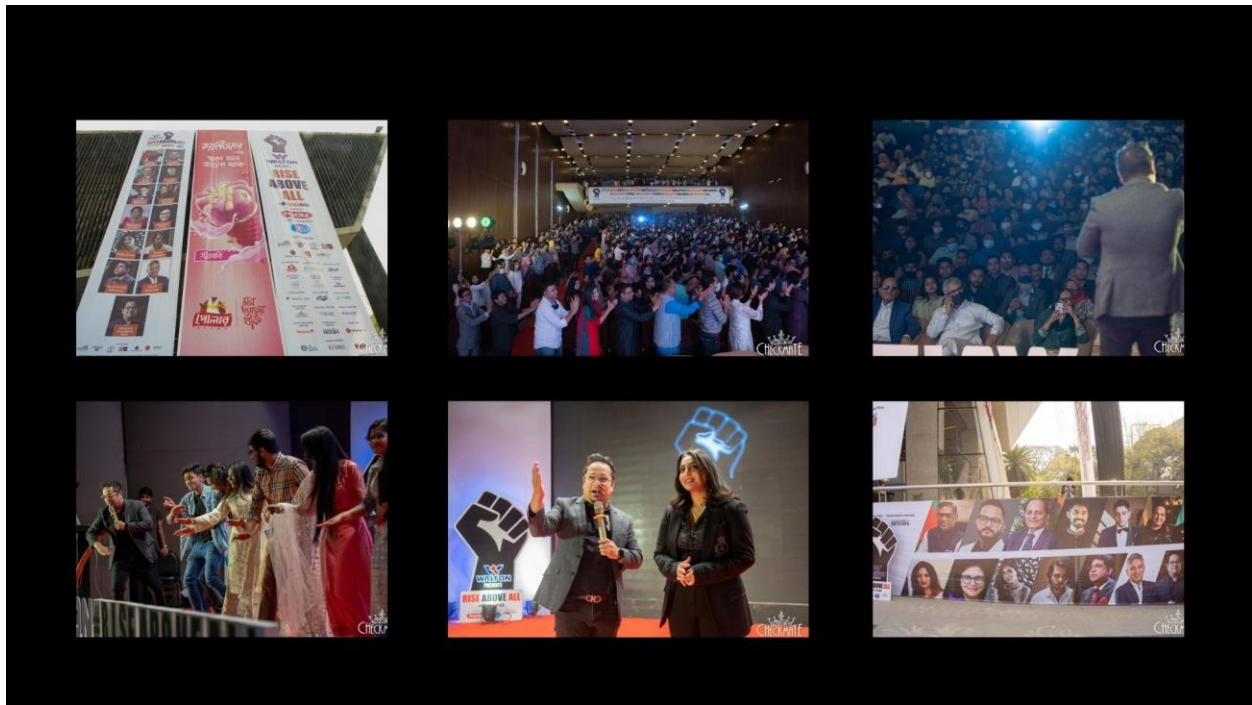


Fig 5.7: Event Report Page 7 showcasing event activities



Fig 5.8: Event Report Page 8 showcasing event activities



Fig 5.9: Event Report Page 9 showcasing some stalls in the event



Fig 5.10: Event Report Page 10 highlighting all the sponsors and partners of the event

UNIVERSITY ACTIVATION

Activation was held in 30 Universities through Campus Activation, Campus Ambassadors & Don Sumdany Brand Ambassadors.



Fig 5.11: Event Report Page 11 showcasing pictures during university activation

PRE & POST PR AND SOCIAL MEDIA PROMOTIONS



- PPOTHOM ALO PRE
- PPOTHOM ALO POST
- THE FINANCIAL EXPRESS
- DHAKA LIVE
- THE BUSINESS STANDARD
- ICE TODAY
- RTV LIVE
- RTV NEWS
- RTV POST

Fig 5.12: Event Report Page 12 highlighting pre-event social media promotions

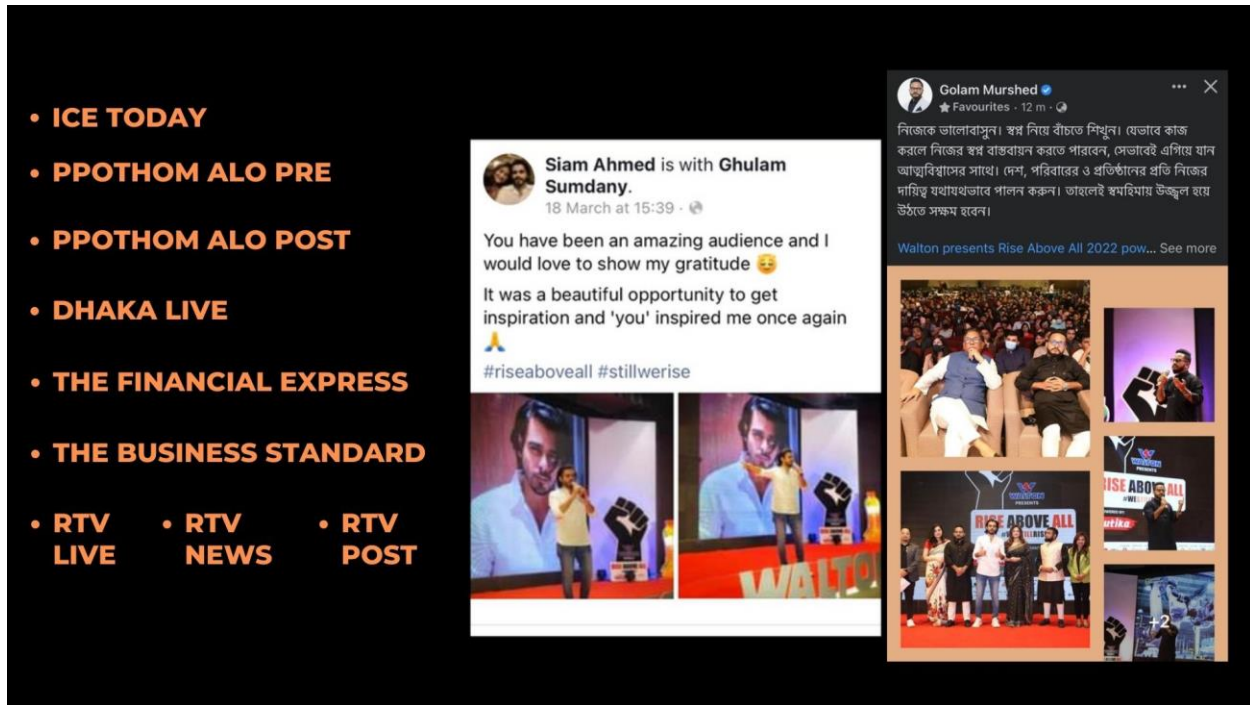


Fig 5.13: Event Report Page 13 highlighting post event social media promotions

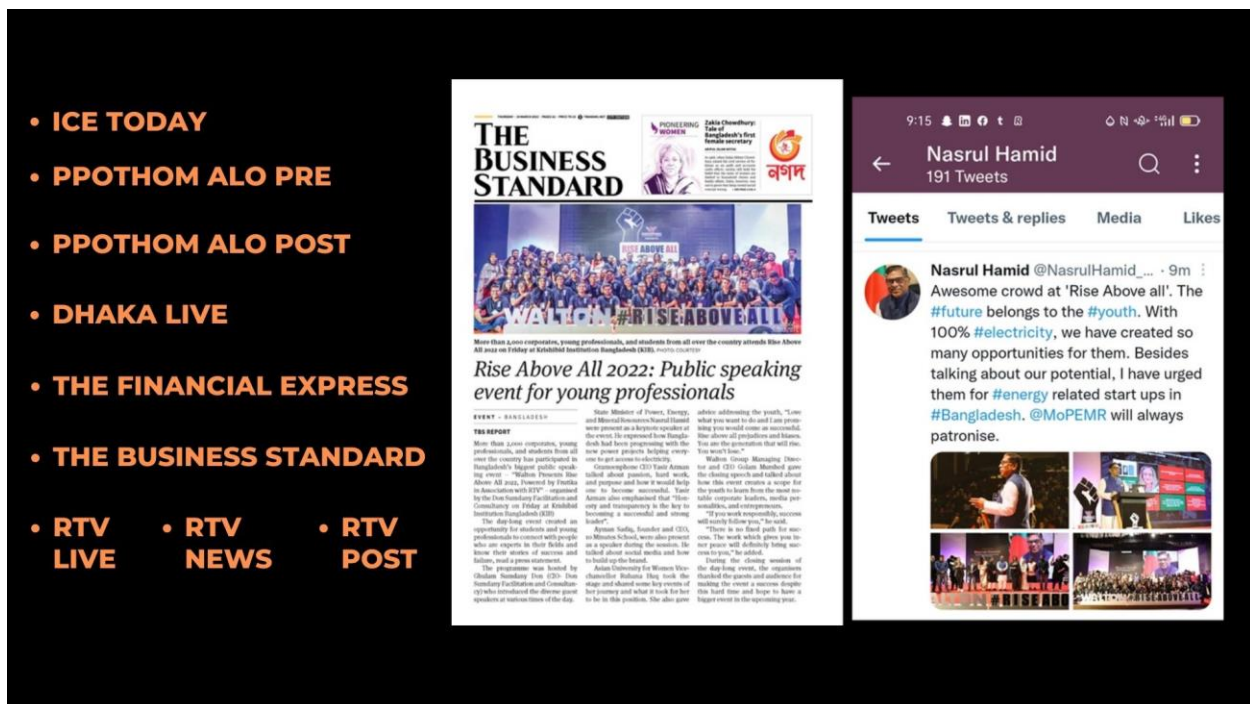


Fig 5.14: Event Report Page 14 highlighting post event promotions

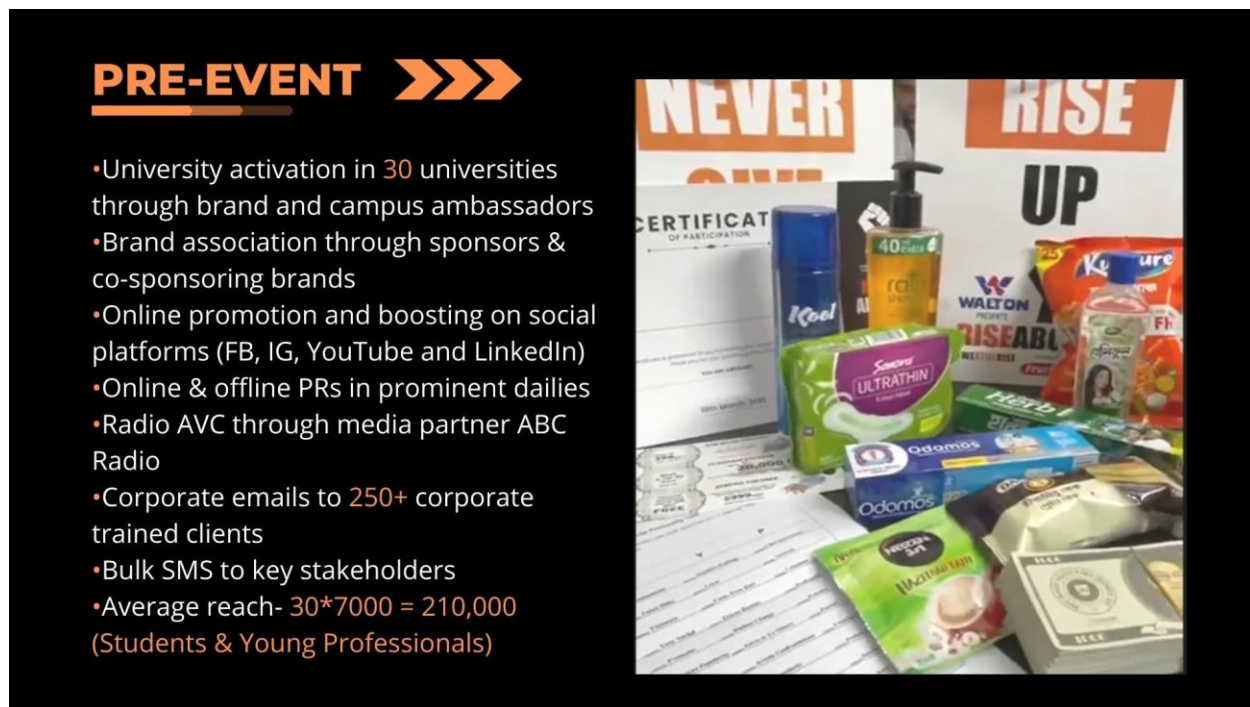


Fig 5.15: Event Report Page 15 with content in the event goodie bags and pre-event activities

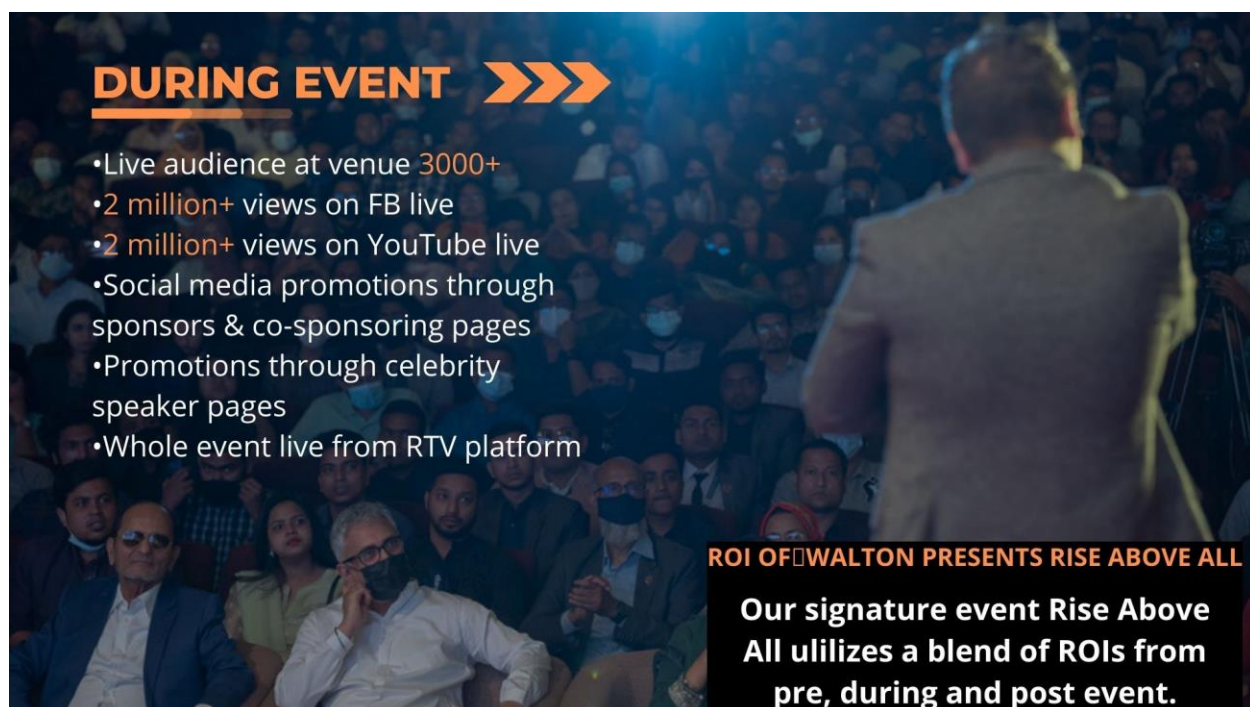


Fig 5.16: Event Report Page 16 showcasing audience reaches during event



Fig 5.17: Event Report Page 17 highlighting post event activities

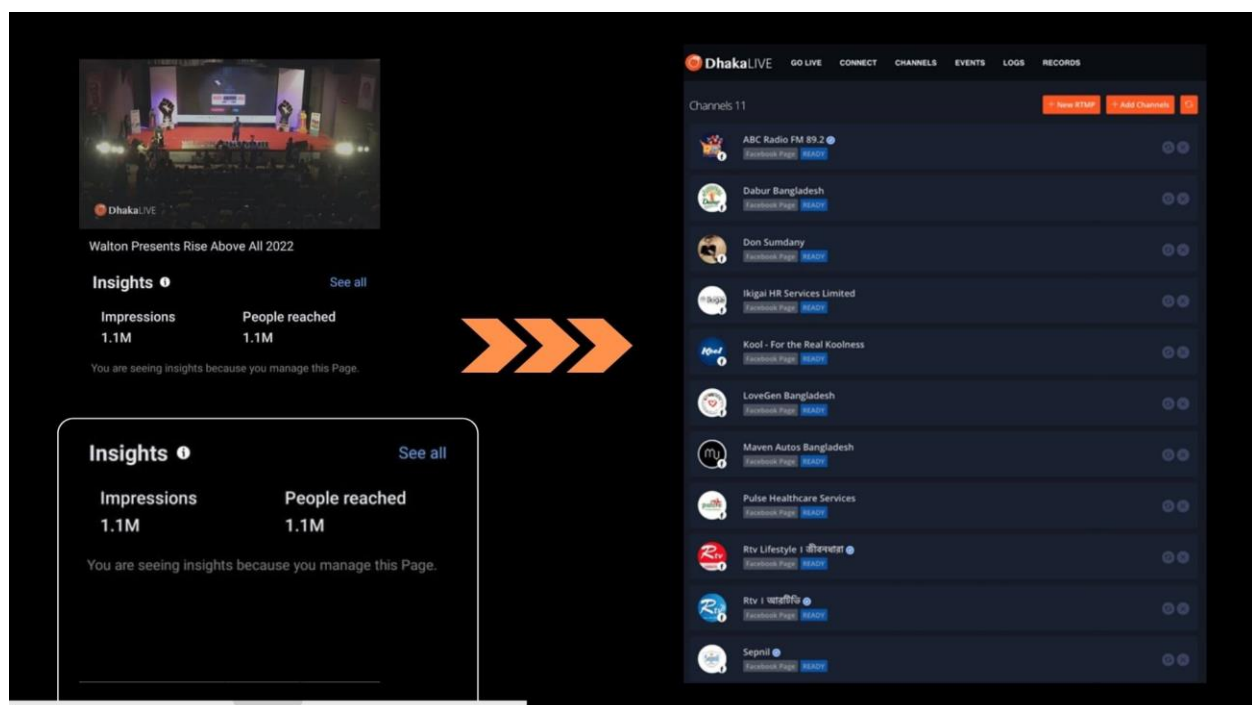


Fig 5.18: Event Report Page 18 showing social media pages that were live during the event

