



COOPERATIVE EDUCATION REPORT

Strategic Planning of Hybrid Events at TEDx DurbarMarg



WRITTEN BY

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We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2/2020.

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Acknowledgement

I would like to take this opportunity to acknowledge all the people for the successful completion of this report. I wish to extend my sincere thanks and gratitude to TEDx DurbarMarg, Kathmandu, for providing this internship opportunity at their prestigious premises. This internship was an incredible learning experience for me and I am forever thankful.

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Thus, I humbly extend my deepest gratitude to everyone who was directly and indirectly involved in helping me to successfully complete this internship and co-operative program. I hope I can build upon the knowledge and experience I have gained and utilize them to the best of my potential in future endeavors.

Sincerely,

Deewakshi Shrestha

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Abstract

This cooperative report entitled “Strategic Planning of Hybrid Events at TEDx DurbarMarg” is a report based on the learning and findings during the internship tenure and has the goal to examine the operational system, strategic planning methods and financial strategies to organize an event used by a globally recognized brand at a regional level.

At TEDx DurbarMarg, I was assigned to work as Deputy General Manager during the period 20 August, 2020 to 20 December, 2020. Main responsibilities included strategic planning, financial planning, building and maintaining relationships with sponsors and vendors, supervising associates, negotiating and speaker curation. It was also understood that the theories learnt in the classroom do not always get implied as it states. The practical environment is subject to other external factors as well while complementing the theories.

This report reflects the various tasks carried out by the student during internship, problems encountered during the internship, learning and knowledge gained and self-assessment as a future professional. Various problems were faced while during the internship, however proper guidance and supervision from the supervisor made this experience wonderful and full of learning. I believe this has helped me to implement the theoretical knowledge I had in the practical world. I, as an individual, have learned so much more about the work ethics and have been able to further develop my communication and interaction skills which are very important for career development and profession.

Keywords: *strategic planning, finance, strategies, report, knowledge, learning*

Important Note:

How Covid-19 has affected the company and your internship?

Corona Virus Disease (COVID-19) is an infectious disease caused by a novel corona virus found in the city of Wuhan, China. Due to its highly infectious nature, it was declared a Global Pandemic on March 11, 2020 by WHO (World Health Organization). The spread of COVID-19 didn't begin to show in Nepal until April. However, seeing the situation all around the world and people returning from different countries, Nepal government announced lockdown during the fourth week of March as a precautionary measure. This forced the daily wage workers as well as office workers to put a halt at the work they had been carrying out. Most people have opted for work from home depending on the nature of the job.

As a direct impact of COVID 19, TEDx DurbarMarg had to convert all its in person events planned for the year into virtual or hybrid events due to regulatory changes and some events have been postponed. I along with my team members had to balance working from home and attend all the necessary meetings in order to achieve our organizational goals. Due to this I got to learn to adapt to the rapid change and frame our event structures accordingly. For all of the events we organized during this pandemic, our main goal was to deliver myriad solutions through impactful programs. Despite the ongoing crisis we completed our four major TEDx Events and were able to introduce a new program.

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Chapter 1: Introduction

1. Company Profile

TED is a nonprofit devoted to spreading ideas, usually in the form of short, powerful talks (18 minutes or less). TED began in 1984 as a conference where Technology, Entertainment and Design converged, and today covers almost all topics — from science to business to global issues — in more than 100 languages.

Started as a four-day conference in California 30 years ago, TED has grown to support its mission with multiple initiatives. The two annual TED Conferences invite the world's leading thinkers and doers to speak for 18 minutes or less. Many of these talks are then made available, free, at TED.com. TED speakers have included Bill Gates, Jane Goodall, Elizabeth Gilbert, Sir Richard Branson, Nandan Nilekani, Philippe Starck, Ngozi Okonjo-Iweala, Sal Khan and Daniel Kahneman.

The annual TED Conference takes place each spring in Vancouver, British Columbia. TED's media initiatives include TED.com, where new TED Talks are posted daily; the Open Translation Project, which provides subtitles and interactive transcripts as well as translations from volunteers worldwide; the educational initiative TED-Ed. TED has established the annual TED Prize, where exceptional individuals with a wish to change the world get help translating their wishes into action; TEDx, which supports individuals or groups in hosting local, self-organized TED-style events around the world, and the TED Fellows program, helping world-changing innovators from around the globe to amplify the impact of their remarkable projects and activities.

In the spirit of ideas worth spreading, TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. At a TEDx event, TED Talks video and live speakers combine to spark deep discussion and connection. These local, self-organized events are branded TEDx, where x = independently organized TED event. The TED Conference provides general guidance for the TEDx program, but individual TEDx events are self-organized (subject to certain rules and regulations). TEDx events include live speakers and recorded TED Talks, and are organized independently under a license granted by TED. These events are not

controlled by TED, but event organizers agree to abide by TED's format, and are offered guidelines for curation, speaker coaching, event organizing and more.

The goal of the TED Foundation is to foster the spread of great ideas. It aims to provide a platform for thinkers, visionaries and teachers, so that people around the globe can gain a better understanding of the biggest issues faced by the world, and feed a desire to help create a better future. Core to this goal is a belief that there is no greater force for changing the world than a powerful idea.

About TEDx DurbarMarg

TEDx DurbarMarg is a licensed, independently organized TED like event to glorify the ideas by providing a platform. The event invites various speakers to share their ideas on a topic to inspire and motivate people to strive towards excellence. The motto of this event is to spread ideas and stories, which may bring upon a change for a better tomorrow. The aim is to help, like minded curious individuals gather up, collaborate and grow in a holistic way. TEDx DurbarMarg is the largest and only 100 plus licensed TEDx Event in Nepal.

TEDx DurbarMarg is a grassroots initiative, created in the spirit of TED's overall mission to research and discover "ideas worth spreading." TEDx DurbarMarg brings the spirit of TED to local communities around the globe through TEDx events. These events are organized by passionate individuals who seek to uncover new ideas and to share the latest research in their local areas that spark conversations in their communities.

1.1 Mission of the company

Spread ideas: TED is a global community, welcoming people from every discipline and culture who seek a deeper understanding of the world. They believe passionately in the power of ideas to change attitudes, lives and, ultimately, the world. On TED.com, we're building a clearing house of free knowledge from the world's most inspired thinkers and a community of curious souls to engage with ideas and each other, both online and at TEDx events all year long.

1.2 Vision of company

The vision of the company is driven by this goal: How can we best spread great ideas? Our agenda is to make great ideas accessible and spark conversation.

1.3 Strategies of the Company

As TEDx is a global program that is brought to life by thousands of individuals all over the world which calls for some ground rules, for which it provides a basic complete set of rules for organizing a TEDx event, from start to finish. These rules are non-negotiable and mandatory for all event organizers—because it's both TEDx's job and ours to maintain the integrity of the TEDx vision. It is aligned with the company's intensive strategies for growth. Such alignment optimizes organizational performance. But at the same time it provides ample space for creativity and innovative ideas from the TEDx organizers, provided that the basic rules are met.

For example standard guidelines are provided on the following areas:

- Event Basics: TEDx talk format, Duration, Multi-topical and multidisciplinary, broadcasting the event, Attendance, Cost of webcast
- Talk Content: Speaker content guidelines, Copyright guidelines, No commercial agenda, No bad science
- Licensing Basics: Event location, License term, Releasing digital properties
- Branding + Naming: Name usage TED and TEDx brand positioning
- Sponsors + funding: Not for profit event, Speaker fees and ineligible speakers, Products and giveaways, Editorial independence and Sponsor logos

Stay relevant in a competitive environment of event planning with audience engagement and promotion, diversification of services, and email marketing.