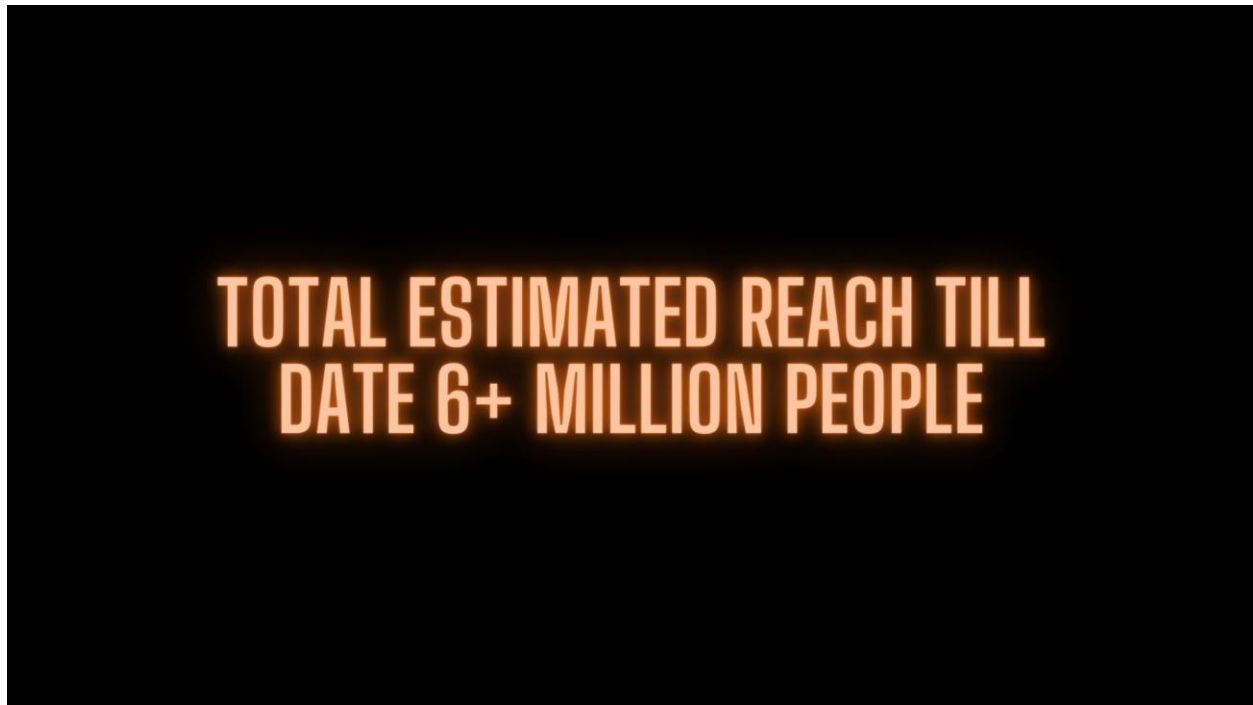


Fig 5.19: Event Report Page 19 stating estimated reach



Fig 5.20: Event Report Page 20, report ends

Challenges:

- Going through at least 100 GB worth of photographs
- Having to do the whole thing on my own since my line manager, who was the project coordinator fell sick after the event

Mistakes:

- I had to change the information that I put on the report based on supervisor's feedback

Learnings:

- Making an event report using different media tools

Project 6

Project Name: Brand Ambassadors Initiative, Don Sumdany Facilitation and Consultancy

Project Start: 02.04.2022

Project Overview: Based on my first event experience with the organization, and their plans to take this event to greater heights, I realized how the involvements of students are crucial factors into executing our upcoming events. I proposed to my organization to recruit brand ambassadors officially from different universities and colleges of Bangladesh. Once I got the approval to work on it, I immediately started working on making a proposal to recruit brand ambassadors.

My tasks and responsibilities: I used Canva to design the proposal, used appropriate photographs, some from the internet and some from the organization's archives. I integrated the steps that I had to maintain during organizing the earlier event, Rise Above All.



Fig 6.1: Brand Ambassadors Initiative Title Page



Fig 6.2: Brand Ambassadors Initiative Page 2 with a relevant briefing on our organization

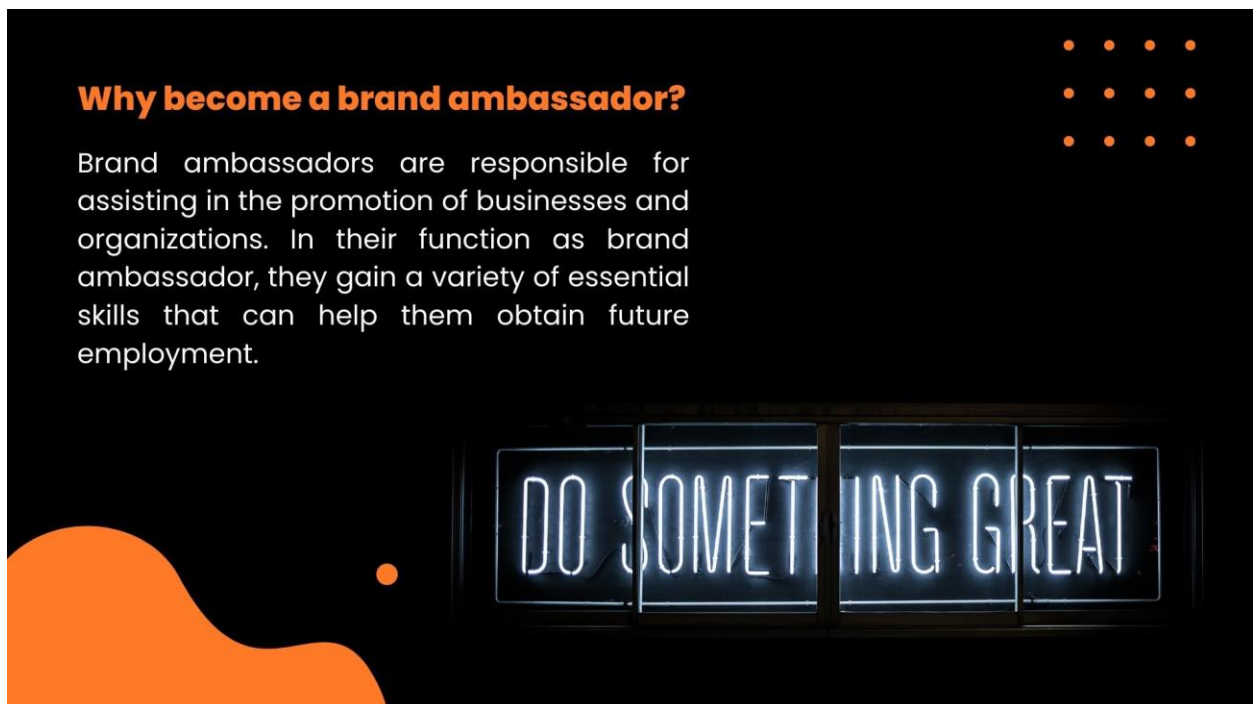


Fig 6.3: Brand Ambassadors Initiative Page 3 stating why one should become a brand ambassador



Fig 6.4: Brand Ambassadors Initiative Page 4 stating the benefits of being a brand ambassador



Fig 6.5: Brand Ambassadors Initiative Page 5 stating the necessary steps to become a brand ambassador

Responsibilities

- Company Representatives
- Actively contribute to increase company's sales through multi-platform promotions
- Lead others to company events through various forms of communication.
- Expand social media audience reach and increase engagement.



Fig 6.6: Brand Ambassadors Initiative Page 6 stating the responsibilities of brand ambassadors

Benefits

- Opportunity to network with company stakeholders
- Opportunity to experience corporate work culture
- Professional Brand Ambassadors Certificate
- Enrich CV with gained experience as part of Extra Curricular Activities besides Academic Studies



Fig 6.7: Brand Ambassadors Initiative Page 7 stating added benefits of being a brand ambassador



Requirements

- Must be a full time student from any recognized School/ College/ University
- Must be active with Extra Curricular Activities
- Must have excellent communication skills- both written and verbal.
- Must be excellent in both English and Bangla Language

Fig 6.8: Brand Ambassadors Initiative Page 8 stating the basic requirements needed to apply for the position of a brand ambassador

Contact Us

01703148490

shahriar@donsumdany.com

DONSUMDANY

Facilitation & Consultancy

Fig 6.9: Brand Ambassadors Initiative Page 9 stating the information of contact point for potential brand ambassadors to reach out

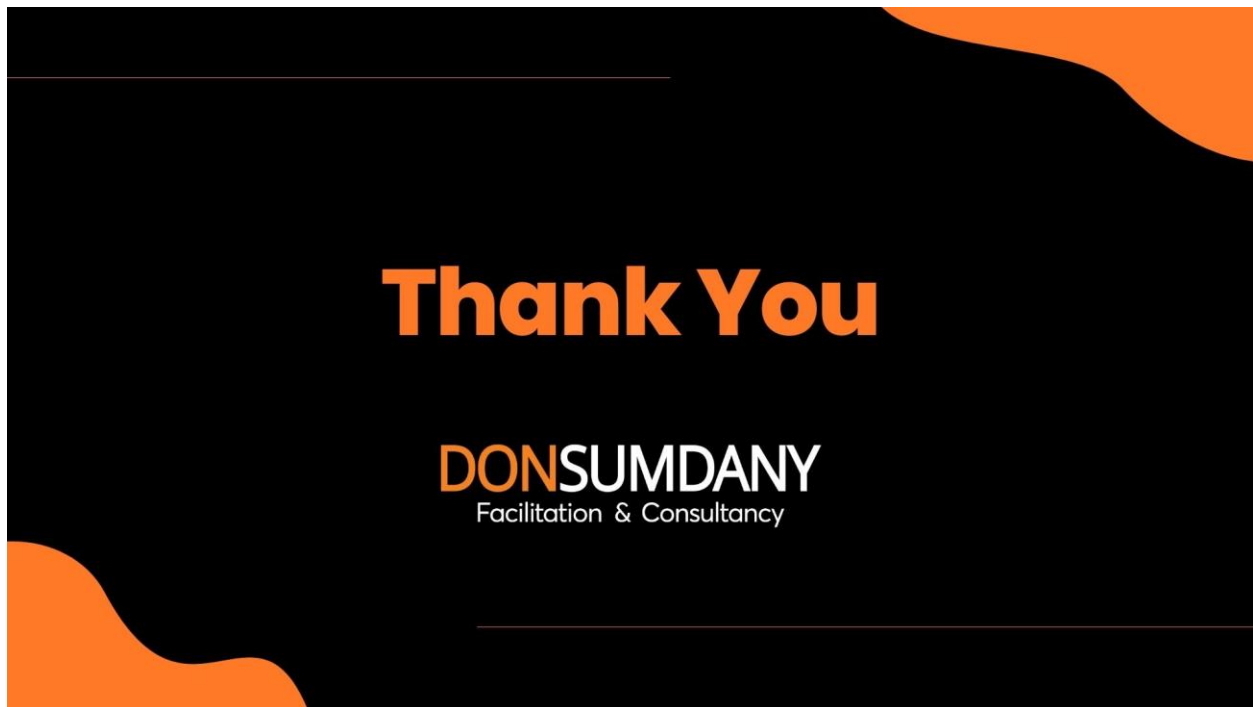


Fig 6.10: Brand Ambassadors Initiative Page 10 ending the proposal.

Challenges:

- Making this an attractive package for students

Mistakes:

- I was not made aware of any mistakes; though I wish I added more relevant pictures and kept the texts more concise and short.

Learnings:

- Addressing to diverse target audiences

Project 7

Project Name: Making a TV Show Proposal, Daraz Presents Career Adda

Project Start: 05.04.2022 (Ongoing)

Project Overview: Besides corporate training, our organization works as an agency for our corporate clients. We pitch to them to let us organize different events for them, or for them to be a part of our events. The idea behind Career Adda is that it will be a TV show and each episode will release once per month. The show will be hosted by two different individuals on every episode and will have a different target audience for each episode. The show will be about pursuing different career paths, like acting, singing, painting, photography, fashion and make ups, etc. The audiences will be university students who are enthusiasts of those categories.

My tasks and responsibilities: My assigned task was to initially make the project proposal and then pitch it to Daraz. I had the opportunity to present Career Adda to the Chief Marketing Officer, who agreed to pay half the amount that is needed to execute this event. Later I had to pitch it to the Chief Human Resource of Daraz in hopes to get the other half of the budget allocated to us. Currently instead of the asked seventy lakhs taka budget, Daraz has agreed to give us 50 lakhs taka to execute the show.



Fig 7.1: Proposal for Daraz Presents Career Adda Title Page

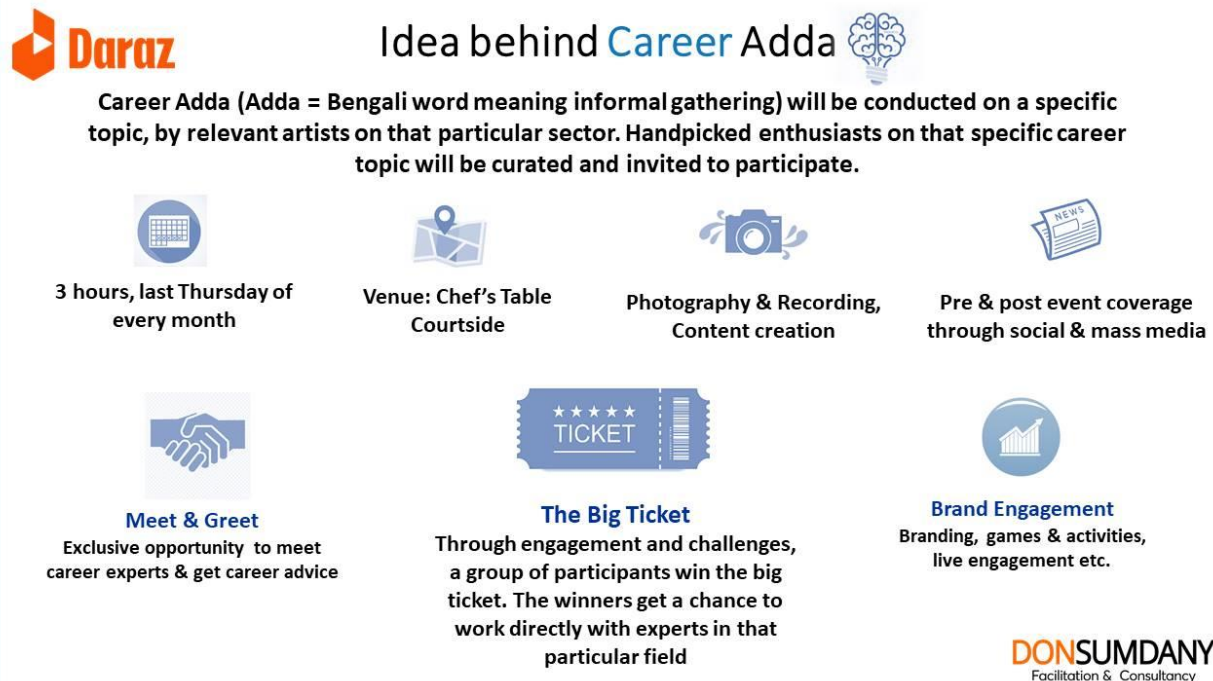


Fig 7.2: Proposal for Daraz Presents Career Adda Page 2 showcasing the idea behind career adda



The Big Idea

- Breakdown of **each** 3 hour episode into at least **10** relevant short clips to use as contents on Social Media Platforms. Ex- **Facebook, LinkedIn, YouTube, Instagram**, etc.
- 10 episodes will provide at least **100** clips in total, resulting in effective reach and engagement with mass audience.

Fig 7.3: Proposal for Daraz Presents Career Adda Page 3 stating the big idea for sponsorship

Promotion Plan



- The promotion will channel through different social media platforms like Facebook, YouTube, LinkedIn, Tweeter, Instagram etc. of Don Sumdany & Daraz's platforms
- Corporate database
- Brand ambassador platform
- Relevant pages/groups
- Post event media PR and feature write up on partner magazine

Fig 7.4: Proposal for Daraz Presents Career Adda Page 4 showcasing the promotional plan of the TV show



Probable Topics & Relevant Artists

1. **Musical Mastery** – Becoming the master of symphony (Tahsan Khan, Hridoy Khan, Habib Wahid)
2. **Photographic Phenomenon** – Is it the next buzz in career? (Pritho Reza, GMB Akash)
3. **Career in Filming, easy or hard?** (Amitabh Reza, Mostofa Sarwar Farooki)
4. **Make up with makeup** – Career as a makeup artist (Kaniz Almas Khan [Persona], Nahila Hedayet [Prive])
5. **Act and Enact** – Women's career in media industry (Nusrat Faria, Nabila, Oishi)
6. **Career as a Cricketer** – Becoming the flag bearer (Mustafizur Rahman, Tamim Iqbal, Sakib Al Hasan)
7. **A Composer's Guide to Career** (Pritom Hasan, Adit)
8. **LOL your money** – Career as a stand up comedian (Navid Mahbub, Max Mystel)
9. **The Digital Master** – Career as content creator (Ayman Sadik, Salman Muktadir)
10. **Hello Listeners** – Becoming an RJ (Raba, Fahad, Russel, Rehan)
11. **Color me intrigued** – Career as an artist (Morshed Misu, Ahsan Habib)
12. **Entrepreneurship for Dummies** – To be or not to be, that's the question (RMG- Reazuddin Al Mamun [Epyllion], Tech- Elias [Pathao])

DONSUMDANY
Facilitation & Consultancy

Fig 7.5: Proposal for Daraz Presents Career Adda Page 5 showcasing the guests that are likely to show up for each episode of the show



Budget (Approximate)

12 events throughout the year, 1 event per month.