The strategies that the company applies act as building blocks in the larger organizational strategy that drive the company:

1.3.1 Market penetration strategy: This generally focuses on changing the infrequent users of the firm to frequent users and frequent users to heavy users. Typical schemes used by the company for this purpose are discounts, advertising, regular publicity, wider distribution and obviously through retention of customers by means of an effective customer relationship

management. TEDx DurbarMarg, in collaboration with its Airlines partner, Qatar Airways also launched Student Club Programme offering opportunities for saving, special fares on flights, and Privilege Club tier upgrade for graduates as a graduation gift and more. It also launched its own TEDx DurbarMarg mileage card for past event attendees, speakers and sponsors.

1.3.2. Business Level Strategy

This level focuses on how you're going to compete. Will it be through customer intimacy, product or service leadership? What's the differentiation based on?

TEDx DurbarMarg plans to expand the ConnecTED platform to engage meaningful conversations by renowned subject experts from different parts of the world. It brings in focus in certain desirable crucial areas such as those related to the health sector, business sector and education sector during the time of crisis i.e. pandemic.

1.3.3. Marketing Level Strategy: This strategy helps in reaching the right target audience in an effective way, knowing the best way to make an impression and most importantly, creating awareness around the event. Marketing budgets are important. Understanding what resources are available, the budget will help drive this strategy. It all starts with a solid event marketing plan. From the moment the idea to host an event is conceived to the point that the event actually takes place, the right event marketing strategies are required throughout the entire journey. WE also allocate a small Budget to promote the best content on Social Media to increase the chance of gaining visibility on social networks like Facebook and Instagram.

1.3.4. Alignment Strategy Development: This strategy is applied to make sure top down, bottom up, everybody is on the same page.

- Alignment with the core team
- Alignment with the vision and the strategy
- Alignment with the whole organization

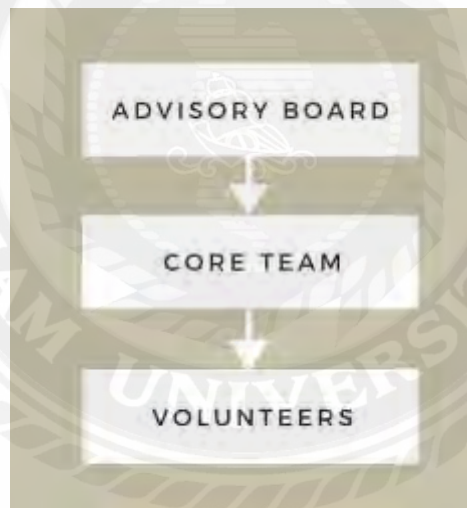
2. Organizational Structure:

TEDx Durbar Marg is a global community. It is headquartered in Kathmandu, but the collaborative and global nature of the work means TEDx DurbarMarg has team members, advisors and volunteers worldwide.

The great thing about TEDx DurbarMarg is that advisors, speakers, volunteers, the core team, are all like-minded when it comes to wanting to give back to the community so when it comes to organizing an event, they are on this wavelength about sharing ideas and providing value that is in line with TED's mission.

2.1 Diagram of the organizational structure

Figure 1: Organizational Structure of TEDx DurbarMarg



TEDx DurbarMarg has a very simple hierarchical structure, and an environment where everybody gets to be creative with their ideas and everybody's heard. The topmost position includes the Advisory Board.

Advisory Board Members are highly accomplished and experienced professionals from various fields:

Mr. Deepak Rauniar, Chief Officer of Employees Provident Fund

Ms. Manisha Koirala, Veteran Actress and Social Activist

Mr. Anukool Bhatnagar, Director and Chief Executive officer at Nepal SBI Merchant Banking Ltd. Previously, he was the Vice President at Nepal Banker's Association.

Mr. Dil Bhusan Pathak, Editor-in-Chief at News24 Nepal

Mr. Rajesh Rauniar, Director, Nebico Pvt. Ltd.

Core Team:

Often, team members take on more than one role, depending on the size of the event – the recruiters make sure that they have the capacity to get those jobs done.

- Lead Organizer (Licensee); Managing Director: Sudeep Rauniar
- Event Director/ General Manager: Shikhar Basnet
- Vice President: Gaurav Agrawal
- Deputy General Manager: Deewakshi Shrestha
- Assistant General Manager: Shweta Ranjit
- Curator: Sujan Nepal

Associates: We have five associates in the team. The majority of our TEDx team will be volunteers. We recruit volunteers depending on the scale of the event who can take ownership of certain primary tasks and who have both the skills and the bandwidth to fulfill their role. We prioritize bringing in organized, self-managed and hard-working individuals. Due to the pandemic, we have skimmed the team. The highest number of volunteers we have recruited is 21.

Technical Team: The technical team comprises experts, relevant to the project goals. These may include, but are not limited to graphic designer, videographer, photographer and editors.

2.2 Job Position

- I worked as the Deputy General Manager, and a member of the core organizing committee, to plan, develop, implement and oversee organizations' initiatives and projects.

2.3 Your job position in the company's organizational structure

In the company's organizational structure, I worked under the Advisory Board along with the core team.

3. Your intention and motivation to choose this company as your CO-OP studies workplace

I grew up watching TED videos and have always admired the mission and vision of the organization. I was initially approached by the team to moderate a live virtual session with Mr. Richard Howard, Country Director of International Labor Organization (ILO), Nepal and UN Resident Coordinator A.I. in Nepal, where we conversed on the topic COVID 19 and its implications in the country and after that I was offered to join the core team as the Deputy General Manager. TEDx DurbarMarg has a fast-paced, collaborative environment with multiple teams and speakers spread across the world; and is passionate about TEDx's mission of spreading ideas.

I believe creating a "deeper understanding of the world" is something that will keep TED around for the next century, regardless of the medium. The "clearinghouse of free knowledge" that they're building on TED.com and the community they're fostering both online and at TEDx events is why I joined the team. My primary intention of interning in TEDx DurbarMarg was to study more about this particular field and conversing and learning from inspirational people from different walks of life. I could relate to the mission and vision of TED, which was one of the biggest motivations of carrying out this Internship. In addition, it is a part of a global brand and community with experienced/strong Advisory Board members and young, ambitious team members.

4. Strategic Analysis of the Company

4.1 SWOT Analysis of the company

Strengths:

- TEDx DurbarMarg observes a powerful convergence among three fields: technology, entertainment and design and holds a strong brand value, globally.
- TED is one of the most famous idea sharing platform in the world, with a combined eleven billion views and streams of TED contents on TED.com and other online channels including YouTube, and this number accelerating to more than 3.2 billion views a year.
- The community encourages non-profit organizations, bloggers, companies, news media, and the like to share TEDx Talks that are open for distribution, through social media, other platforms and public events.
- TEDx DurbarMarg, out of 30 TEDx Organizers in Nepal, is the first and only to get upgraded to level 2, by TED, which makes it the only 100 plus TEDx event in Nepal.
- TEDx Durbar Marg has an experienced Advisory Board Team.
- TEDx DurmarMarg derives strength from its strong support from the TED headquarters and TEDx Ambassadors from around the globe who foster their local TEDx community, and also help oversee the branding issues with the TEDx events.
- Audience is not limited to event participants. TEDx talks can get millions of views globally.

Weaknesses:

- TED does not permit individuals and/or organizations to translate or dub outside of the official TED Translator community, as modifying the content in this way is not covered under TED's Creative Common license.
- One cannot edit, remix, create derivative works of, modify or alter the form of the TED site content in any way. This includes using the TED site content as the basis for another work, including dubbing, voice-overs, or other translations not authorized by TED.

Opportunities:

- TEDx DurbarMarg has the opportunity of attracting and growing an influential audience

from many different disciplines united by their curiosity and open-mindedness.

- Market Expansion: The market has become wider and bigger for the event industry. People are becoming more and more interested in informative events. This is a good opportunity for TEDx DurbarMarg to expand their market by offering different valuable and informative contents, suitable and important for the situation by targeting each segment of topics.
- TED aims to become one of the intellectual and emotional highlights of the year, TEDx DurbarMarg has an opportunity here.

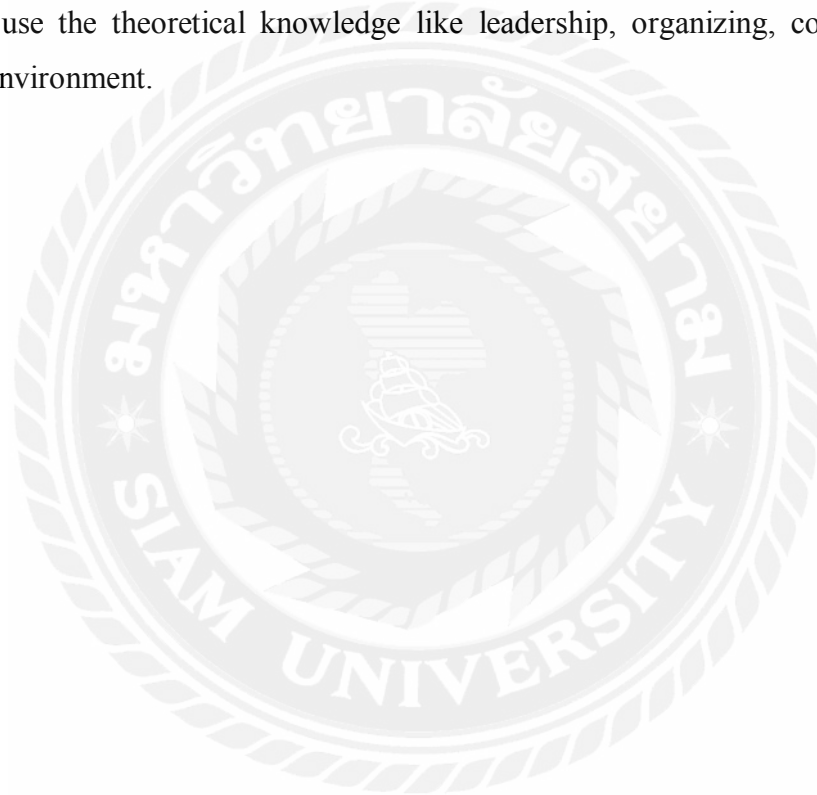
Threats:

- Maintaining brand image, TEDx DurbarMarg heavily relies on a positive public perception and the confidence of the sponsor base.
- TED offers speakers a platform to provide information directly to millions of people around the world. First and foremost, that information has to be accurate at the time of publication.
- Strong competition.
- Bad weather could be a particular threat when organizing the events outdoors.
- Uncertainty: Since, planning for an event is initiated months or a year in advance, some of these threats can't be known after you have committed or announced the event.
- TEDx DurbarMarg strives to present information in a way that is both compelling and 100% credible. Claims by speakers should be true to the best of the speaker's understanding at the time, and should be based on information that has survived scrutiny by experts in the field, for the video to be published.

5. Objective of the Study

There are four main objectives of doing this internship. They are:

- 1) To study the methods of strategic planning for event management at TEDx DurbarMarg
- 2) To design engaging virtual and hybrid events.
- 3) To implement the knowledge gained in regards to financial activities and strategies used at the regional level in the time of uncertainty.
- 4) To learn to use the theoretical knowledge like leadership, organizing, controlling, etc. in practical work environment.



Chapter 2: Co-op Study Activities

1. Job Description and Responsibility

I have been doing my internship at TEDx DurbarMarg as a Deputy General manager, as a core team member, under the supervision of Mr. Deepak Rauniar. The major responsibilities were:

- To plan, develop, implement and oversee organizations' initiatives and projects
- Research & Pitching talks and ideas on a diverse range of topics to advisors, core team, associates, editors and curators.
- Research, document and reach out to change makers and industry experts from different fields. Work with the curator to make sure that TEDx DurbarMarg programs are consistently fascinating and have a strong content line-up.
- Nurture new and old relationships with collaborative partners & vendors and negotiate the best deal with various vendors. (sponsors, event management companies, partners, etc)
- Financial planning- Breaking down the financial budget for different events, cost-benefit analysis,
- Meet targets and those of the team as a whole
- Recruit associates and contribute to training and development of the team
- Identifying trends and categories that allow to strategically package talks or ideas for TEDx DurbarMarg editorial channels and social media.
- Formulate departmental strategic action plans and also monitor and evaluate the team plan, ensuring it is adjusted as appropriate and achieved so that the vision, goals and objectives of every event is met.
- Other duties and special projects may be assigned from time to time.

2. Activities in coordinating with co-workers.

- Make teamwork a priority by making it part of the performance management system.
- Co-workers may not always have the aptitude for the job or don't have the training necessary to do a great job. If this is the case, offer to train them or to help them in any way.
- Offer constructive criticism.

- While it might appear to be illogical, focusing on completing your appointed work every day can likewise be a significant part of coexisting with your coworkers. In the event that you invest a lot of energy socializing, you may think that it is challenging to finish your day by day tasks. Thus, your associates may need to take on more work to represent what you can't finish. At the point when you focus on completing your own work, you keep your collaborators from performing out extra assignments and add to an all the more well productive and friendly workplace.
- Good manners are needed on the job as much as they are anywhere. Remember this whenever you are around your coworkers and always be polite to them.