Budget per event

Description		QTY	Rate	Amount
Promotion	Social Media Boosting	300	90	27,000
	SMS & Email marketing	10000	0.8	8,000
	PR			10,000
Venue Branding	Venue & Branding (Banners, posters, backdrop, light, sound, stand alone etc.)		-	1,50,000
	Celebrity Remuneration	2	50000	1,00,000
	Host Remuneration	1	25000	25,000
	Guest/ Topic based Branding (Banners, posters)		-	50,000
	Photography & Videography	1	15000	15,000
	Editing & promoting post event content	10	3000	30,000
Food & Logistics (100 participants)	Goodie bags	120	100	12,000
	Snacks	120	150	18,000
Total				4,45,000
With 15% Service Charge (66750)				5,11,750
VAT 15% (76762)				58,85,12
Budget for 12 events		12	588512.5	70,62,150

*For initial setup, additional 2,00,000 taka will be charged, total 72,62,000

DONSUMDANY
Facilitation & Consultancy

Fig 7.6: Proposal for Daraz Presents Career Adda Page 6 showing annual budget for the sponsorship



Reach (Approximate)

Description		Reach
Pre Event	Social media reach (Organic, paid, special guest/celebrity shares)	350000
	Pre event coverage (The Daily Star, Prothom Alo, ICE Today etc.)	300000
	Email & SMS in Database	10,000
During Event	Live participants	100
	Facebook & LinkedIn live (Don Sumdany & Daraz page) [Selected segments only]	50,000
Post Event	Post event snippets on YouTube, IG, FB, LinkedIn (Estimated) and feature article	1000000
Total		1,710,100

DONSUMDANY
Facilitation & Consultancy

Fig 7.7: Proposal for Daraz Presents Career Adda Page 7 showing estimated audience reach



THANK YOU

DONSUMDANY
Facilitation & Consultancy

Fig 7.8: Proposal for Daraz Presents Career Adda Page 8 end of proposal

Challenges:

- Preparing a pitch in a short time
- Editing proposal based on feedback

Mistakes:

- I was not made aware of any mistakes that I made. I had to remake the whole proposal based on the proposed organization's feedback

Learnings:

- Making a big budget pitch
- Client hunting
- Competitor analysis

Project 8

Project Name: Writing proposal and pitching on Grooming and Etiquettes by Kool, University Speaking Sessions

Project Start: 19.04.2022 (Ongoing)

Project Overview: Kool has reached out to us to come up with a pitch for University Speaking Sessions regarding corporate grooming and etiquette. They want to conduct speaking sessions in different universities to maximize the target audience reach of their product.

My tasks and responsibilities: I was assigned to make a proposal for Kool and pitch them our plans. Since by now I am used to making reports and proposals, it takes me much less time to execute them in general as long as I get a proper brief on what the client wants.

CAMPUS SPEAKING SESSIONS

GROOMING & ETIQUETTES

PROJECT PLAN 2022



DONSUMDANY
Facilitation & Consultancy

Fig 8.1: Kool Campus Speaking Session Proposal Title Page



Fig 8.2: Kool Campus Speaking Session Proposal Page 2 stating the unique selling proposition for the participants



Fig 8.3: Kool Campus Speaking Session Proposal Page 3 showing the top universities in Bangladesh, initially they will be approached

Session Outcome

- Increased knowledge of grooming with brand association of Kool
- Goodie bags for product sampling
- Strengthening the talent pipeline of Square Group through potential MTOs, Part-timers, and interns
- Certificates for delayed brand activation

Fig 8.4: Kool Campus Speaking Session Proposal Page 4 stating the outcome for both parties

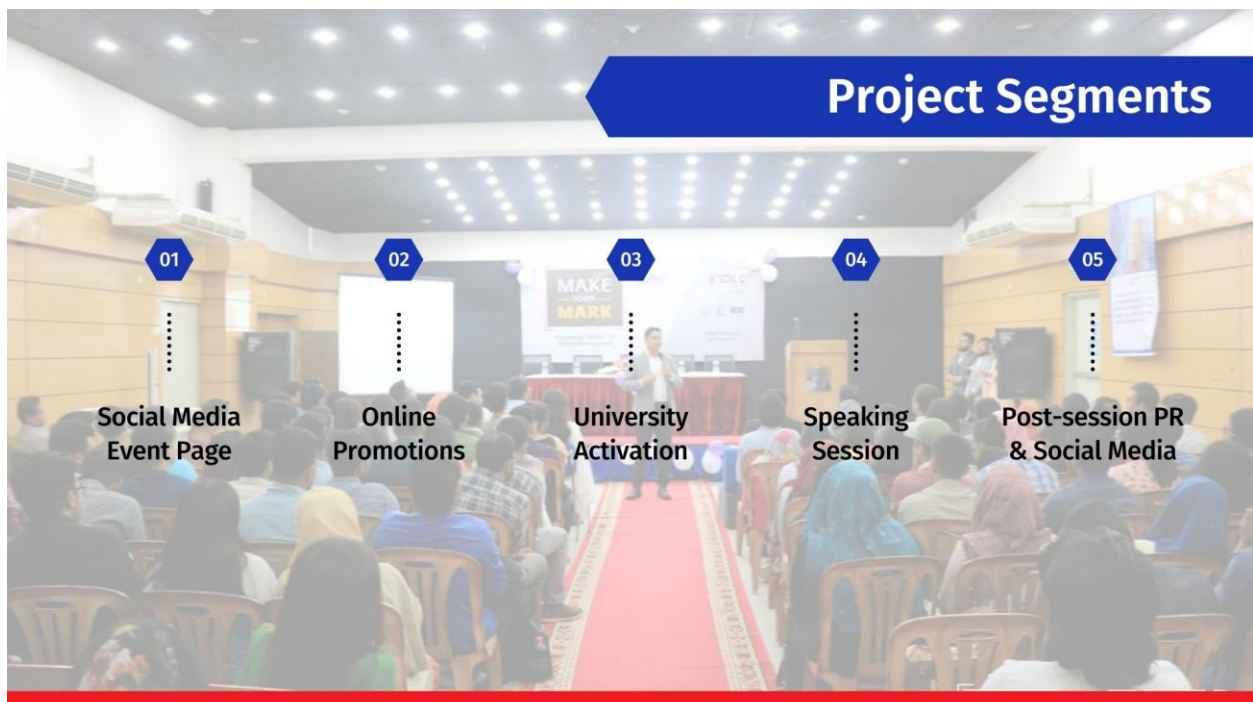


Fig 8.5: Kool Campus Speaking Session Proposal Page 5 showcasing the project segments

Workshop facilitators

Representative from Frutika

Ghulam Sumdany Don

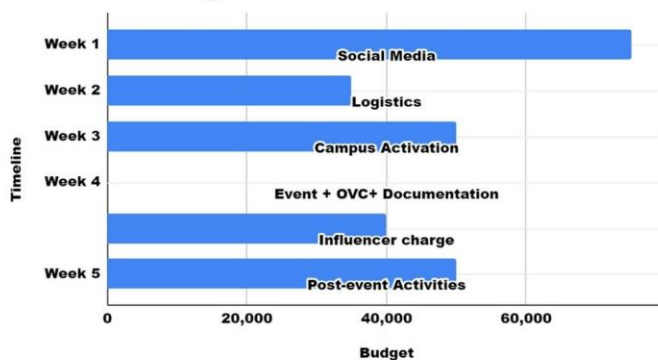
Influencer/Celebrity

ex: Ayman Sadik, Rafsan Iftekher, Raba Khan,
Sunehra Tasnim, Ishrat, etc. (Optional) for audience
engagement

Fig 8.6: Kool Campus Speaking Session Proposal Page 6 highlighting the workshop facilitators

Timeline & Budget

Timeline & Budget



Per University		
	Timeline	Budget
Week 1	Social Media	75,000
Week 2	Logistics	35,000
Week 3	Campus Activation	50,000
	Event + OVC+ Documentation	2,50,000
Week 4	Influencer charge	40,000
Week 5	Post-event Activities	50,000
	Total	5,00,000

Fig 8.7: Kool Campus Speaking Session Proposal Page 7 stating the budget and timeline

Thank you!



Fig 8.8: Kool Campus Speaking Session Proposal Page 8 ending of proposal

Challenges:

- Extensive research on clients
- SWOT analysis of the proposed project
- Budget allocation of the project

Mistakes:

- I made a general proposal, later I had to make a draft for internal use.

Learnings:

- Project Budget and Timeline mapping

Project 9

Project Name: Making Initial Proposal of Bangladeshi Inspirational Awards 2022

Project Start: 28.04.2022 (Ongoing)

Project Overview: Now that we already have a signature flagship event, Rise Above All, besides our Corporate Training Sessions, we have decided to organize another annual event. It is called Bangladeshi Inspirational Awards that hopes to bring together and recognize all the inspiring individuals, influencers, celebrities, entrepreneurs, performers and change makers, etc. We pitched this to Akij Ventures for their brand Frutika, and they have happily wanted to be a part of this upcoming event. This event is being designed to be the largest event of this scale and will have 35 different awarding categories. The idea of this event was inspired by The Daily Star Business Awards, Meril Prothom Alo Awards, Bangladesh Brand Forum Awards, and Daraz Presents Marvel Influencer's Awards show.

My tasks and responsibilities: I was assigned to create the proposal for this event to pitch to potential event partners and sponsors. I have done extensive research on organizing an award show, and later used Canva to make the proposal.



Fig 9.1: Sponsorship Proposal for Bangladeshi Inspirational Awards 2022 Title Page

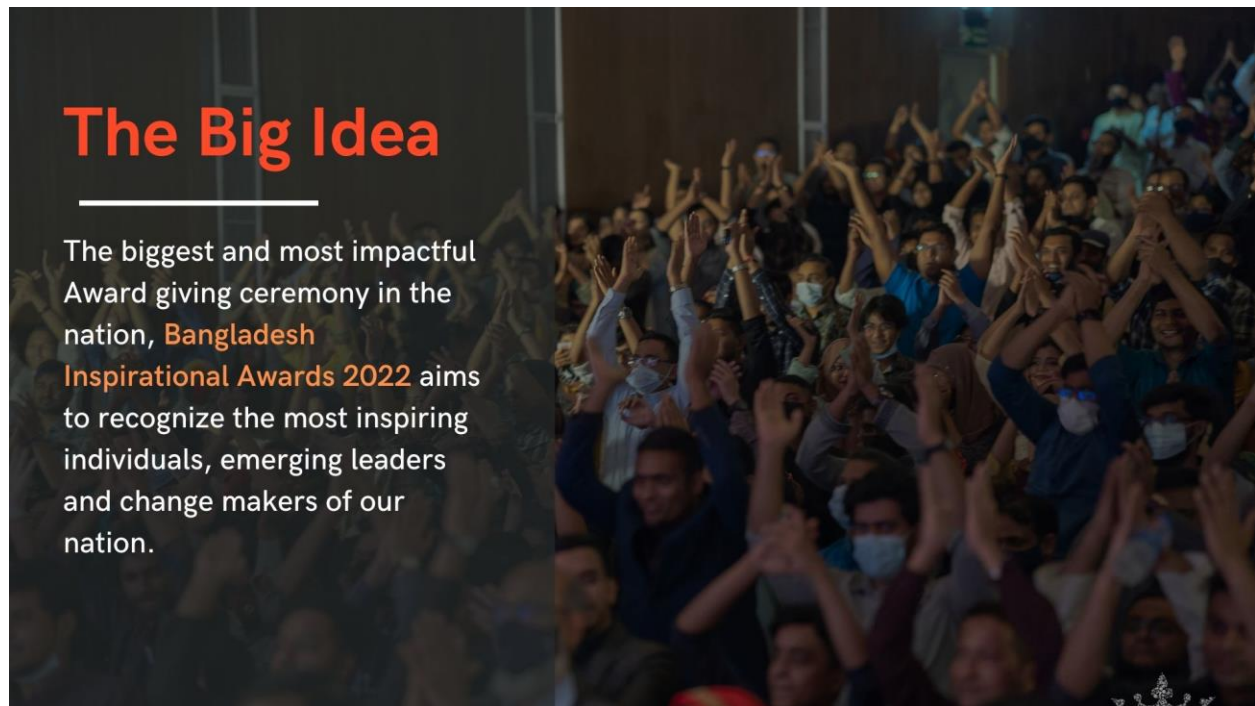


Fig 9.2: Sponsorship Proposal for Bangladeshi Inspirational Awards 2022 Page 2 stating the big idea of the event



Fig 9.3: Sponsorship Proposal for Bangladeshi Inspirational Awards 2022 Page 3 stating the

scopes of nationwide engagement

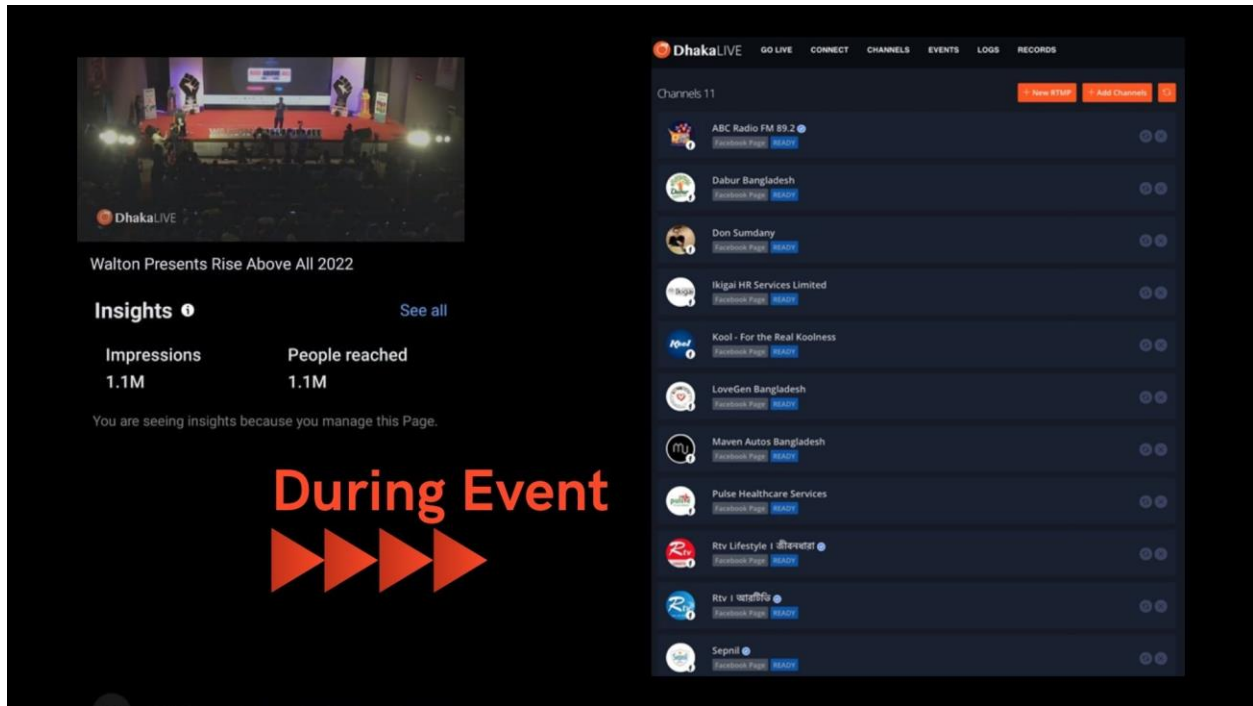


Fig 9.4: Sponsorship Proposal for Bangladeshi Inspirational Awards 2022 Page 4 showing a glimpse of audience reach during our past event, Rise Above All 2022



Fig 9.5: Sponsorship Proposal for Bangladeshi Inspirational Awards 2022 Page 5 highlighting

the post event activities

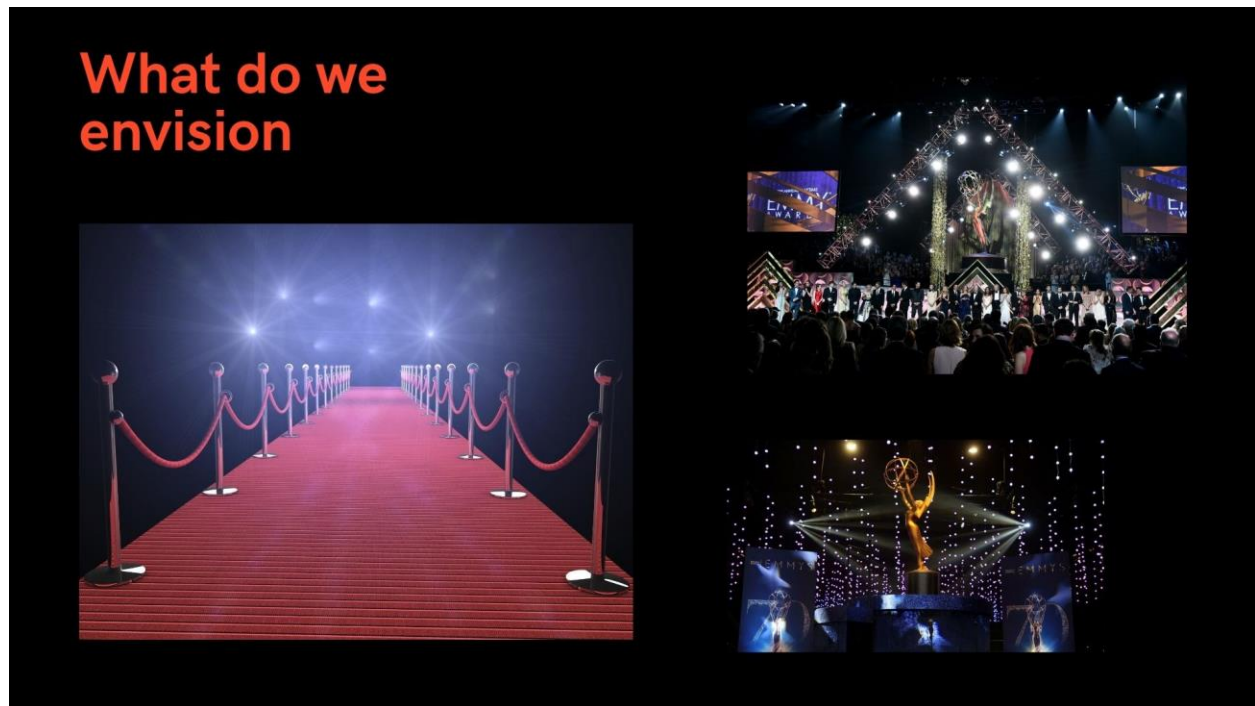


Fig 9.6: Sponsorship Proposal for Bangladeshi Inspirational Awards 2022 Page 6 showing what we envision

Thank You

DONSUMDANY
Facilitation & Consultancy

Fig 9.8: Sponsorship Proposal for Bangladeshi Inspirational Awards 2022 Page 8

Challenges:

- I have never been a part of an event solely focused on awards
- Budget planning

Mistakes:

- I missed the deadline for delivering this initial proposal.

Learnings:

- Making proposals for organizing an award show

Project Name: Planning and creating Task list for Rise Above All 2022 Chittagong
Project Start: 10.05.2022

My tasks and responsibilities: I was assigned to make a pre-event task list of the event and share it with our Chittagong partners. I made the task list using Excel and assigned tasks for each partners. I also had to brief them on the task list and the deliverables of each partner afterwards.

Fig 10.1: Rise Above All 2022 Chittagong Task List

Challenges:

- Allocating tasks for each partners since there are diverse types of tasks

Mistakes:

- I had to break down the tasks even more than what I submitted initially

Learnings:

- Project coordination and mapping

Project 11

Project Name: Corporate Leaders of Tomorrow

Project Start: 15.05.2022 (Ongoing)

Project Overview: Dabur and BSRM Steel both companies reached out to us to pitch them a case competition project that is similar to British American Tobacco's signature project Battle of Minds or Unilever's BizMaestros. They want to have an annual signature event of their own that will not only help them with their branding, but also give them the opportunity to train and employ some of the brightest youth of our country.

My tasks and responsibilities: Currently I am doing research on different case competitions that will allow me to generate ideas on pitching such a project. I am also communicating with our club partners from previous events to gain information about case competitions and reviewing such events in their university campuses. Afterwards I will be conducting a market research followed by budget analysis. I will then make the proposal and submit the first draft to my line manager and if approved, to the CIO of the organization.

Challenges:

- I have never been part of any case competitions, so I don't have deeper preexisting knowledge of it
- Have to rely mostly on information found from press releases in national newspapers for research purposes.

Mistakes:

- Since this is still in the research phase (proposal due in a week), I haven't done any mistakes yet.

Learnings:

- Maintaining professional relationships with past stakeholders

Project 12

Project Name: Proposal for Rise Above All 2022 Chattogram

Project Start: 16.05.2022

Project Overview: The venue of the event was booked by our event partner M&M Business Communications for the 18th of November 2022 in Radisson Blu Chittagong. Based on our experience during this event earlier in Dhaka, we have some new learnings and strategies for the next one to go more smoothly. One of those strategies were to lock sponsors, partners and speakers much earlier, so we had to come up with a proposal to send it to all our potential stakeholders to aware them and at the same time allow our partners to approach their local clients.

My tasks and responsibilities: I was tasked to make proposals about this upcoming event for speakers and the sponsors. By now, I am quicker than before at delivering such campaigns, I was able to complete it 3 days before the deadline and in 1 working day, whereas my other tasks had usually taken at least a week to be completed.



Fig 12.1: Proposal for Rise Above All 2022 Chattogram Title Page



Fig 12.2: Proposal for Rise Above All 2022 Chattogram Page 2 stating what the event is about



Fig 12.3: Proposal for Rise Above All 2022 Chattogram Page 3 stating the venue for Chittagong



Fig 12.4: Proposal for Rise Above All 2022 Chattogram Page 4 showcasing the last Rise



Fig 12.5: Proposal for Rise Above All 2022 Chattogram Page 5 showcasing our vision for the next one in November

SPEAKER PANEL (PREVIOUS) WALTON PRESENTS RISE ABOVE ALL- MARCH 2022 (DHAKA)

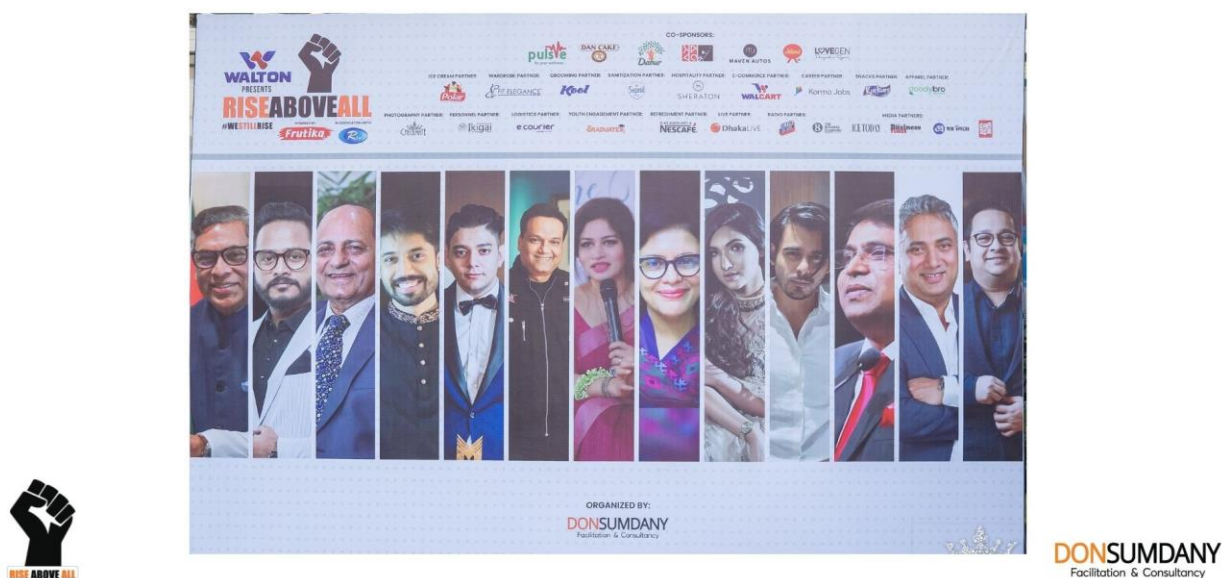


Fig 12.6: Proposal for Rise Above All 2022 Chattogram Page 6 showcasing past speaker panel

SPEAKERS (DHAKA MAR'22)

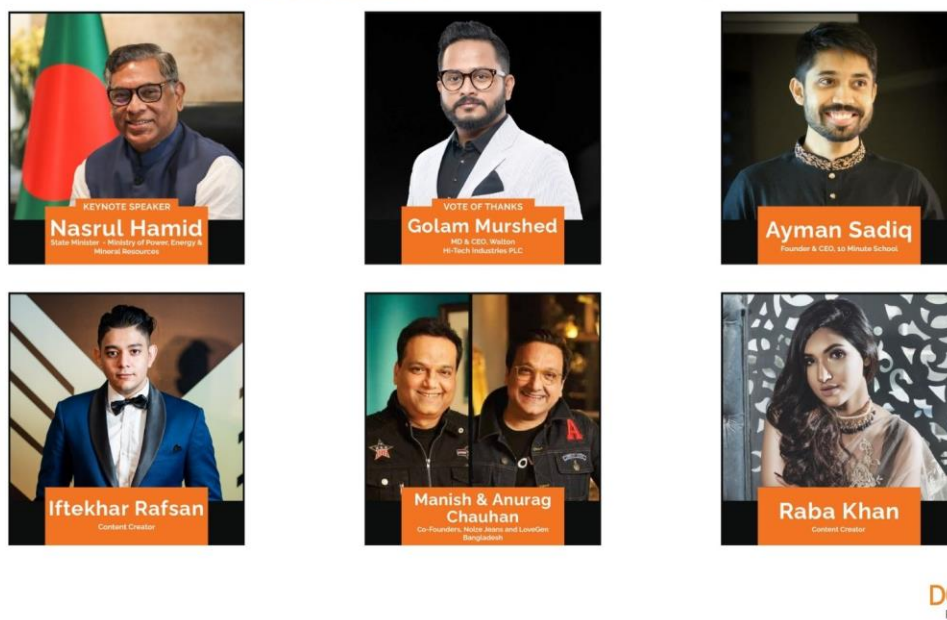


Fig 12.7: Proposal for Rise Above All 2022 Chattogram Page 7 showcasing past speakers and their professional titles

SPEAKERS (DHAKA MAR'22)

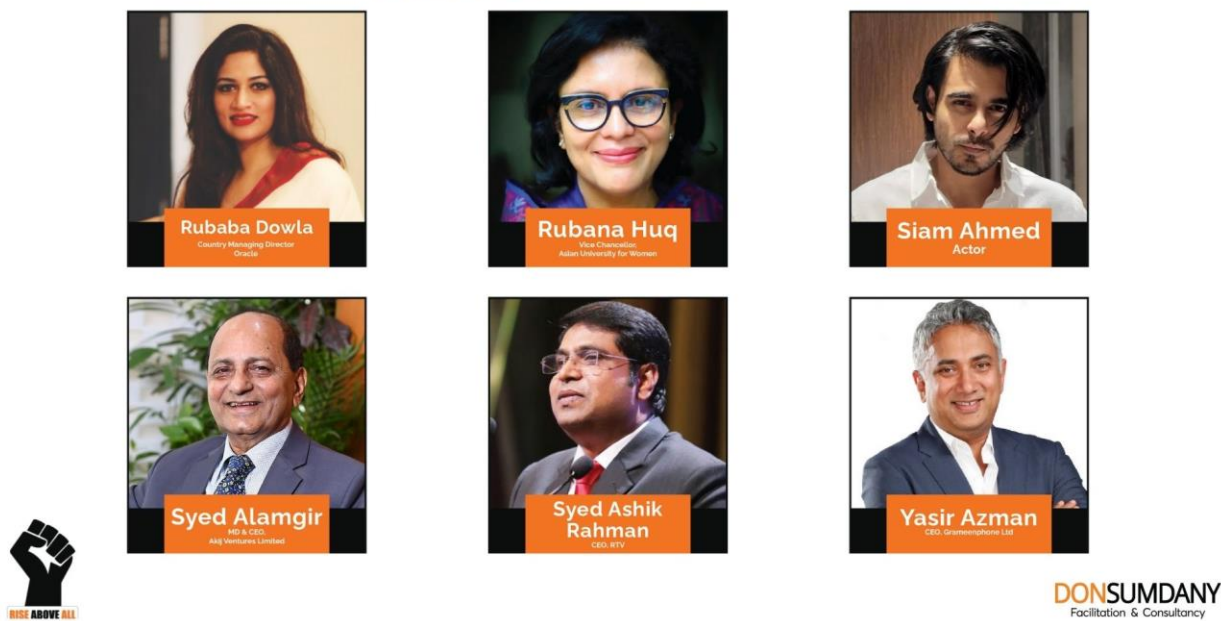


Fig 12.8: Proposal for Rise Above All 2022 Chattogram Page 8 showcasing past speakers and their professional titles

ACTIVITIES & ENGAGEMENT



Fig 12.9: Proposal for Rise Above All 2022 Chattogram Page 9 showcasing engaging activities during past Rise

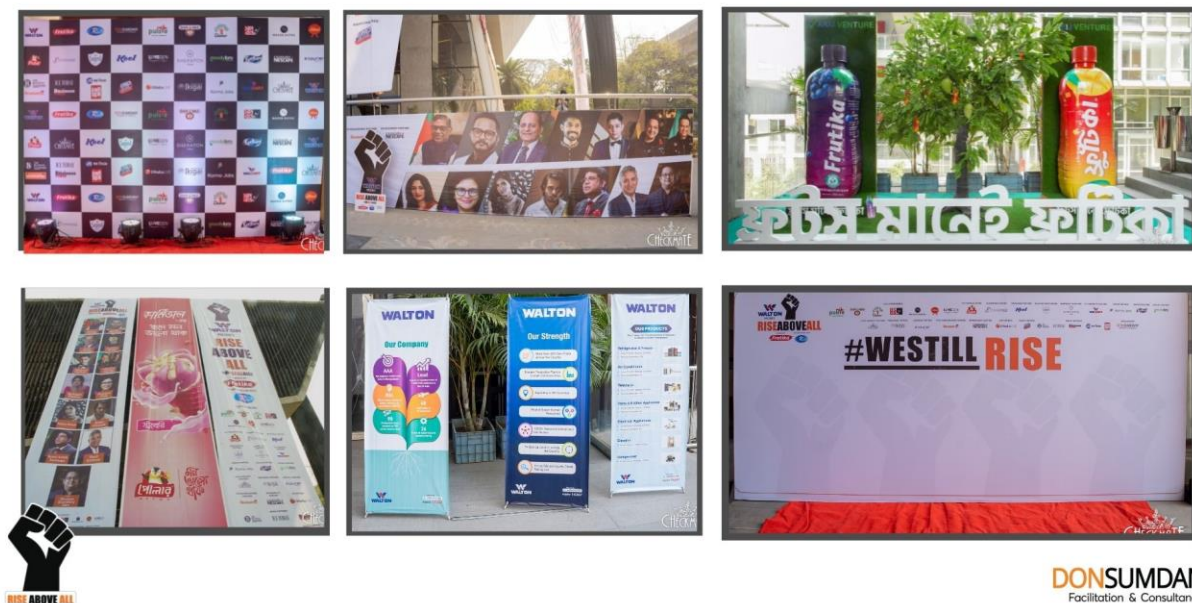
ACTIVITIES & ENGAGEMENT



DONSUMDANY
Facilitation & Consultancy

Fig 12.10: Proposal for Rise Above All 2022 Chattogram Page 10 showcasing engaging activities during past Rise

BRANDING REFERENCES



DONSUMDANY
Facilitation & Consultancy

Fig 12.11: Proposal for Rise Above All 2022 Chattogram Page 11 highlighting branding references for sponsors



Fig 12.12: Proposal for Rise Above All 2022 Chattogram Page 12 highlighting branding references for sponsors

CLUB PARTNERS

- Certificates for all participants
- Branding University Clubs as partners
- Exposure to 2000+ attendees
- Ticket prices waved for students- Upto 50%
- CV Dropbox- for potential job seekers
- Receive merchandise & discounts from event sponsors



Fig 12.13: Proposal for Rise Above All 2022 Chattogram Page 13 showcasing past club partners and the perks of being one

UNIVERSITY ACTIVATION

Activation in different Universities through:

- Campus Activation
- Campus Ambassadors
- Don Sumdany Brand Ambassadors



DONSUMDANY
Facilitation & Consultancy

Fig 12.14: Proposal for Rise Above All 2022 Chattogram Page 14 showing how university activation looks like for sponsorship

RISE ABOVE ALL- MARCH 2022 (DHAKA) PARTNERS & CO-SPONSORS



Fig 12.15: Proposal for Rise Above All 2022 Chattogram Page 15 showing past sponsors and partners

PARTNERS & CO-SPONSORS



DONSUMDANY
Facilitation & Consultancy

Fig 12.16: Proposal for Rise Above All 2022 Chattogram Page 16 highlighting the stalls of past Rise

PARTNERS & CO-SPONSORS



DONSUMDANY
Facilitation & Consultancy

Fig 12.17: Proposal for Rise Above All 2022 Chattogram Page 17 highlighting the stalls of past Rise

PARTNERS & CO-SPONSORS



DONSUMDANY
Facilitation & Consultancy

Fig 12.18: Proposal for Rise Above All 2022 Chattogram Page 18 highlighting the stalls of past Rise

PRE & POST PR & SOCIAL MEDIA PROMOTIONS



DONSUMDANY
Facilitation & Consultancy

Fig 12.19: Proposal for Rise Above All 2022 Chattogram Page 19 highlighting media coverage from past Rise



DONSUMDANY
Facilitation & Consultancy

Fig 12.20: Proposal for Rise Above All 2022 Chattogram Page 20 highlighting social media coverage from past Rise

- ICE TODAY
- PPOTHOM ALO PRE
- PPOTHOM ALO POST
- DHAKA LIVE
- THE FINANCIAL EXPRESS
- THE BUSINESS STANDARD
- RTV LIVE
- RTV NEWS
- RTV POST



DONSUMDANY
Facilitation & Consultancy

Fig 12.21: Proposal for Rise Above All 2022 Chattogram Page 21 highlighting social media coverage from past Rise

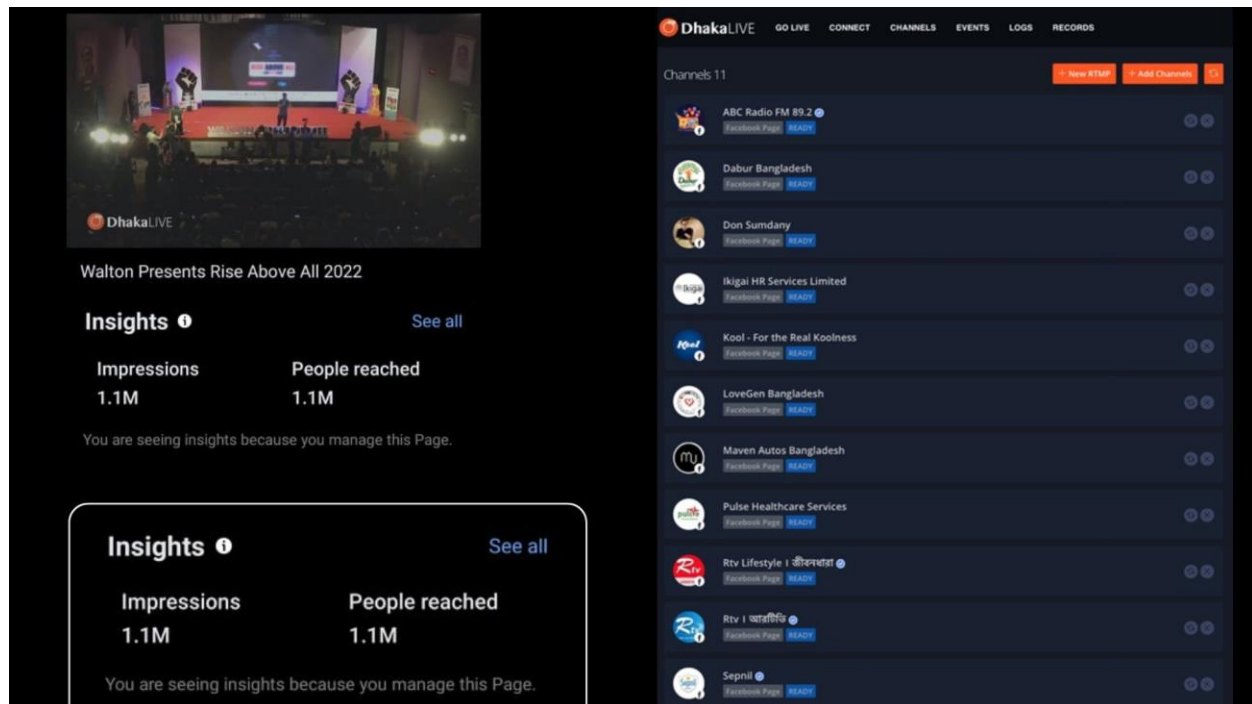


Fig 12.22: Proposal for Rise Above All 2022 Chattogram Page 22 highlighting live media broadcast from past Rise