3. Your job process diagram

Figure 2: Conceptualization Process

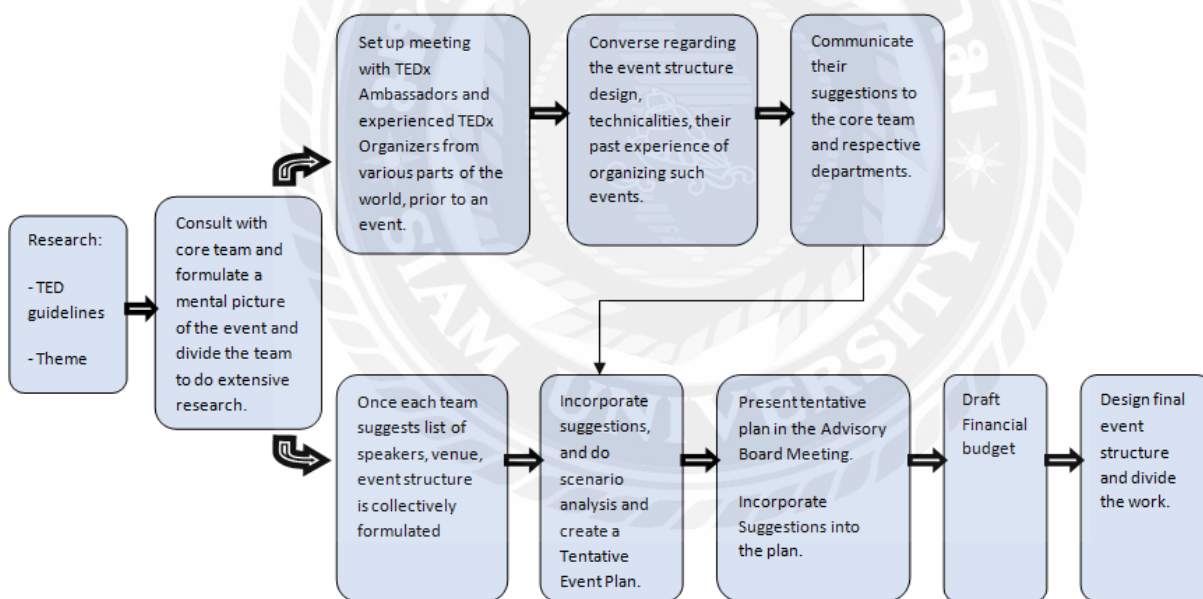


Figure 3 Speakers Curation



Figure 4: Moderate sessions

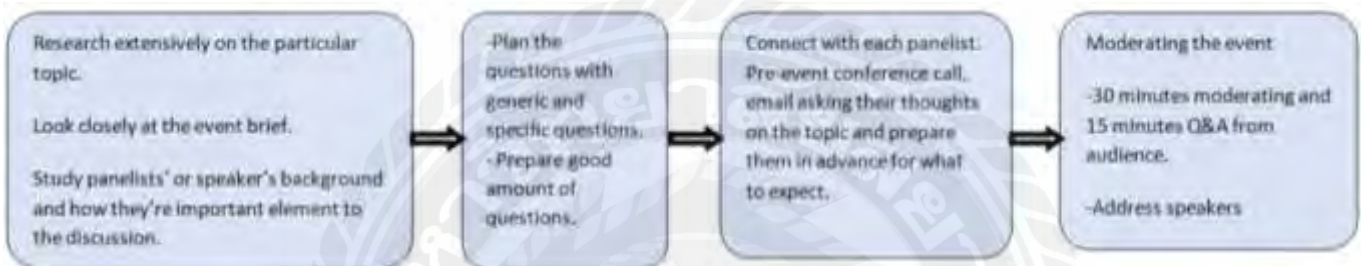


Figure 5: Financial Budget

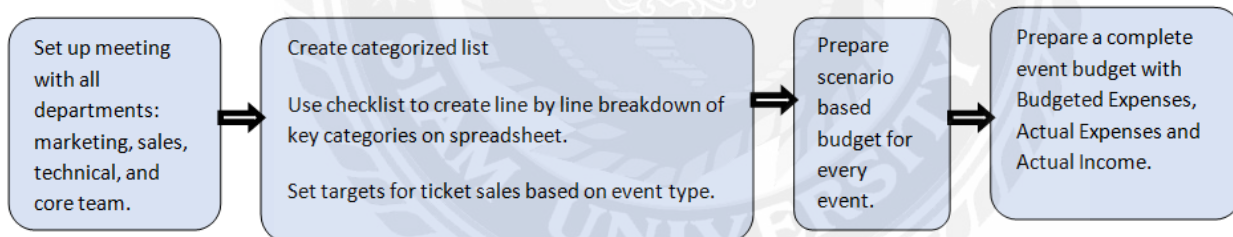


Figure 6: Prepare Proposals



Figure 7: Select a company

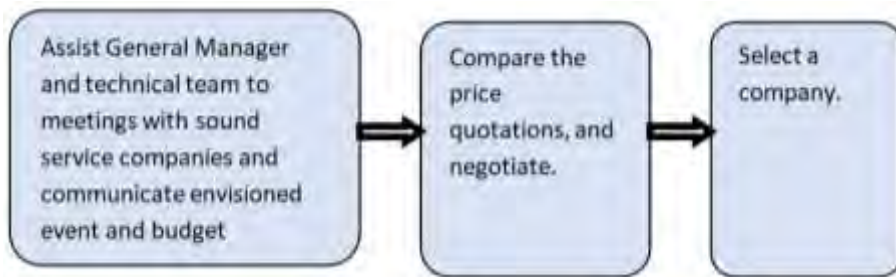
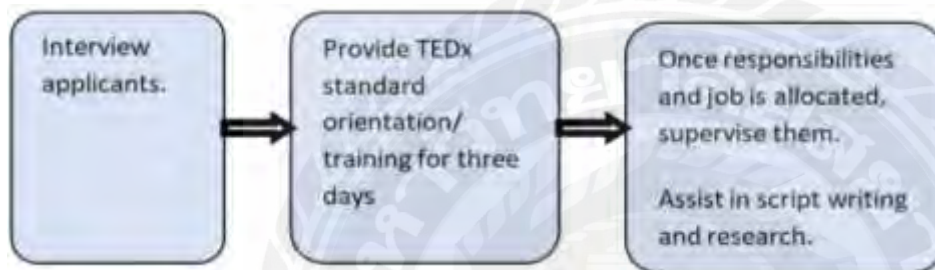


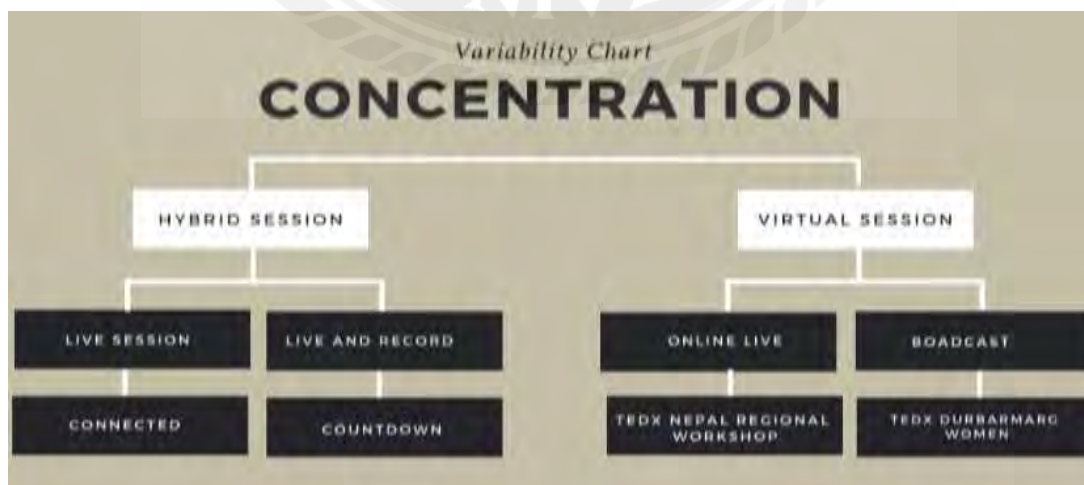
Figure 8: Recruit associates



4. Contributions as an Co-Op student in the Company

As a Co-Op student, I was able to contribute to all the following events that were organized during my tenure.

4.1. Activities and events organized during the internship:



The themes of our TEDx Talks in the past have been Local Stories Global Implications. All our events have happened as per standard TEDx guidelines and the videos of our speakers are/will be available for the global audience at the official TED channels. Despite the ongoing crisis, we completed three major TEDx Events with NPS of 100 from TED Attendee Survey for all three events. None of the events were canceled due to the COVID-19 Coronavirus Pandemic Outbreak. Instead, it created numerous opportunities for TEDxDurbarMarg to rise during the lockdown.

Event Name: TEDx Nepal Regional Workshop:

Date: 19th September, 2020



TEDx DurbarMarg hosted the first-ever TEDx Nepal Regional Workshop on September 19, 2020 in Nepal, which was the largest gathering of TED in Nepal with a total of 100 participants from 6 Continents and 37 Countries joining digitally to Kathmandu. The workshop was supported by TED Conferences, LLC and is considered as a major boon for the TED Movement in Nepal and established Nepal as the new center of Ideas in the region. The workshop which went digital from a studio set up from The Soaltee Crowne Plaza witnessed the opening address from Microsoft COO (SEAM) along with Mr. Anil Keshary Shah, CEO of Nabil Bank making the opening address. The workshop witnessed TEDx Ambassadors, TED Higher Management Representatives, and TEDx Organizers across the world. The 5-hour long workshop discussed

critical analysis and presentations by Global TEDx Ambassador Dave Lim along with TEDxAmbassador Daniel Caventus, Florentina Niradewi, and Yusuke Suzuki. The workshop was concluded by Mr. Upaul Majumdar GM of Soaltee Crowne Plaza and Mr. Anukool Bhatnagar CGM of State Bank of India.

According to the guidelines during the workshop we were to use props and visual elements to showcase our region, city, and local culture. So, we had designed the event accordingly.

The program was even appreciated by TED Conferences, LLC. After organizing TEDx Nepal Regional Workshop, we were elevated from Level 1 to Level 2.