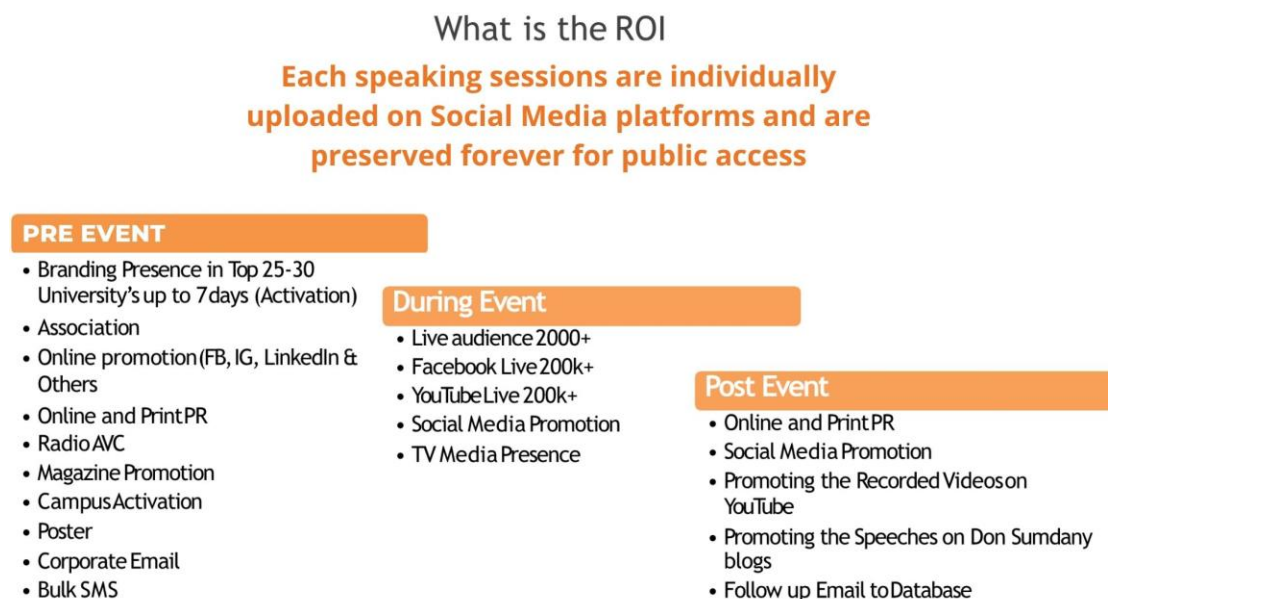


Fig 12.23: Proposal for Rise Above All 2022 Chattogram Page 23 highlighting the ROI for sponsors

SPONSORSHIP BENEFITS & PERKS

	Title Sponsor	Powered By Sponsor	Co-sponsored
Sponsorship amount:	BDT 20 Lac (Excluding VAT, Tax and AIT)	BDT 10 Lac (Excluding VAT, Tax and AIT)	BDT 5 Lac (Excluding VAT, Tax and AIT)
Visibility:	Brand visibility in all communication	Brand visibility in all communication	Brand visibility is limited to venue branding, online and print PR, RadioAVC
Stalls (SALES) (area only)	2 stalls of (8*8) or 1 stall of (16*16)	1 stall of (8*8)	1 stall of (8*8)
TV Interview	TV interview of 22 minutes air time. Monetary value approximately to be BDT 800 (Per 10 seconds)	NA	NA
Digitalized Video	All speaking session will be uploaded on YouTube and boosted nationwide with title sponsor's logo, integrated ad, offer etc.	Powered by sponsor logo at the beginning and ending of all videos	Co-sponsored logo at the beginning and ending of all videos
Radio Show	A live Radio show at ABC Radio with air time of 2 hours. Monetary value approximately BDT 1200 per minute	A live Radio show at ABC Radio with air time of 2 hours. Monetary value approximately BDT 1200 per minute	NA
Speaker's slot	1 speaker's slot of 30 minutes	1 speaker's slot of 30 minutes	NA
Interview and PR	Interview coverage and PR in major English and Bangla dailies	Interview coverage and PR in major English and Bangla dailies	Interview coverage and PR in major English and Bangla dailies

Fig 12.24: Proposal for Rise Above All 2022 Chattogram Page 24 stating the budgets for sponsorship



Fig 12.25: Proposal for Rise Above All 2022 Chattogram Page 25 implementing unique font to implement positive vibe

THANK YOU



DONSUMDANY
Facilitation & Consultancy

Fig 12.26: Proposal for Rise Above All 2022 Chattogram Page 26 ending proposal

Challenges:

- Maintaining brand guidelines
- Prioritizing while working on other tasks

Mistakes:

- I was not made aware of any mistakes that I made

Learnings:

- Maintaining routine
- Effectively implementing feedbacks

Other Projects:

- Writing agreement letters/ MoU
- Competitor research and analysis
- Social Media Planning
- Captions and Copywriting
- Marketing meetings with external stakeholders
- Corporate training
- Taking meeting minutes

Internship Outcome

During the time of my internship period, I had hoped that I will be getting overwhelmed with working on diverse projects every day as a full time employee. However, very quickly I realized that I was meant to work in this particular field. To me, my internship completed the full circle that started during my first semester at ULAB. Each day I only felt gratitude towards all the mentors who have taught me and prepared me for the work industry. It did not take me long to fit in with the corporate culture and own it from my end. I now have a lot more self-assurance. I have presenting abilities I never expected to have, and I can develop campaign strategies on my own. Working under constant active pressure has aided me to develop the ability to remain cool in the face of adversity having dealt with a variety of people. Many people from various backgrounds have assisted me in improving my interpersonal abilities. Performing a variety of research and analysis for many projects has aided me in honing my critical thinking and creative abilities farther.

If I now think about the branding of organizations utilizing public relations, I am more well aware of the internal and external communication factors and the methods of approach to stakeholders in order to do so. I have newfound ideas and plans to organize and coordinate events of diverse magnitudes. I've always enjoyed a good challenge, and my employers provided me with just that. I feel that through having more experience like this, I will be able to make a positive impact on the lives of the general public and my own.

Workplace Log

Title Sponson
↳ Walton?

Powered by
↳ ?

In Association
↳ Media (RTV)?

Novo Air/US Bangla.
Flight Partner

Goodie bags
↳ Gifts
+ Discounts
+

November

3-9/8

Radisson

↳ Three show role

October

Stadium

Friday
3-8 pm

Speakers
Politekan

Sponsors

Unplugged
↳ Tahsan

\$5,00,000

Same day?
↳ minimizes cost.

April → Sept/Oct

March →

- ① Rubana Haq ✓
- ② Nofel (Education Minister) ✓
- ③ Barade Manju ✓
- ④ Amen Bhai (BSRM) ✓
- ⑤ Rubaba Doula ✓
- ⑥ Ayman Sadik ✓
- ⑦ Javed Akter (Unilever) ✓
- ⑧ Don Bhai Shahid Minar
- ⑨ ~~Se~~ Tahsan Bhai ✓
- ⑩ Zohad Nemesis ✓
- ⑪ Bidya Sinha Min. ✓
- ⑫ Bhakna (Actress) ✓

Sponsorship:

30 → 20 → 10

2022 → Title: 20 → Walton

→ Chittagong

Title - 10

Powered by - 5

6 cosponsors - 10

Expenditure > Dhaka.

4, 11, 18, 25 → November

DS in Partnership / in Association

M&M Business Communications

~~We are bringing in~~

Separate time slots for sponsor speakers.

Media Partners

Service / Product Partners

Venue & Logistics.

[Mapping] + Guest list.

Uni Club Activities + Volunteer management

3,50 loads
2,10 Pending!

16,000 → Damage D₂

Manguma Apu

Stage setup → Chg-RP

→ Square presentation

Chairs 10,000

Divisions → 5-nises / CRI + Young Bangla

Power / ICT / Water

→ Pitch

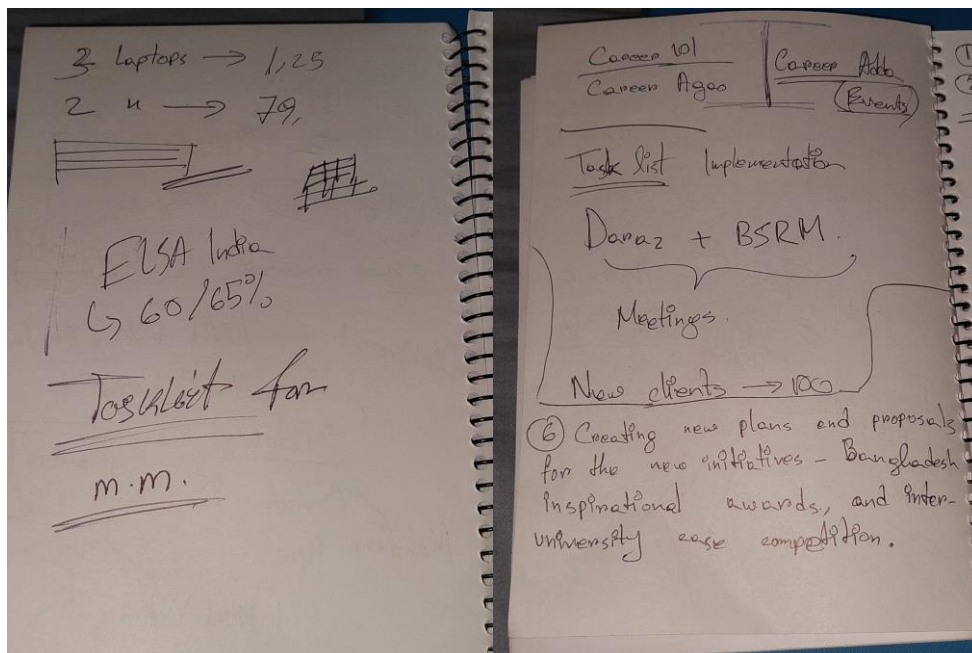
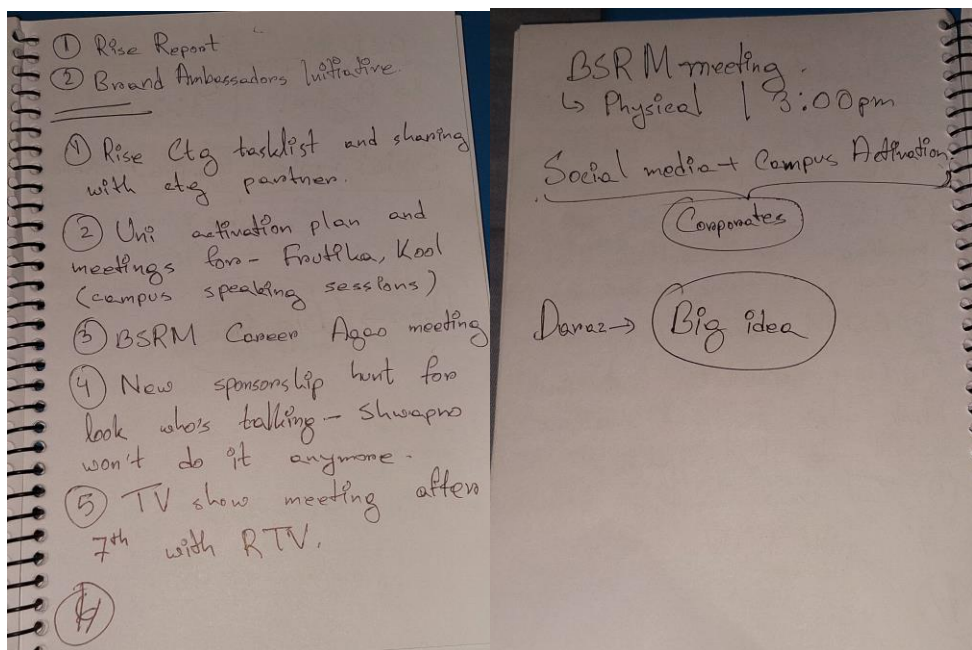
→ Boshudev Da.

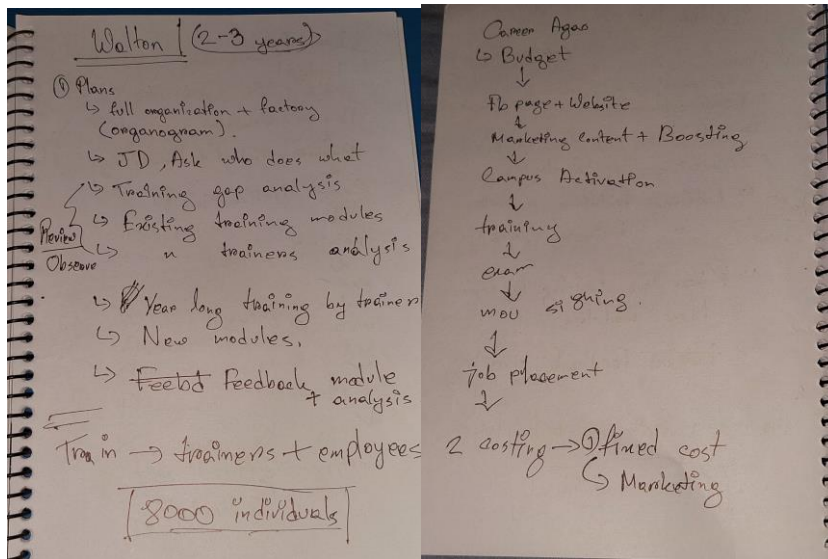
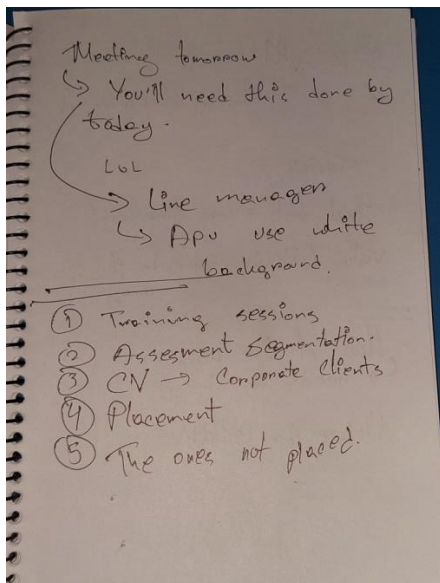
Manguma Apu

Tamim Bhai

Chairs

Label Catering





~~Case~~ → DM
 Training & Placement
~~Training~~
 Fixed cost → one time cost
 Value Addition → needs to go away.
 Flow of the program
 → needs to change.
 Unhappy for BSRM

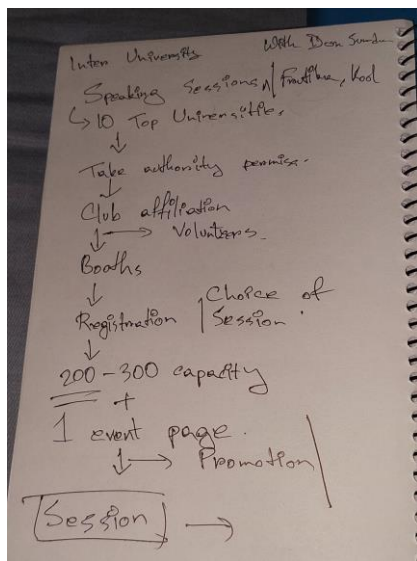
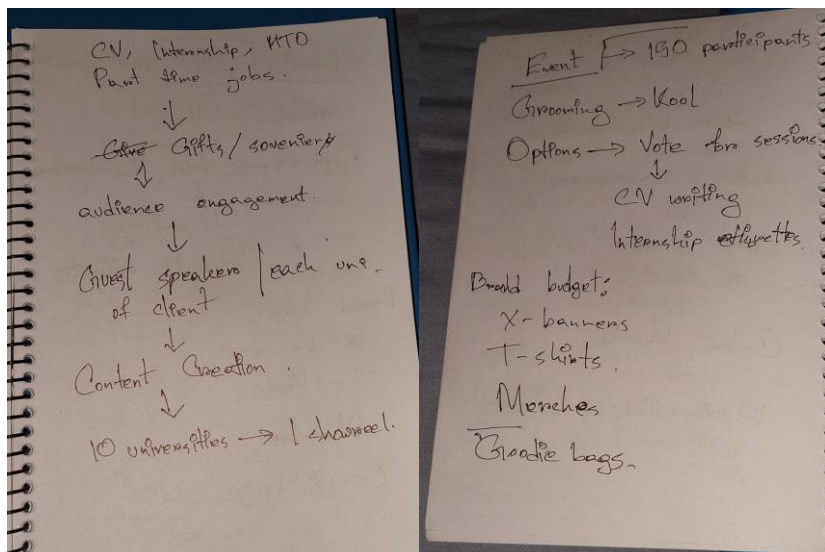
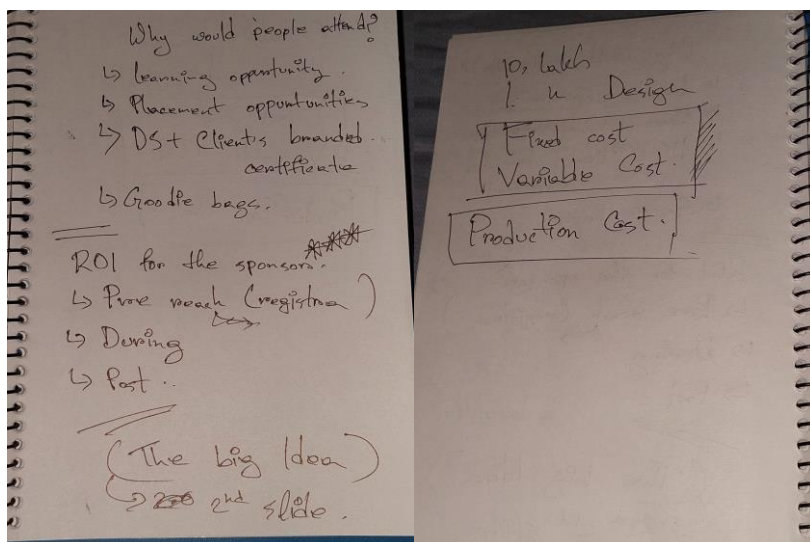
Career Agao
 60 lakhs → unemployed.
 → no one working to solve it.
 DS → 250 + Corporate clients
 Legal HR → 35/40 " "
 Sign MoU → Corporate Houses
 (50)
 Train/Groom
 Soft skills
 Relevant skills
 → Marketing Process
 → Hiring.

Already signed → 50 ~~case~~
 BSRM → nation building brand.
 Strengthen marketing pipeline.
 ① Physical program
 ② Train people for job placement
 ③ Pre-requisite
 in line
 ↓
 specifics → too macro.

Inspirational awards
 Excel
 Fit Elegance → Guest list
 List of Corporate Connections
 Video shoot plan → Sent
 Walton Project → Upcoming

Everyday Tasks → Update
 Social Media Calendar
 Corporate training formovers:
 ↳ Oct / Nov / Dec.
 Set goals & chase targets
 ① Company vision
 ② Get out of limiting belief
 ③ Expand
Organizational Policy
 ↳ Structure
 ↳ Paper works
 Mind mapping
 ↳ All future platforms that we are in motion.
 Allocate work between MD & CEO.

FLSA
 ① TG → Universities + College + Schools
 Call centers (B2B)
~~Hotels~~
 Rise
 Executive summary
 Rise a whole
 ↳ Point where
 1.2 million reach (organic)



① Dummy notes → size issue.
↳ Half

② Pens → pricing.
↳ 18.1 → 15

③ Bags → pricing.
↳ 18.7 → 15

Reminders (Boss) [23.02.22]
1st Spoken Post ①
↳ Teaser + Static
↳ Call Boshudeb Dhali for updates

~~Fit Ete~~
Post - Teaser → Generate hype.
Via activation
Spoken Post - ①
Fit Elegance (Wardrobe Partner) announced

* Campus Activation
↳ 50% OFF
* Mass Comm
↳ Calls + Text

7:18pm.



Reminders (Boss) [23.02.22]
1st Spoken Post ①
↳ Teaser + Static
↳ Call Boshudeb Dhali for updates

~~Fit Ete~~
Post - Teaser → Generate hype.
Via activation
Spoken Post - ①
Fit Elegance (Wardrobe Partner) announced

* Campus Activation
↳ 50% OFF
* Mass Comm
↳ Calls + Text

7:18pm.



We asked a few questions to our ~~little~~ colleagues

- 1) To be in your position, how much harder do you think you had to work compared to your male colleagues?
 → I don't feel I had to work harder
 → I don't think I did
- 1) The managers at Don Sundry
 We asked our managers about the work they asked us to do.
 We asked our rising stars about their work.
 We asked our colleagues what they like the most about working.
 We asked our colleagues what they love about their work.

Most of the managers responsible for coordinating our upcoming event, Walton Presents Rate & More All

For how long have you been in the job sector?

- 1) Challenges you face every day to balance between your work and personal life.
 → How do you manage to keep up to this level?
- 2) What are the obstacles you have to overcome to get where you are?

Brand Ambassadors guidelines

→ Share the posts → Screenshots

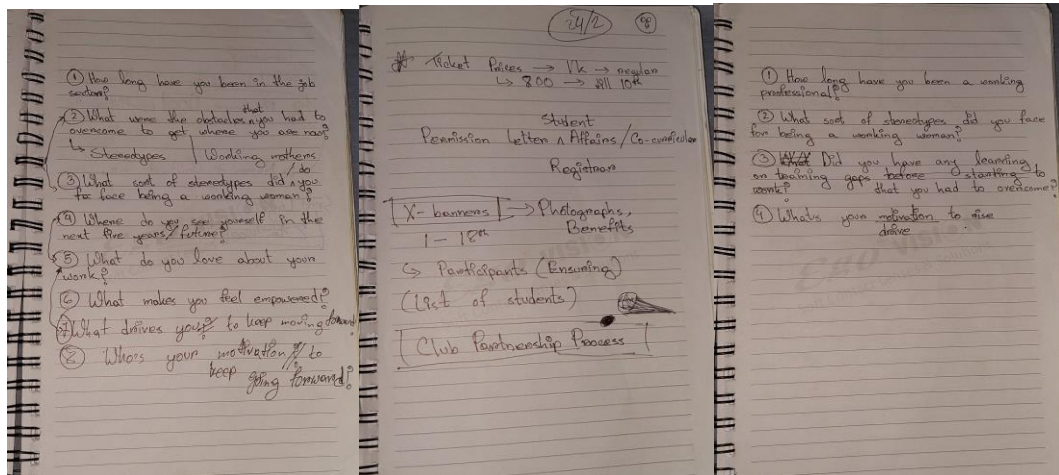
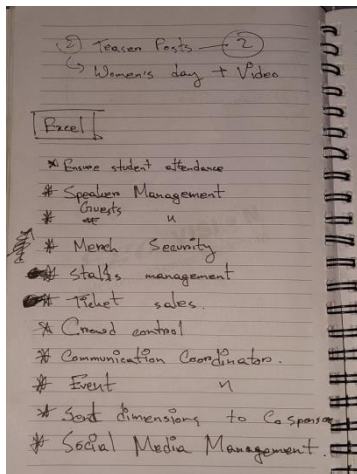
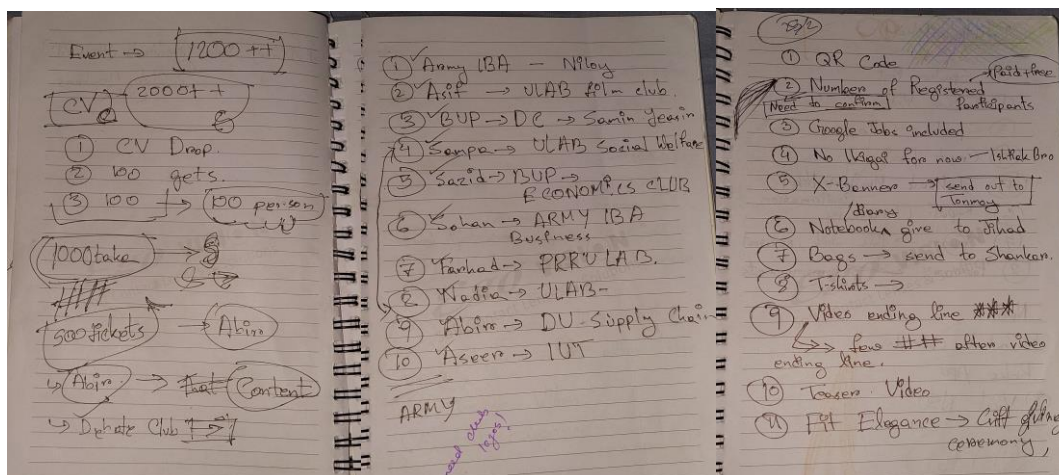
- 1) What sort of stereotypes did you face being a woman?
- 2) Any tips for your male co-workers? Are you as happy as you are? Would you say that

Never give up
 ## Rise with us
 ##

- 1) Learning & training gaps
- 2) Stereotypes
- 3) What's your motivation

The answer:

CV



Ishtake Blue

- ① Speaker Post
- ② Teaser Video
- ③ Speaker Collage
- ④ Crest Design
- ⑤ Shehead Munk + Nohel Confirmation
- ⑥ Rupali Choudhury
- ⑦ Teasers → this week, next week
- ⑧ Partners and announcements

Naif

- ① Content Calendar
- Rake Apu
- ① Visit NSO

WJ Video

Marium → Mark and Lat Bism Club

Production - Sunday (Night)

Last Resort:

- ① Masters
- ② Akis
- ③ BSRM

Boys:

→ Sunday meets: Walton, Kool

26/6

Whole Allocation → RISE (Event day)

Gen Sponsors - Rake Apu

Partners → Media + PR Rake Apu

Student / Club → Shehead

Speakers → (Ringling)

Designs & Production

→ Events / Stalls / Goodies

Corporates → Rake Apu

SM → Naif

Today till end + post event

→ SM Plan

Dhaka live, build hype,

Student tickets → u

Press Invitations → Shehead

Corporate tickets → Rake Apu

(B-Cursion)

Production By Sunday Night

→ Master Collage

Masters Card + Akis

Follow up consistently (corporates)

Photographers

→ Stage - Don Bhai

→ 3 dedicated person

→ Photographer, Prop management

→ Assistance

Content - Photo + Video + Panel

Ishtake Blue

→ Volunteer List

① Crowd Mgt - line

→ Gate → Checkins

IDs → Organizers

→ Sponsors

Ribbons → Guests

→ Sitting arrangements

→ Paid / Free

→ Front rows (call for reservations)

→ Gifts + Crests (line allocation, follow up)

② Speaker management

→ Social life

③ Sponsor + partners + stalls

Including allocation

④ AV → Walton + Don Sunday

→ Sponsors + Partners + Speakers

* Key note Speaker → Lifetime award

→ Bringing → Rake Elegance

→ Eliza

→ DS

Sell Event

Speaker management →

Not a free event

150 food packages

→ Partners, sponsors, volunteers

organizers

* Program flow

Goodie management

→ Speakers

→ Audience

* Red Carpet - RIM JHM

Separate Certificates for volunteers

Post event

→ PR

→ Photo / Video

→ Social updates

→ Sponsors / speaker standing

Cover below stage

→ for the front, A/C Vn

→

→

→

→

→

→

→

→

→

→

→

→

→

→

→

→

→

→

→

→

Polen Meeting:

→ Proposal

→ Final Approval

→ Conditions

→

→

→

→

→

→

→

→

→

→

→

→

→

→

→

→

→

→

→

→

→

→

→

What are we doing for them?

→ Stall (3x3) ft.

AV with engagement

→ Ex banners

→ Decorations

→ Branding / Tables

Goodie bags → 2000+

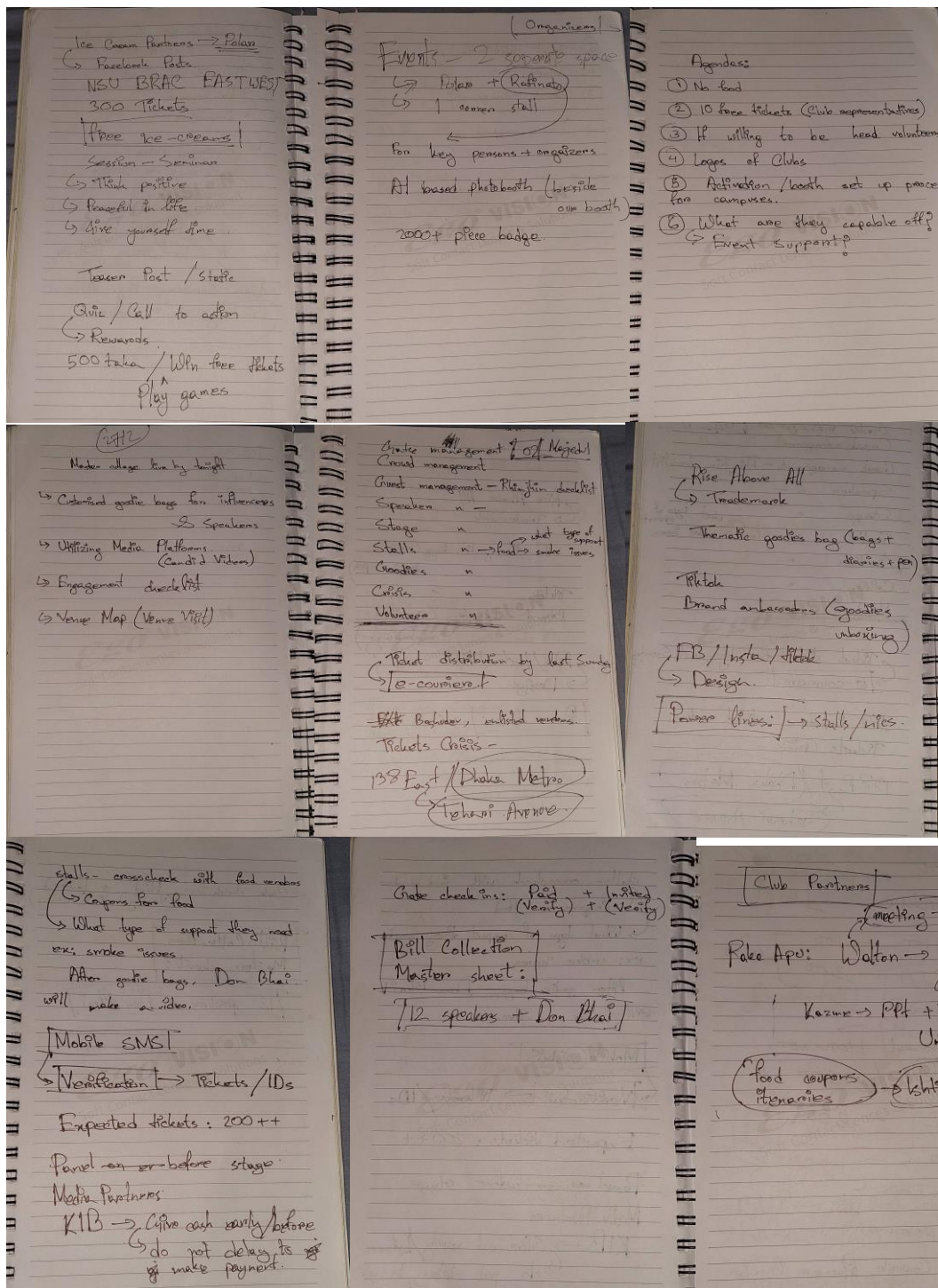
→ Engagement

* Powered by

Pine * Ice-Cream Partners

Don Sunday Page Also

Boasting start hope



(12) Supply Chain Finance
 → 100++
 York → Students, Working Professors
 ULAB - 4 clubs
 Booth - 4
 Database
 Phone/Email/
 Name/Address
 Club logo
 NSU → 40++
 PR Volunteers
 → 200++
 BUP → Both Tenare
 Raise 150++
 UIU → 150++ No booth
 100++
 Any BA →

(12) Both in group and personal
 Campus Attraction → DO
 Ask Polar (Joyful Chat)
 Meeting with dedicate - Saturday
 PR
 Bangla + English → 2+2
 PR4U
 Both hand & soft copy
 real-time
 Photos of speakers

Master checklist - PR
 400f / 1500f
 Sell tickets - Walcott
 Nescafe →
 → Banquet by Monday
 Result → Uday tower
 Tickets for rise
 bookings/for
 1st March → Gwile office
 Production in by Friday night
 Saturday morning
 #Never give up - Photo booth
 Cutout

(12) Both in group and personal
 Campus Attraction → DO
 Ask Polar (Joyful Chat)
 Meeting with dedicate - Saturday
 PR
 Bangla + English → 2+2
 PR4U
 Both hand & soft copy
 real-time
 Photos of speakers

Master checklist - PR
 400f / 1500f
 Sell tickets - Walcott
 Nescafe →
 → Banquet by Monday
 Result → Uday tower
 Tickets for rise
 bookings/for
 1st March → Gwile office
 Production in by Friday night
 Saturday morning
 #Never give up - Photo booth
 Cutout

(13)
 Swapro → 2 lakhs
 Grade 1000 → 50,000
 Plan → 1,50,000
 Act → 2,50,000
 Maxima Auto → 1,00,000
 talk about peace
 label Catering → 1st floor payment
 Send some (8-10) guests bag to
 KLB.
 Merchant - KLB → Send to plan
 10 pieces
 Gift to speakers
 Send goodies to in flowers

[Google-1]
 [Ataj-2] Fit-1
 [Walton-2] Pulse-1
 [Polar-2] Savane-2
 [DS-81] Shekaton-2
 -1
 -1
 -1
 -5

ULAB Language Clubs [18]
 Rise Above All
 Event →
 Experience
 select
 interview
 4500
 Don
 CL

Main Ato → Car Placement
 (VLAB)
 Production
 Protagonist - Farhat
 - Takshin
 Zaid Intiaz
 MIST Campus Club
 Holt Prize Campus Director
 Environment GS.

Bag - Rise Up
 Stage - Then for games
 Polar - Mr. Khale Shak.
 Campus Activation
 (2 for states)
 No. of Driver
 1 day
 Modality
 10-6
 Registration booth
 Images

Home → Vlab
 399
 370 → VH
 Vlab 100 → VH Daring
 CNG → 100 + 100
 → 20 → 10 + 10
 → 30 [Daring]
 Polar → 200 [Shubhanga]

Areas of Improvement:
 Sponsorship - Role attract before a month
 Speakers -
 Understand what is the goodie bag.
 University Activation - 30 days
 → Appraisal → 15 days
 * Volunteers → precise numbers
 food manager → management
 → police / parkers / sponsors / volunteers, etc.
 * Water supply → unlimited
 + Beverage
 → Event organization.
 → Event management (External)
 * Stall requirements → precise
 → Homogenous goodie bags → during entry.
 * Alternative Venue to KIB.

Separate entries for guests, speakers, participants, etc.
 # Volunteer allocation → 2 weeks before event.
 # MOU for sponsors
 # Onspot → QR Registration.
 # No individual X Business
 → Digital / More stable stands
 → Partners for everything.
 → ex - Internet → Link 3.
 * Vlab camp → day runs
 trainings
 # At Goodie bag activation through social media.
 # University Activation → 30 days
 # Goodie bags assembling in venue.