Event Name: TED Countdown:

Date: 10th October, 2020



TEDxDurbarMarg is one of the partners of the TED for the countdown project which is aimed at reducing carbon emissions to zero by 2030 and was one of the first to launch this initiative in south asia. Countdown events are gatherings to amplify and demonstrate climate solutions with the world; showcases of solution technologies, or even volunteer activities contributing to

positive change. 2020 was the global launch year for Countdown, a bold, global movement to find ways to shift, more rapidly, to a world with net-zero greenhouse emissions and tackle the climate crisis.

The Plan: Countdown seeks to answer five fundamental, interconnected questions that help inform a blueprint for a cleaner future.

1. Energy: How rapidly can we switch to 100% clean power?
2. Transport: How can we upgrade the way we move people and things?
3. Materials: How can we re-imagine and re-make the stuff around us?
4. Nature: How do we better protect and re-green the earth?
5. Food: How can we spark a worldwide shift to healthier food systems?

The goal: To build a better future by cutting greenhouse gas emissions in half by 2030 in the race to a zero-carbon world – a world that is safer, cleaner, and fairer for everyone.

Event Name: TEDx Women 2020

Date: 14th November, 2020

The poster for TED Women 2020 features the word "FEARLESS" in large, bold, black letters. Below the word are eight black and white portraits of the speakers, each with their name printed underneath. The names are: Latika Golyan, Raveena Desraj Shrestha, Shubhangi Rana, Mela Franco Habijan, Anna Znamenskaya, Sumedha Khoche, Kriti Panth, and Nishi Tibrewala Khaitan. The event is titled "TED Women 2020" and "TEDx Durbar Marg". The date "14TH NOVEMBER, 2020 SATURDAY" is printed below the speakers. At the bottom, the word "Partners:" is followed by logos for Light House Events, Microsoft, Neotenic, and Sancho.

TED Women 2020 **TEDx Durbar Marg**

FEARLESS

Latika Golyan Raveena Desraj Shrestha Shubhangi Rana Mela Franco Habijan Anna Znamenskaya Sumedha Khoche Kriti Panth Nishi Tibrewala Khaitan

14TH NOVEMBER, 2020 SATURDAY

Partners:

Light House Events Microsoft Neotenic Sancho

TEDWomen is about the power of women and girls to be creators and change-makers. The program of speakers, workshops, events and daring discussions has sparked some of TED's most iconic moments yet. TED Women 2020 was an initiative for sharing physical, cultural, and economic challenges confronting at every level. This event will address the collective

fearlessness to create a global step further. Together with TEDx DurbarMarg, TED celebrated and amplifies ideas for the most interesting, dynamic, multi-dimensional ideas from Nepal. We hoped to honor the fearless women of our community and have interaction, a space for reaction in real-time. The theme for the event was “Fearless”.

Event name: ConnectTED

Number of sessions: 24 sessions recorded and published



In view of current COVID-19, where TEDxers around the world are doing creative things to help their community, TEDx DurbarMarg introduced connectTED. It is a sub brand bought by TEDxDurbarMarg connecting the opinion leaders of yesterday with the current issues of today. It is a conversation series with the spirit of spreading ideas. 24 connectTED episodes were conducted, including live online session and pre-recorded hybrid panel sessions.

In these sessions pre/during/post pandemic implications on: businesses, economy of the country, Mental health, health sector and more were discussed via virtual and hybrid sessions. I got the opportunity to moderate two connectTED sessions.

5. Contribution of the Student in Details

During my internship I was involved in all stages of the strategic planning process while organizing the events amidst the pandemic. The strategic planning process requires considerable thought and planning on the part of an organization's core team management. Before settling on a plan of action and then determining how to strategically implement it, we considered many possible options. We settled on a strategy that is most likely to produce positive results and that can be executed in a cost-efficient manner with a high likelihood of success, while avoiding undue financial risk.

While there are no absolute rules regarding the right framework, like most organizations at TEDx DurbarMarg we follow the following framework cycle through some variation on some very basic phases. It is typically viewed as consisting of being performed in four critical steps:

- 1) Conceptualization, 2) Planning, 3) Implementation and 4) Evaluation.

Figure 9: Strategic Planning Process



Hereby is mentioned the contributions I made in the organization in regard to each step of strategic planning:

5.1 Conceptualization:

5.1.1. Event Brief and Proposal:

Planning and designing a TEDx event is a big endeavor, however they have a comprehensive guide to help us along the way, readily available. Their organizer guide provides general

instructions and best practices from TED's experience hosting conferences and sharing ideas since 1984. This guide has been highly recommended for us organizers. At every stage of event planning, it is our first stop. I was responsible to conduct and attend team meetings where we would discuss the vision and mission of each upcoming event, discuss about the guidelines and start off light so that all team members are well informed and are in the same page.

We organized a few big events within four months, so it was very important for me to convey the vision and values of every particular event to the team members to develop a sense of effectiveness. I also worked on identifying trends and categories that allowed us to strategically package talks or ideas for TEDx DurbarMarg editorial channels and social media simultaneously along with marketing associates.

One of the main tasks here (in the concept planning phase) was to research and find speakers and personalities for our respective events. I worked along with the speaker curation team to make sure that TEDx DurbarMarg programs are consistently fascinating and have a strong content line-up. Once we collectively came to a decision and drafted a tentative plan, my responsibility was to call an Advisory Board Meeting. Here, I along with the core team members would brief our advisors about the event and the tentative plan. These board meetings were the best as we received many great suggestions where we were taught to find solutions from a whole new dimension.

After the board meeting, we would sit for further series of meetings to conduct SWOT and PESTEL analysis for several days to come to a final decision of the basic event structure.

5.2. Stage: Planning

In this particular context, since we could not meet face to face during the nationwide lockdown period in Nepal, and many events were lined up for the year, on top of which the speed of change so exponential that it was faster than normal and because uncertainty was so deep, we decided to apply scenario planning for all of our events. We quickly realized the importance of being realistic, because that is where strategic plans can go wrong at times of uncertainty. Earlier (before the pandemic), we used to practice forecasting methods, in which we worked for the future from the present whilst planning, instead now during our planning we worked for the

present with the future. This helped us hold that uncertainty and explore and take things to logical conclusions. This extra effort that we had put in proved to be very helpful numerous times later.

5.2.2. Formulating an event strategy and event experience: Like many organizations are struggling with right now, that is taking your big in person events – virtual which comes with both pros and cons. So the new path that we explored was designing engaging virtual and hybrid events. Due to the uncertainty of how the future was going to unfold we performed scenario analysis in terms of planning, budgeting and forecasting accordingly, keeping in mind the possible scenarios.

Working with such a prestigious brand as TED requires that you adhere to some strict guidelines, but the organization also offers plenty of support. One of my main responsibilities was to communicate with international TEDx Ambassadors. Particularly, while organizing TEDx Nepal Regional Workshop, I conversed via zoom with experienced international TEDx organizers and TEDx Ambassadors from India, Indonesia, Singapore, Malaysia, New Zealand, Australia and Europe on planning the event experience. Then I would convey all the important takeaways from the meetings and convey it to our core team members and we would draft the plan accordingly. As an organizer, it was very important for us to be careful about the type of experience we were planning on delivering especially for hybrid events.

5.2.3. Selecting speakers, presenters and entertainment:

Once we came to the final decision of our speakers, performers and entertainment list, my responsibility was to approach (call, message, email) speakers and performers and attend meetings with them and act as a point of contact with TEDxDurbarMarg speakers - brief them about the event, help them in drafting, presenting (if required) their talk and with any information or logistical need, and TEDx Durbar Marg guest performers – to brief them about the event. I was responsible to deal with their incoming queries effectively and provide responses within 24 hours. Along the journey I got to meet and converse with many inspirational and influential personalities and professionals from different walks of life and various parts of the world during this internship.