Post-event responsibilities:
 → Stalls, materials, resources, etc.
 # Enter and leave } Core Team
 Start and stop } Together

23/3
 # Fashion Cube → Send Rise Above
 All Certificates
 (b → c)
 Original Contents
 Introductory Video
 Live video.
 MOU with Mentors, IDP, Marces.

Team Meeting 24/3
 ELSA → SM Plans
 → Influencers budget
 Working on branding strategies
 Universities are reaching out
 Need answers (EX-MUN)
 → Our benefits
 → What we are getting
 Goodie bags - Pratham Ato

12 pages → live
→ Permission

Individual sets of photos
for all speakers:

- This must/should
- #the Needs -frustrating
- Wants Appointment

Split the workload

Don Bhaia + Don Bhabhi

Career Agya

→ Sponsors/Investors/Partners

Merchandises → Accounts

→ In the end, bill given to the HR.

→ Certificate to HR

Career basket

bandhu → project information

Chude → projection for working
→ sound system & speakers
→ Plug in phone to check sound

Sitting arrangements
→ need lots of open space

BRAC CDM

→ Set up venue/banks

Also, # Neveer # Onlooker

Don Bhabhi → Coffee when speaking

Speech

Paper Crane → 5 on 6 teams

each team → a large piece of paper

Learning session → give everyone
a marker (per team)

→ Take markers back.

Marketing & Branding

① Common Affix → Moa Signing

② Donor Agency

Three vendor rule

③ Corporate Training → Needs assessment
→ Later

④ Fit Elegance → Monthly SM Calendar
→ Follow up with Nazif

→ Content Creation
→ Estate Bhui

→ Show production
→ The Don's Show
→ Photo guests selection
→ 30-40 mins interview
→ Bio + Question → Shalvian
→ Post show recordings to content
→ Estate Bhui

Rise

Kalves

Faville - 5

Revivable

Diary + Pen
+ DSM + Endoa
+ Estate
+ Police Permission

10, 8, 3

Rise → Blue → pending
Green → Half paid

Rake Aps → HOTO

Rise OCT

Master Affix → New messenger
→ Execution - Full Team → DS Hologram

All mine.com

③ Run down with Don → RTV

RTV

Mol. Signing

Production

→ Same as Career Agya
→ Post → Estate Bhui

④ Content Creation → Estate Bhui
→ existing content → Estate Bhui + Parth

→ Posting → Nazif

→ Supervise → Shalvian

→ 300 videos

⑤ Case Competition
→ Planning and Proposal competition
→ New manager

⑥ International Speaking Event

→ Contact Guppreet Singh

→ Moa creation and signing

→ Arrange Event (30+40)

→ Bring mention to BD team

→ Execution

⑦ 12th bughe with Don (Same as previous program)

⑧ Brand Affiliations

→ Endpenda → 2 send proposals

→ Apex

→ Bata

⑨ Career events with BSRMS

→ Savare

⑩ BD inspiration Accounts

Courses

Graphics Design with LaTeX

Workshop → Webinar

45 mins - 1 hr
class Q/A

SM posts (No branding/promotions)

Registration

→ Uni Activation - 15 days

→ Contents

Friday + Saturday / 2 days/weekly

Graphics Design →

1500 students → 3 months

Trial Class → Shopno
Delhiana

20 students

Eng. for Corporates
 ↳ Already job holders
 ↳ Job seekers
 ↳ English Language
 3 day/week
 35 mins
 Module set up.
 15 days weekend
 1 month → Crash Course
 2 weeks
 30 days
 1500/1500/1000/
 1 month

Unit selection → 10/12
 ↳ Club Affiliations
 ↳ Activation Booth
 ↳ Registration → 300
 ↳ Goodie bags
 ↳ Internship opportunities
 Every session → Kool Representative
 Don + Blue?
 (Optional) Influencers / Celebs
 Fun → ex - Ishrat
 NSU + IUB + ULAB + ARMY TBA
 BGIMEA

Client → Target audience
 1 hr with Photo → 1 to 2
 Case Competition
 ↳ Battle of minds (Corporate)
 Speaking Session
 ↳ Art & Ready
 Kool / Portfolio
 300 audience → 10/12 unit
 ↳ free grooming session.

Date 19.04.2022
 Kool: Campus Speaking Session
 ↳ University Selection - 10/12
 ↳ Club Affiliations
 ↳ Activation Booth - choice / grooming
 ↳ Registration - 300 (minimum)
 ↳ Goodie bags + Internship opportunities
 Every session - Kool representative + Don khata.
 Influencers/Celebs for entertainment/
 (Optional) engaging activities.
 * NSU + IUB + ULAB + BOP
 BGIMEA + ARMY TBA

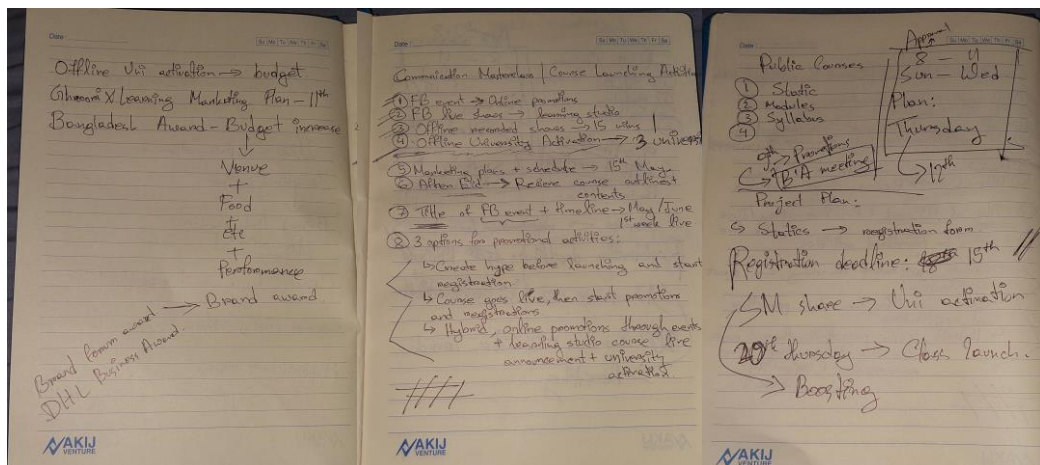
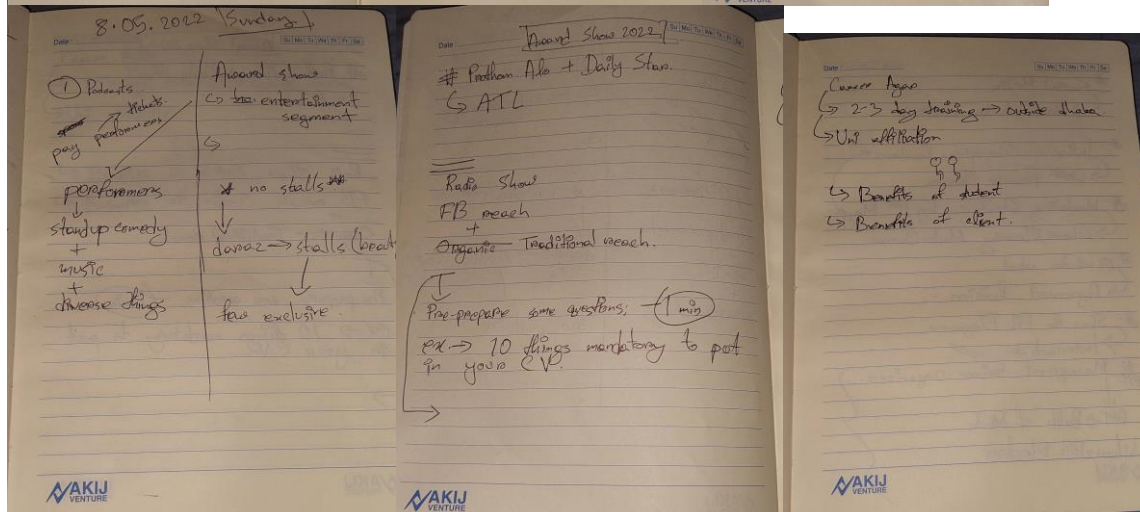
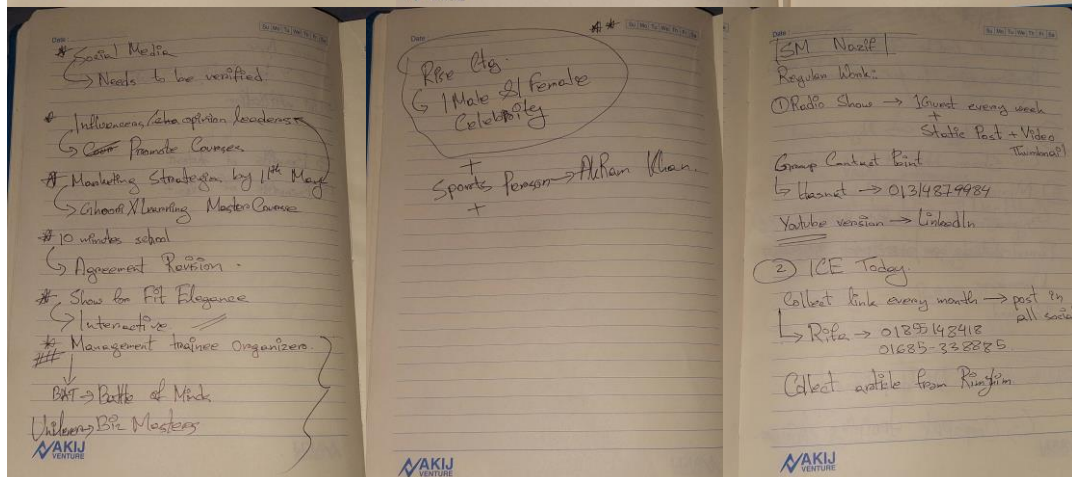
Date 20.04.2022
 Best brands in Bangladesh 2021
 ① Bkash
 ② Minzapore Lepahani
 ③ Boshun
 ④ RFL Houseware
 ⑤ Gramophone
 ⑥ Close-up
 ⑦ Sunilk
 ⑧ Shwapna
 ⑨ Parachute
 ⑩ Fanta Phan
 ⑪ LUX
 ⑫ DALTON
 ⑬ DARAZ
 ⑭ CoCa-Cola
 ⑮ Lifebuoy
 ⑯ Moggie
 Award name
 Copy → Baku badha olkham kore jone
 (Last day) chelache ei bisho chaka
 nishchit hoi taderi adhikar
 Taderi jonne bhalobasha.

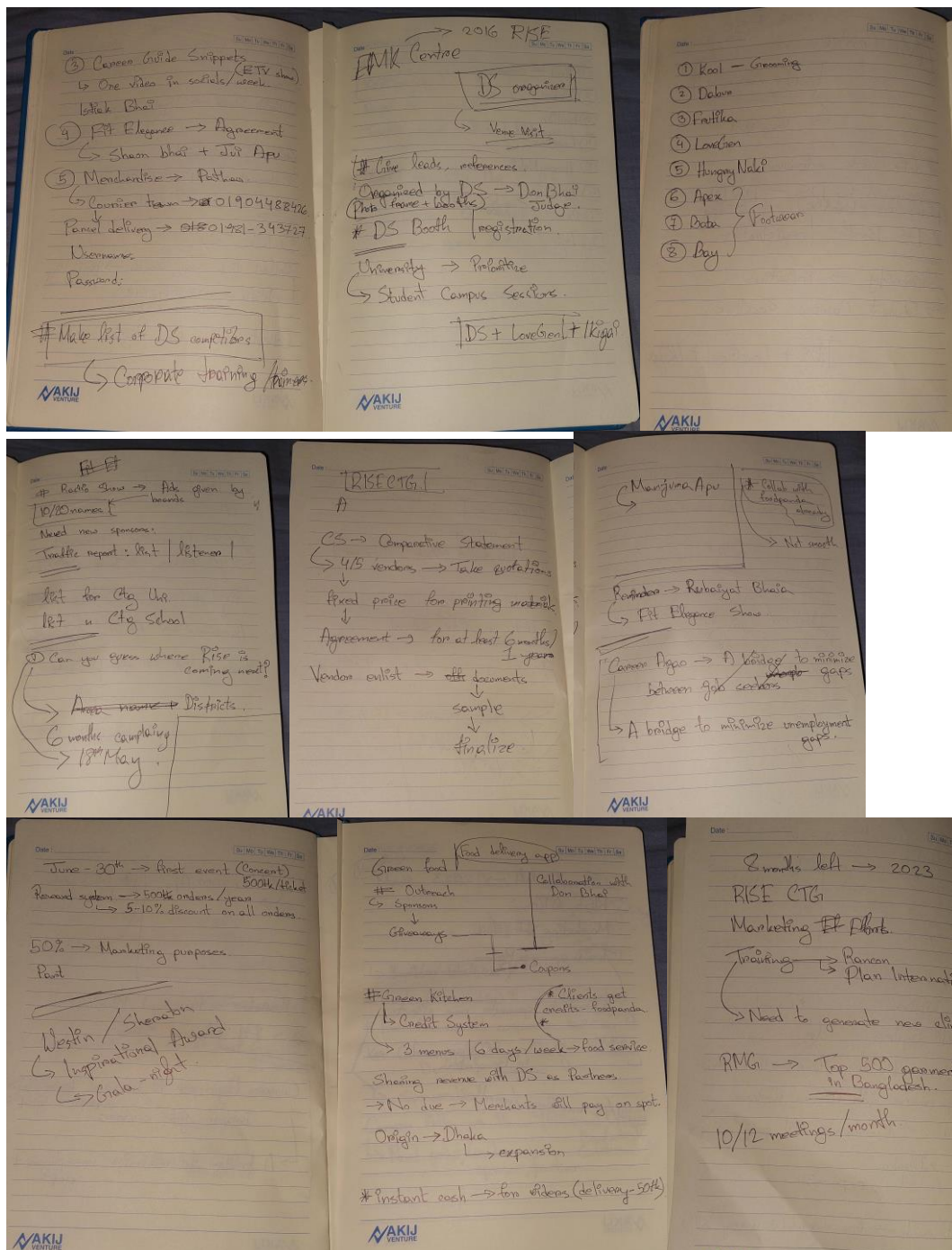
Date
 Bangladesh Inspirational Awards 2022
 Inspirational leaders
 ↳ How many individuals
 ↳ How many categories
 ↳ Names of award winners / SM Voting
 ↳ Chief Guest / Ministers
 1st award giving ceremony of this scale.
 Event
 ↳ Presented by
 ↳ Organized by Don Sundany
 positive impact + inspiration for the youth
 ↳ through corporate leaderships
 ↳ stories behind their success
 ↳ Everyone

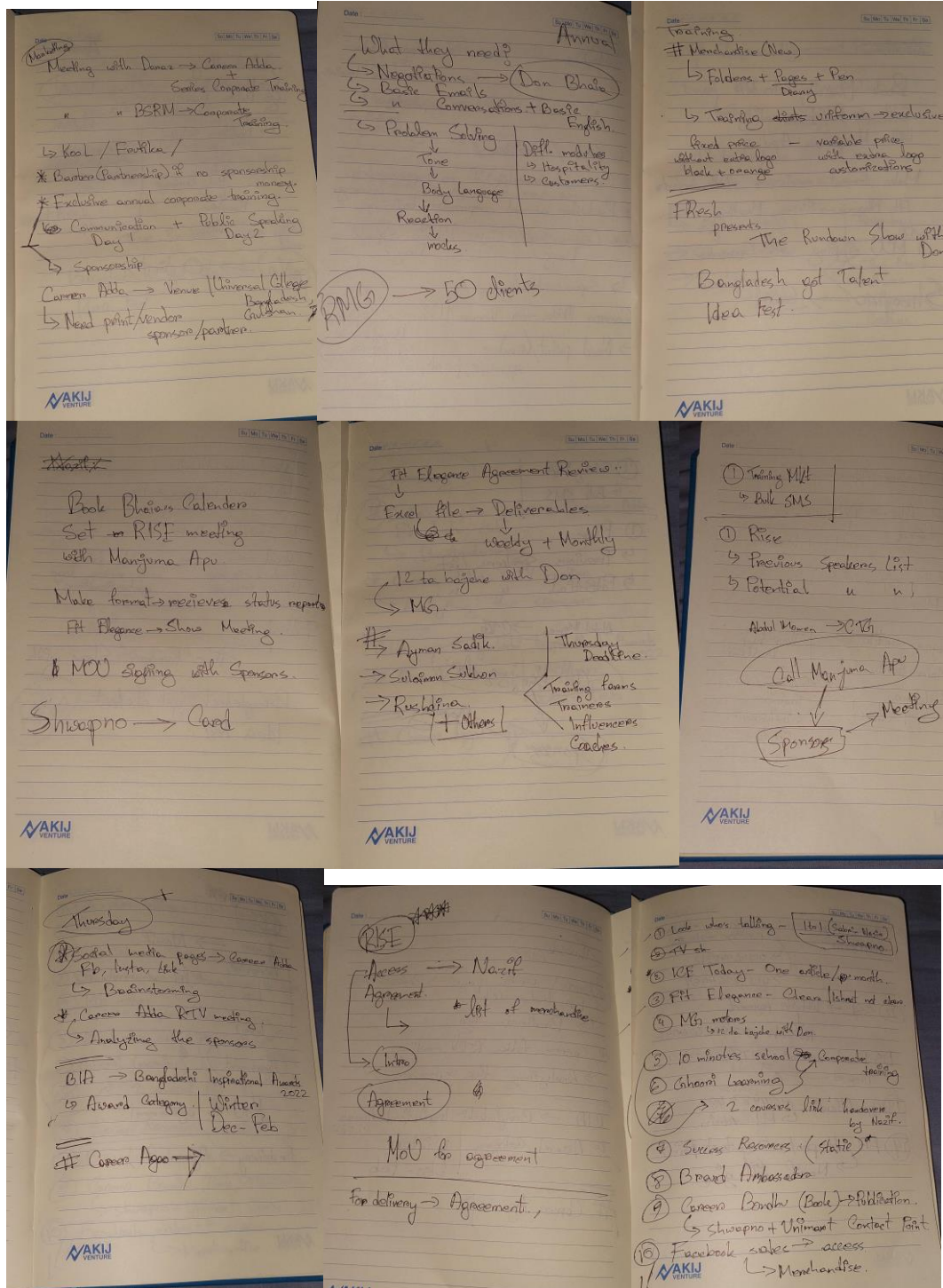
Date
 Shortlist
 Case
 BAT Battle of Minds / Unilevers
 ↳ Case Competitions → for clients
 Fresh Cement → China #
 ↳ Get event management partners
 ↳ will hold event → all the buildings
 ex - bag, shanda.
 all rocks
 other competition
 cement, roads & highways, steel.
 diff. industry leaders → Rise Inspiration
 BSRM steel
 ↳ International personas
 ↳ research & approach.

Date
 ↳ concrete to cement concrete.
 ↳ China - Friendship.
 ↳ Electronics / Mobile
 ↳ PMCA
 ↳ Networking (Industry).
 Rise Awards → Shortlist
 ex: RTV meeting
 # Spelling bee type learning & platform
 ↳ Other international franchises

Date 21.04.22
 LearnLink Meeting
 Regular → Onboarding team
 We → soft skills training company
 250+ corporate clients
 Expand business
 ↳ traditional + online platforms (ed-tech)
 2 branches → 250+ corporate clients
 Software Overview
 ↳ Personal development → 11,000
 Live → in person / online / recorded
 Product → downloadable content
 Bundles → diff. packages.







11) Book suppliers: Sayma - Rukhshana
 01746448312
 01742264497

12) SSL → Website payment.
 Naima → 01922626056
 DS Bank account: 01749285364.
 Nigad →

13) App Atlantis: 0184983483
 → MI Atin

14) FB. 1st pool → Contact Point
 → Nazif will give.

Team meeting - 10:30am Bangladesh
 Social Media
 → Voting table

Potential Sponsor list
 → CTO
 → Nazif
 → Responsible person

Concern Address
 → Set with Competitor
 → 50 MoU signing
 → Sponsorship

Physical meetings
 → Contact person

12.05.2022
 BRAC Meeting
 → Seven Residential Session
 → Concern Session
 1200 students (3rd semester)
 Audition → 400 students
 Topic - We decide.
 CV, Interview Session
 Etiquettes
 The realities of Bangladesh: Job Market
 → 400 → 3 batches
 Next sem → July (Midterm)
 Module
 Weekend → July 30th (Saturday)

300/session
 → Total 4 sessions
 (4 hrs)
 EISA
 → Proposal

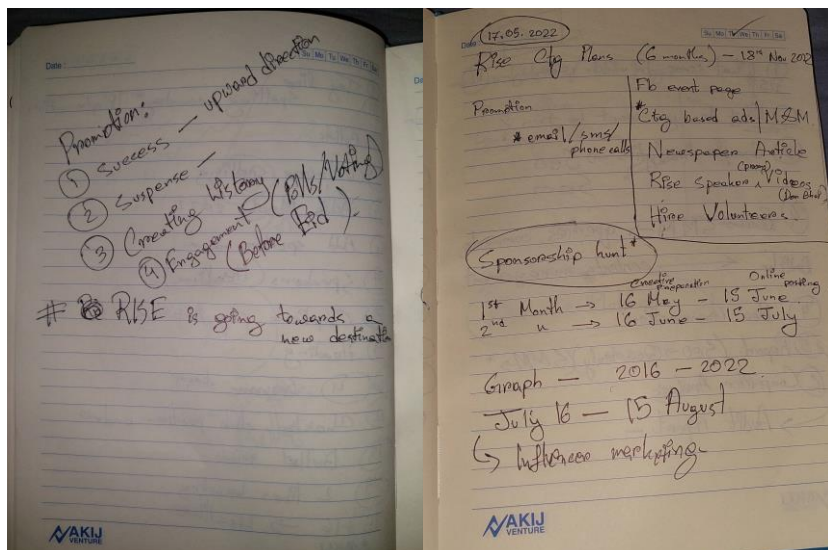
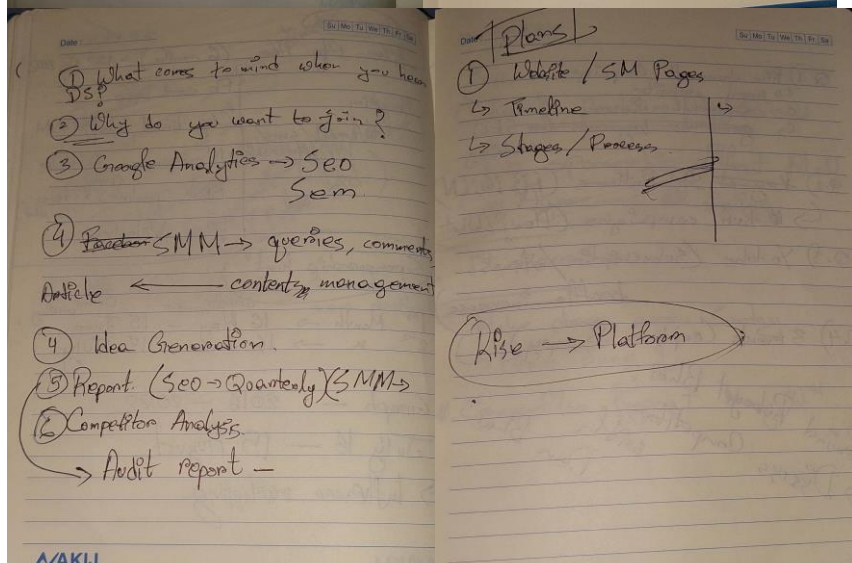
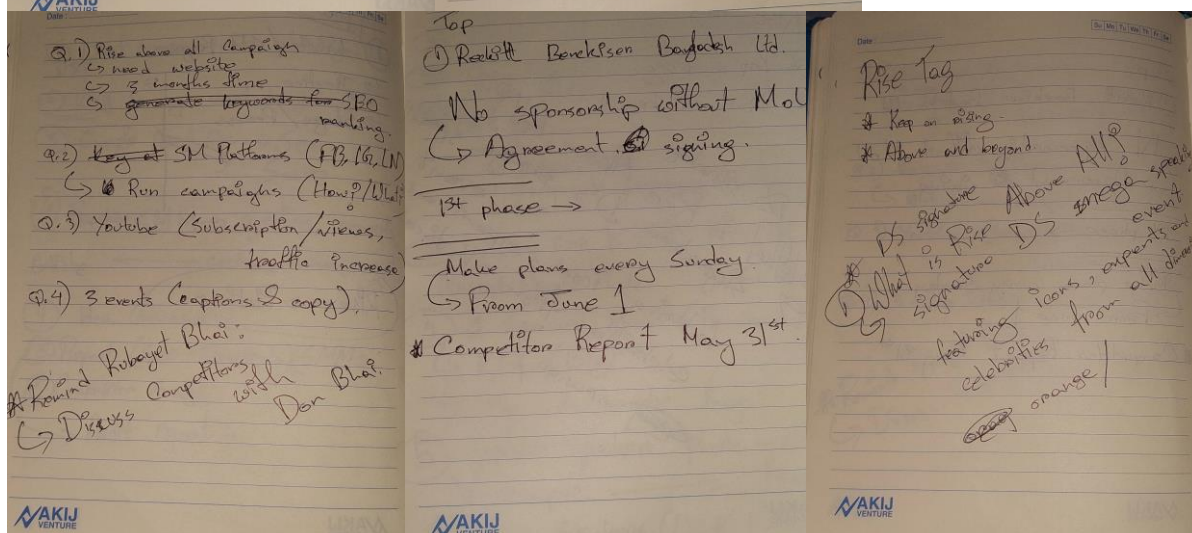
RISE CTO
 1) PRAN
 2) DANCE
 3) Foodpanda
 4) Red Fox
 5) BSKL / Other construction org.
 6) Part related org
 7) Local CTO (big org).
 ** Budget CTO **
 * Wrist band / Backrest Band

Key concern
 → Saving Budget how to lead.
 → Warehouse
 Hospitality
 → Discuss in meeting
 E-Commerce
 RISE → 300/500 guests
 (Mafia) → 10/15 → groups
 Theater Hall → 500 people max
 Chamber of Commerce - 20 VIP tickets
 Sell - 150 tickets

No. of audience
 Student discount
 Promo offers
 Friday - 3pm-8pm
 CTO board speakers
 MoU → 25% profit sharing
 → We go / MM comes 16th/17th
 Speakers + Sponsor
 HRM Conclusion

Timeline
 Nafel bhai (Master) -
 Amer bhai (BSCM) -
 Manju bhai (Barcode) -
 Robara Hui (AUW) -
 Monno Md -
 Tahsen (or any national celeb)
 Bidya Sinha Mia
 Tamim Inbal
 Sponsor 1
 Lifetime achievement: Sofi Mizanor

1) Tag line
 2) Spelling counting / Explanation
 3) Bullets
 4) Clipping spelling
 5) Add March 2022
 6) All speaker names
 7) Speakers (Headlines)
 8) Captions → Activities
 9) Heading
 10) 11) Seminar days
 12) Change club position order
 13) Bullet points
 14) 2 lines heading
 15+16 → Headlines



Slides:

1. Crop photo from below
2. Use frames → pictures
→ A glimpse of RISE ABOVE ALL
3. Audience
• Youth
• Entrepreneurs
• Corporate professionals
• University & college student
3. Vision FOR RISE ABOVE ALL
Nasrul Hossain Photo Chatterjee
4. A Speaker Panel (Prerias)
→ RISE (Big)
→ No distinctive logo
5. Speaker photo + title
→ shape → frame
→ Speakers (DK RISE, 2)

* RISE → Sky reaching light

* Radio Sponsorship
* TV show idea

* International Trainers
→ Exclusive to DS

* Myanmar # Singapore

* RISE (2 years) → first time in light

* Activation logistics
→ Design & SM management

4. On site - processes
5. Screen outcomes (event)
→ Increase knowledge of group
→ Create long containing gift
→ Strengthening the talent pipeline of SE group through MTO, part timers, interns
→ with brand association of also product sampling
→ Certificate for delayed brand

* Campaign Adida
* Bangladesh Inspirational Awards 2022

Some
→ All videos go up in all platforms
→ Consistency → everyday

Don Sumang NSU (Search)

→ 4M Event Page
+ PRE event PR
→ (Budget)

* Post event content
* Influencers budget (50k)

The Big Idea

→ different fields

* female athlete * kind garden
* Mark Spencer (narrator)

Archive of current, future leaders, inspirations

* Performances / Performers
Pre - During - Post event
PR

Jury Board (Vote)
+ Public Board (Vote)

* no general public
* exclusive
* guests
→ Total 500

DHL → Daily Star Business Award
Mamun Rashed Alim Firdaus
Award

Media * Pakshaw daughter to doctor

* diverse category

Pre-event
→ SM engagement (Nominees/asking votes)
→ SM audience (stories/community) inspiring
→ Voting panel (4/5 big names)

Case Competition

→ Product
→ Profit maximization

Case Competition

* Grooming Camp
→ Top 10 teams
Min - 2, Max - 10
Agnar Sadik, Don Sumang
Grand Finale → Live
Award + Prize
After promo

Camp list

1. Mind mapping Ezez
2. Future leaders - Kazi
3. Self Belief IBA
4. Resilience

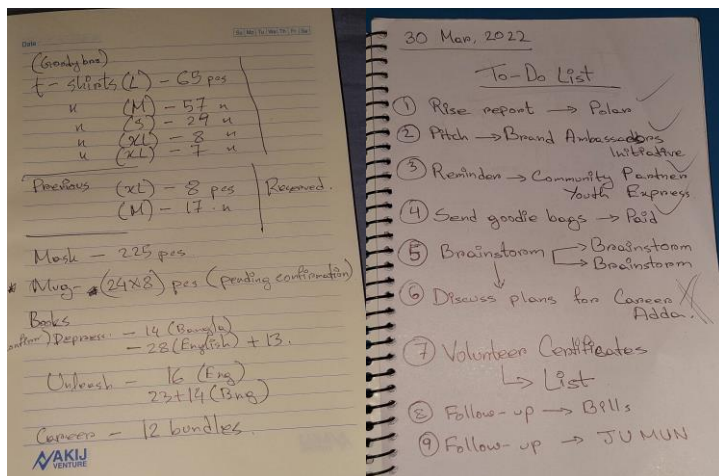
Mentoring
No camp
Bangladesh
→ Brand forum
→ Only learning units
→ Bangladesh Inspirational Awards
→ Best Digi Mark award
→ Career Adida
* Don Bhai's Idea

Fresh Concrete

Weekly reviews

Monthly finance

Basileba Simon



SELF-ASSESSMENT FORM

The purpose of this survey is to obtain students input on how they think they have performed.

Name of Intern: Shahriar Iftekher Ferdous

University ID: 181012069

Name of the Institute/Organization:	Don Sumdany Facilitation and Consultancy		
Corporate Office Address:	Flat: A-5 (5th Floor), House : 141, Road 3, Block A, Niketan, Gulshan-1 1213 Dhaka, Dhaka Division, Bangladesh.		
Email:	shahriar@donsumdany.com shahriariftekher@gmail.com	Web:	www.donsumdanybd.com

During a typical week, approximately how many hours did you dedicate to your internship?

40+ hours

Was your internship paid? If yes, how much?

Yes, BDT 25,000

Was your site supervisor available to meet when needed? Tick any one of the following.

☐ Not at all ☒ Slightly ☐ Moderately ☐ Quite a bit ☐ A great deal

4. Next, we would like to know how you were affected by your internship. Using the scale below, please indicate the degree to which participation in your internship experience increased or strengthened your abilities, attitudes, awareness or understanding in each of the areas identified:

1=Not at all 2=Slightly 3=Moderately 4=Quite a bit 5=A great deal

NO	CRITERIA (Personal)	RATING
1	I have a sense of satisfaction in doing something worthwhile.	4
2	I believe in my ability to make a difference.	5
3	I am open to new experiences.	3
4	I have gained the capacity to be more productive.	5
5	I can recognize my personal strengths.	5
6	I can recognize my personal weaknesses.	5
7	I have a sense of personal achievement.	5
8	I have the ability to persevere in difficult tasks	5
NO	CRITERIA (Social/Interpersonal Impact)	
9	I demonstrate concern for the welfare of others	5
10	I can be understanding and appreciative of people with diverse backgrounds	5
11	I have the ability to work cooperatively with others	5
12	I have the ability to communicate effectively	5
13	I have increased my ability to be a leader	3
14	I feel more connected to my community	3
NO	CRITERIA (Academic learning impact)	
15	I have acquired knowledge from the job duties I performed	5
16	I have broadened my critical thinking skills (reasoning, problem solving)	5
17	I have learnt the ability to work independently	5
18	I feel my classroom learning was enriched	5
19	I have the ability to connect academic subject matter to the real world.	5
NO	CRITERIA (EMPLOYMENT/JOB SPECIFIC IMPACT)	

20	I developed specialised technical skills for a specific job function	5
21	I broadened my future employment possibilities	5
22	I received an opportunity to explore a specific career	5
23	I developed realistic ideas about the work world	5
24	I narrowed my future possible career choices.	3
25	What is your average score from this test?	4.6

5. General Comments

Working at Don Sumdany Facilitation and Consultancy was a positive experience for me. I'm bringing back insights and information about campaign preparation that I'll be able to use to other areas of my life. I'm returning with a stronger sense of organization, communication, and presenting abilities than when I first arrived. I was initially doubtful about the professional environment I would be entering. My managers and coworkers, on the other hand, welcomed me with open arms. It's hard to think that three months have gone by so quickly. I am grateful to the University of Liberal Arts Bangladesh, their Media Studies and Journalism department for giving me skills that have led me to the finest of chances. I'll never be able to express my gratefulness in words.

Signature of Intern

Professional Competencies

-Skills: Working under stress, I was frequently required to conduct research or prepare a strategy within a very short time frame. This taught me how to keep a cool head while doing a delicate work on time and without making any mistakes.

-Multitasking: There were moments when many pitches came in at once. I'd have to create a meeting through Google Meet but also stay in it while completing brand research or preparing the strategy for a proposal that had come in, all while keeping an eye on all the developments on my laptop.

-Participatory: At first, I sat calmly in meetings and took notes. I quickly understood that I would have to offer my opinion regardless of whether or not it was correct. But I had no choice but to take part. Getting over my nervousness in front of a group of individuals who had twice my greatest experience and yet participating helped me enhance my participation abilities. During my undergraduate classes, I was a regular participant in class, but I quickly understood that participation in a work setting is much different.

-Presentation: The presentation abilities I had before to joining Don Sumdany Facilitation and Consultancy were nothing compared to the standard there. Over time, I learned how to squeeze a lot of information onto a single slide without making it appear cluttered, how to keep themes and colors consistent with the brand I was working on, and how to use slide master to its full potential.

-Creative: I've always loved expressing myself creatively, but my organization encouraged me to do it more frequently. I had to constantly engage my creative side and think in a more open approach, whether it was creating the slides for a presentation or adding to the concepts during the pitch progressed.

-Attitude: During my internship, I was thrilled to be able to put what I had learned in earlier classes and apprenticeship programs to use. It made working in groups a lot simpler for me.

-Knowledge: Writing a complete campaign plan, how brand pitches work, dos and don'ts of designing presentation slides, how to work in a constrained time frame, how office internal communication works, synchronizing with a number of different teams from various departments.

Glimpses from my Internship period



Fig 13: My workdesk



Fig 14: At Vertical Horizon with my O' levels teacher inviting him to Rise 2022



Fig 15: Birthday celebration of a colleague in the office



Fig 16: Me and my colleagues on Fifa Day in the office

Concluding Remarks

The last three months have been among the most eye-opening and enlightening of my life. They have, I feel, helped me mature into a more seasoned professional in addition to providing me with a hands-on display of the workings of the marketing and communication industry. The prospect of a working life is no longer frightening since the realization that it is an inevitable reality. It was previously a total mystery to me. Despite the fact that I still have a lot to learn, my worry has been substituted by optimism and confidence. School and university lay the groundwork for an individual, but the corporate world completes the full circle. I hope that with each encounter, I will improve and achieve my goals of making a significant difference in the world of public relations and beyond.