5.2.3. Venue and production: I was the point of contact in TEDx DurbarMarg with the Marketing Head of Soaltee Crowne Plaza, Kathmandu - our title sponsor.

Venue: I was in charge of reporting the finalized venue hall, looking after the seating arrangement, managing catering and hospitality for the main event day, and connecting our technical team with the technical team of Soaltee Crowne Plaza.

Production: I went to a couple of meetings with my team, to negotiate the best deal with various vendors' i.e. sound service companies. In the meeting we discussed how we envision the venue setup, budget, and what the service could offer. My responsibility was to compare the price quotations of those companies and share it with the core team and the decision would be made by the team considering other factors as well.

5.2.4. Compiling a Financial Plan (Budget): During the internship I was in charge of looking after the finances of the organization. I was assigned to prepare pro-forma income statements of the company for internal reference. Likewise, based on the projected subtotal and actual cost incurred in organizing the event, worksheets were to be prepared for the record and potential sponsors. These were supervised by the lead organizer. I created budget for three scenarios as a part of the scenario analysis in reference to the situations we assumed we might have had to conduct an event in future and how our cost would accordingly be affected:

Scenario 1: If it is a complete lock down (virtual event)

Scenario 2: If the situation gets liberal (virtual or hybrid event)

Scenario 3: If everything goes back to normal (in person event)

During this process with the help of members from all departments, I created checklists for all of the things we might spend money on. Early in the process, I estimated for high-cost items, like catered food or production costs to help focus on sponsorship efforts. Further, I created line-by-line breakdown of key categories such as:

- During and after event photo and video
- Venue including food and beverage

- Marketing and branding
- Speaker management
- Administration
- Audience experience

I also researched on general costs for each and added an estimate to the list. In accordance to TEDx guidelines, to be safe, we overestimate about 1.5 times what we would normally guess. Sponsorship and in-kind donations are also be added to your budget, to keep track.

5.2.5. Finalize Designs: Once all the speakers, performers were finalized we worked on designing the final schedule i.e. with speaker line up, breaks, performances, etc. Then, I would make the draft of the final event schedule and communicate with the graphic designer and finalize the design for us to circulate it to the speakers, partners, sponsors and the attendees. During this process, it was very important for us to compose the event timings (especially while planning for live events) in such a way that it would be comfortable and suitable, speakers and attendees, attending the event from different time zones around the world.

5.2.6. Emails and Script writing: In this journey a new task I was exposed to was script writing. While the associates were assigned for this task, I supervised them. I enjoyed writing scripts for emcees and moderators which also included preparing questions for the moderator to ask in the connectED sessions. This task required me to do in depth study about the speakers and their respective industry of work which helped me be up to date with current affairs.

Often we create an email campaign around the event to send to our attendees. We also created an editorial calendar with one email update per week. I supervised associates on writing emails which included:

- New speaker announcements
- Invitation to pre-event activities
- Other general event updates or highlights

5.2.7. Developing an Integrated Marketing Communication (IMC) strategy: I accompanied the marketing associates of our team in meetings where we discussed on merchandise, and

especially how to effectively provide mileage to our sponsors in a way that would put the brand messaging across and also would fit within the camera frame as most of our events were either virtual or hybrid, in accordance to our budget.

5.2.8. Media: A press release is a great way to get the attention of the people who can help you further your event goals. With a formal press release, we invite local media to be a part of our event. This can also spark the attention of influencers, new supporters, and brand ambassadors. This is especially great when the goal of the event is to spread awareness and invite influential people. I coordinated with the Marketing Head at The Soaltee Crowne Plaza for media promotions, and prepared and coordinated event details for reference for the media personnel to publish in their respective daily newspapers.

5.2.9. Sponsors and Prepare proposals: I was assigned to produce, distribute and manage appropriate sponsorship proposals, agreements and relevant documentation from not just one industry, but many. Each of their demands differed, so did their marketing plans. I had to go through research work to understand each of their industries and strategies, focus on differentiation to help them achieve their goals aligning with our mission in terms of reference (event scope). Our marketing associates would identify and contact corporations, foundations, brands that are not currently working with TEDx DurbarMarg and I would work with them to agree potential targets and activities. I would distribute key aspects of sponsor/partner agreements to the team to ensure they were informed, and understood and carried out their key responsibilities.

Many of our team members could not work on the field due to the situation at that time of crisis. So, I along with a few of my team members went for meetings with existing partner companies and new companies for sponsorship deals- pitching the event proposal, negotiating and finalizing sponsorship agreements as requested, ensuring the exchange of approved and signed contracts. It is no secret that numerous companies have been heavily affected due to the pandemic. After meeting a few company heads we realized the need to change our style of approach. We found out that some companies we approached did not keep aside any budget for marketing for the fiscal year while companies that did, were very selective on who to invest their marketing budget on. It was a huge challenge; however as a team we were successful to overcome it. In order to

figure out the best way sponsors can engage our attendees, I accompanied marketing associates on meetings with sponsors and discussed creative options to consider, depending on what they can provide. A few examples are:

- A gift from the sponsor to all the attendees.
- A short demonstration, given by the sponsor, to exhibit a new technology outside the main venue space.
- An engagement area in social space.
- Logo placement on website and other materials.

5.2.10. Logistical and operational costs: We have guidelines on how the stage must be set up, for example, the red carpet on the stage and the TEDx DurbarMarg letters in the background. We also have guidelines for high-quality video production and this is where a large part of our budget goes. So I worked along with the event director and marketing associates to design the outlook to deliver the ambiance of attending a TEDx event for our attendees. It was very challenging as we were limited to a certain budget and virtual events.

5.3 Implementation

My responsibility on the day of the event was organizing people (to ensure our volunteers, technical team, speakers, performers, emcees, guests, media and attendees were not short on anything and everything they needed was available and the service was intact), products and processes in a timely way to ensure that the event ran smoothly, according to plan, with minimum hiccups.

5.4 Evaluation

This is the step where we reflected upon all the activities conducted earlier.

Once the event is over, I made sure our sponsors were followed up with to review the partnership. I assisted to prepare post event report for marketing department to circulate to our sponsors. Also we shared what we learned, and discussed on how we might improve the partnership moving forward.

After the completion of every event, we would call a team meeting with all the team members and take individual feedback. Here, we shared every little to big challenge we faced during the strategic planning process and made sure that it is taken into account while organizing the next event. Here, we also discussed the weaknesses we need to work upon and strengths of each team member.

We send the TEDx Attendee Survey within 48 hours after our event takes place. This survey helps to gather candid feedback about the event from the audience. The community's comments motivate and inspire our team, help us show partners the power of our event, and lead to creative ways to improve the attendee experience. All of the scores from the guests are then compiled into one result by TED, calculated using the Net Promoter Score system.

We were able to receive an NPS score of 100 in all our three major events conducted within five months of internship.

5.5. Moderate 3 sessions: During my tenure, I got the opportunity to moderate in three different sessions in various topics.

1. Moderated an online live connectED session of Mr. Richard Howard, Country Director of International Labor Organization (ILO), Nepal and UN Resident Coordinator A.I. in Nepal where we conversed on the topic COVID 19 and its implications in the country. We conversed on the implications of the pandemic on workers working in the informal sector, as poverty posed threat to them due to nationwide lockdown as much as to the virus itself, Refinance Fund introduced by The Government of Nepal, protecting workers in the workplace, etc. Additionally he addressed the crucial steps that need to be taken by the developmental agencies, businesses and government together to resolve the unemployment issue as large number of migrant workers were returning home and also addressed how workers bring skills and talent that can help their home economies rebuild better after the pandemic and more.
2. Moderated another connectED session with Mr. Gaurang Sanghvi, Finance Specialist, aka 'That Finance Guy' on Instagram, who joined us live from Mumbai India. The session covered topics like how to achieve financial discipline, mutual funds, tax benefits

on mutual funds, things to consider while getting life insurance and non life insurance and more.

3. Moderated a panel discussion on the topic ‘Designing Engaging Virtual and Hybrid Events’. The panelists were Mr. Dave Lim, Founding Curator Emeritus, TEDx Singapore and Mr. Jon Yeo, Licensee of TEDx Melbourne.

5.6. Performed Cost benefit analysis and Triple Bottom Line:

CBA is a method used to judge a single option or compare two or more options to select the optimal alternative. It consists of estimating all the costs of a particular decision then comparing them to the estimated benefit of that decision. I had to consider employee morale and customer satisfaction. It is also an opportunity cost of not pursuing other opportunities. For instance:

1. To take in person event to fully digital – safety opportunity cost was - our ticket sales.
2. The decision to buy equipments for video production- long term.

Calculated the additional value to the event along with the intangible value of saving our time of meeting different videographers, and their cost to shoot videos at minimal cost and compared with the cost of the equipments, opportunity cost of not using the fund used to buy camera equipments for other purposes, since the benefits exceeded the opportunity cost we have decided to buy the equipments.

Our basic requirement to conduct virtual events was to shoot videos and the highest expense we were bearing at that point of time was for editing and recording.

5.7. Triple Bottom Line: TED stipulates that the event should be as environmentally friendly as possible. It is a concept that is used a lot when speaking about sustainability and business. In TEDx DurbarMarg the measures by which the organization measures value includes not only financial bottom line, event impact, but social and environmental responsibility as well. Sustainability is the place where economy, social realities and environmental health overlap, i.e. these three bottom lines are often referred to as the three P’s: people, planet, and profit. I previously had theoretical knowledge about this concept and here I got to relate the triple bottom line from theory to reality.

Figure 2: Triple Bottom Line



People consider employees, the people involved in an organization’s work, and the wider community. Another way to look at “people” is, how much does the organization benefit society? Being a nonprofit organization, and one that helps amplify the ideas of people, it is encrypted in the organization’s vision.

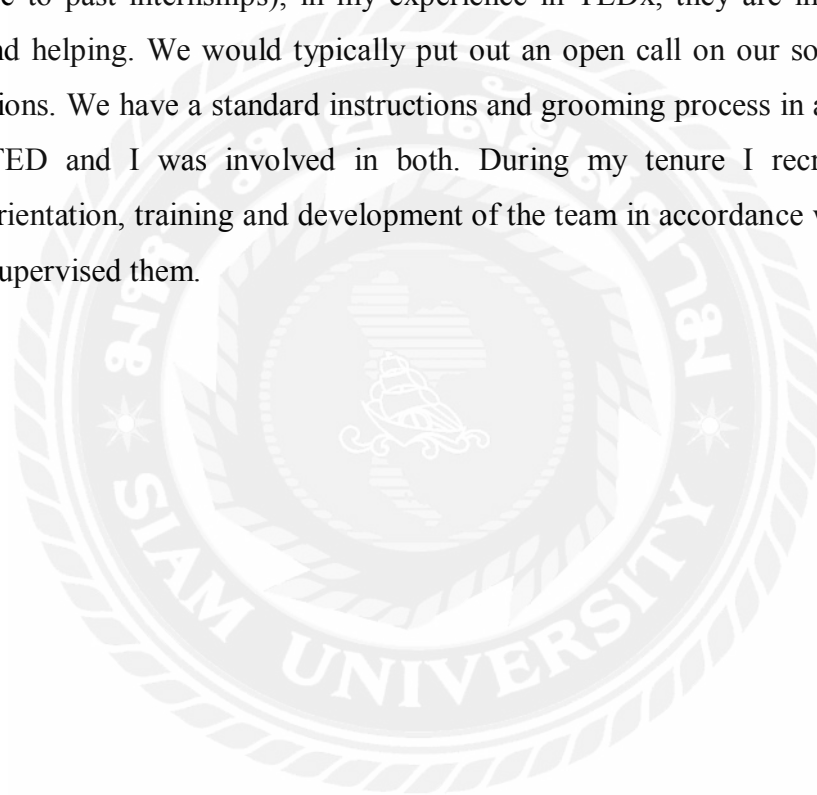
Prosperity: The positive and negative impact an organization has on the local, national and international economy. This includes generating innovation.

Planet: Sustainability takes the view that the smaller impact your business has on the environment and the fewer natural resources you consume, the longer and more successful your business will be. Keeping this in mind and analyzing the pros and cons in TEDx DurbarMarg we decided to go paperless in October while organizing Countdown 2020 – which was an event to demonstrate climate solutions with the world. I was given the responsibility to analyze whether we should execute this idea and in this process, through research I got to learn, although one might see the step of taking the organization paperless as a challenge and extra work at present, I understood, it has many long term sustainable benefits. Not only is, an eco-friendly approach more sustainable and better for the planet, time spent on paperwork would cut down to a minimum after going paperless. Filling out paperwork is actually simpler with technology; digitally-captured data can be used to create rules to automatically generate applications and will save more than just the physical costs of printing and paper. Therefore, we have decided on

going paperless i.e. from distributing e-tickets, accepting e-payments to taking all the documents and accounts digitally for the upcoming events.

I closely worked with SAKHAA Nepal (a group of young individuals), as our sustainability partner working in line with Sustainable Development Goals-13, also we organized a tree plantation program as a symbolic gesture for their green earth initiative.

5.8 Recruiting volunteers: I've been working with volunteers on all types of events (from events in college to past internships), in my experience in TEDx, they are interested in TED, sharing ideas and helping. We would typically put out an open call on our social media pages and get applications. We have a standard instructions and grooming process in accordance to the guidelines of TED and I was involved in both. During my tenure I recruited associates; contributed to orientation, training and development of the team in accordance with the provided guidelines and supervised them.



Chapter 3: Learning Process

1. Problems/issues encountered during Internship in the company and to solve them

There is no organization without any problems. The first step in the problem solving and decision making process is to identify and define the problem.

1.1. Lack of workforce: There are 20 work forces altogether at TEDx DurbarMarg. More events were planned and conducted in the span of the last 5 months than that in the past 1.5 years of the organization; with immense increase in the workload we could sense the lack of workforce. In addition, due to the current situation, the majority of the team members were not able to work in the field, so I along with few other team members attended all the necessary offline meetings with partners, advisors and potential sponsors. The number of times we had to prepare everything for the meetings and travel was quite overwhelming.

1.2. Issues with self- management: As I was working with other team members, I was required to have the ability to work collaboratively across various teams, sponsors, vendors and all levels of staff. During this time a slight problem of teamwork and self-management was encountered. However, with time I realized if one learns to prioritize tasks and if made a habit, one can manage time effectively and complete every task efficiently.

1.3. Meeting the expectations: The field I was in required perfection in every small detail, from the financials or the content to be posted online or live, meeting all the TED's official guidelines to conducting hybrid events by ensuring all the health and safety protocols are properly met. Sometimes, it used to be difficult to give exact results as we envisioned during the planning process.

1.4. Uncertainty: Some of the problems that we face are completely out of our control and these types of problems quite often come our way more than we want them to. Especially in such times of crisis, when the speed of change is so exponential it is faster than normal and also when uncertainty is so deep the highest risk we faced and felt was the possibility of our months of planning going obsolete. Thankfully, we had advisors who would warn us about the problems

that could arise beforehand (that we couldn't see coming our way) and also suggest us the possible ways to solve them.

For Example: While organizing TEDx Nepal Regional Workshop, we had invested a lot of our time extensively planning for a hybrid event. Everything was discussed with the marketing team and General manager of The Soaltee Crowne Plaza to organize a well prepared hybrid event making sure all the safety protocols would be met, everything was fixed and our goal was to set a positive example on how a hybrid event could be organized in Nepal. We had invested ample time on selecting the best way for seating arrangement for our guests, speakers, audience, media by following all the safety protocols (I used to visit the venue everyday for more than a week); the catering arrangement; pricing strategies for tickets; gift packages for the attendees had already been arranged. We had sealed deals with various companies to sponsor the event. Unfortunately the number of COVID 19 cases started showing an increasing trend in Nepal and suddenly the government announced a new regulation where gatherings with more than fifteen people were not allowed. We were two weeks away from the event and we had to change the entire plan and structure there and then as all the international and national speakers and performers had already confirmed the date and time. From a hybrid event we had to switch to a virtual event.

Luckily, we had thought this through during our scenario analysis in the strategic planning process as recommended by our advisors. We had a framework prepared on how to transition the event to online. So, despite last minute alterations we managed to highlight Nepal in Global TED Map where Nepal showcased its potential to be a region of idea centre by inviting 62 TED chapters from 37 countries and 6 Continents. Due to our extra effort of scenario analysis everything went smoothly on the day of the event without any changes in the schedule.

1.5. Partnerships & Deliverables: Searching for companies who cater to the same target market as TED and negotiating deliverables with them was pretty challenging during the national lockdown. Landing strategic partnerships and closing a deal as a corporate house representative and as a college event organizer were two different things and, I had experienced only in the latter.

1.6. Technological Problems and Barriers: There were many instances in several of our events where we faced numerous technological glitches or disturbances in spite of pre-event demo runs and thinking we were prepared. From microphones not working, power cuts to Google server crash, zoom time out on the day of the event we faced many errors. We got to learn from each and every event on how we could prepare better for the next. Being an online event, we still missed on reaching out to viewers who did not have access to the Internet. Familiarity with the interface provided can also be troublesome at times.

Patience was the key. Rehearsals for the event were carried out beforehand under our partner Microsoft. Since Nepal is still struggling with poor internet connectivity, we were equipped with proper data plans as backup.

1.7. Last minute cancellations: There were many instances where our speakers and moderator had to cancel at the very last moment. There was one time when our moderator made a last minute cancellation and I had to fill in as a moderator. So we have started creating a list of backup speakers, moderators for sessions in the event of an emergency. Since messages had been spread already about the session, posts were circulated and sponsorship deals were already made; to keep up with everything we had to be extra careful.

1.8. Vendor Management: Some events were broadcasted live on national television channels and the crew members had to undergo proper training and assistance, amid an imposed National Lockdown. Specific personnel were deployed to look after the brandings and ensure that no event was delayed due to the setup issues.

1.9. TEDx Community in Nepal: There are 30 TEDx Event Organizers in Nepal. However, they had very little contact with each other. With an intention to foster this community in Nepal, we created a social media platform with all the TEDx organizers where everyone shares NEWS, events, asks questions if they have any problem and organizers help each other out on this platform.

2. Recommendations to the Company

- Since TEDx DurbarMarg is growing as an organization rapidly, and has a lot of responsibilities on hand for the coming years, it can focus on bifurcating two specific teams who look after internal and external matters.
- TEDx Durbar Marg can also work on establishing specific Key Responsibility Areas so as to ensure no such overlap occurs.
- TEDx Durbar Marg can also focus on establishing a Social Media Unit that will look after the online presence of its page that will ensure better brand recognition and customer interaction. It can also outsource the same service from any existing digital marketing agency.
- Nepal being a developing country, it often becomes difficult to communicate what value a platform like TED offers, the same is faced while looking for sponsors, speakers and participants, for this TEDx DurbarMarg can work with TEDx community in Nepal and find ways to promote the value of TED..

3. What you have learned during the Co-Op Studies

As an IBBA student, this internship tenure was a great learning experience beyond the classroom. The biggest achievement that I have gained while working was to utilize my knowledge and skills and be a part of a successful organization.

With each passing day of my internship, I was learning and growing personally. As an intern, despite the challenging situation, I believe I have obtained insights into career opportunities through interaction, observation, and work experience and built another step towards success through interpersonal, managerial, communication gained from this internship period. This internship has been a total learning process and has taught me a lot of things and I would like to break down those things under following subheadings.

3.1. How a global brand works on a regional level:

While working in TEDx Durbar Marg, I understood the importance of being consistent with the brand image. Since TED is a global brand, we had to be very particular about the terminologies

used, material used in the merchandise, the process and budget spent on its branding. The process is very precise from rules and regulations from start to finish. Moreover, I had the opportunity to closely get familiar with how a large global brand like TED, has set up and designed a system and a structure so carefully that not just provided us - the organizers an efficient guidance on organizing any event and opportunities but even our sponsors/partners and attendees a great platform to be associated with.

Rules and regulations are a part of an organization, it can be overwhelming at times. But, I realized there's a reason they are part of the TEDx program – to make our job easier. The better we knew the TEDx rules and guidelines throughout our TEDx journey, the less we had to deal with annoying details to correct later on.

With the TED brand, Virtual events allowed us to expand globally. We organized many events with international personalities, which was only possible because of the virtual event and we also experienced wider audience reach. During this process of working with renowned personalities from around the world, I realized the power of a brand and how careful a team has to be to maintain the brand image.

Management: One of the most important things I learned from the Co-op studies is event management. Being a part throughout the Strategic Planning Process was a big learning. A strategic plan points the way forward. It both lays out your company's goals and explains why they're important. The strategic planning process also helps you uncover ways to improve performance. It can, for instance, spark insights about how to restructure your way of work and organization so that it can reach its full potential. From expanding operations, reaching into new market segments, solving organizational problems as you grow your company, a well-designed strategic plan will dictate how you respond to opportunities and challenges of every color, shape and size. A good strategic plan will do something else, too. It will reconcile your corporate vision with your personal vision.

As the saying goes, 'You don't plan to fail, you fail to plan.' The more times you revise, correct and have the conversation going on how to better the plan, the better the result will turn out to

be. Moreover, in order to plan events strategically, you need to start early. It isn't about throwing something together at the last minute just to host an event. Your content, entertainment, date, location, everything needs to align with the event. More than that, you need the right resources to support your events so that your event strategy doesn't hit any obstacle. Creating a good strategic events program takes time and a lot of trial and error.

3.2. Organizing virtual and hybrid event:

Virtual events have been around the corner for quite some time now, but the idea of adopting them still makes planners develop a cold foot. The concept of virtual events may seem very easy and approachable in the beginning, but when you delve deeper into it, it's just as complicated as a physical event. The amount of effort taken is the same as the in-person event. The goal was not to make huge profits, but they are directed towards other results, like getting messages across, creating an online presence, brand awareness for the sponsors, promoting a cause, and others.

TEDx event is an in person event but when lockdown hit due to COVID-19, we focused on finding a video communications solution that could provide an accessible, engaging, scalable event experience. In terms of platforms we communicated with many TEDx organizers who were experienced in organizing virtual events. These are the couple of things I have learnt:

While choosing the right platform for a virtual event one must evaluate accessibility, familiarity with the audience, ease of use, and things like what features they have and which ones are important for oneself.

For us, zoom was a valuable solution for hosting large online events including cross-border events. The breakout (rooms) feature that Zoom offers was one of the differentiating factors that led us choosing Zoom. It really allowed us to create opportunities for audience engagement and participation. With zoom's plan We could also collect a lot of data about our participants' behavior, such as how many people showed up and left and when they were most engaged.

3.3. Designing engaging virtual and hybrid events:

Time and place worked out very well for me to learn designing engaging virtual and hybrid events. We organized back to back four international and national events in the span of four months.

We designed a half day (6 hrs) virtual event, a live hybrid event which was broadcasted live and many short virtual events. Here are some lessons I have learned through our experience:

Some recommend that the events go no longer than 45 minutes, but we organized a half day (6 hrs long) virtual event and we still had lots of attendees from around the world who stayed for longer than that. The fallacy is that shorter is better but it's not true. These events are about designing an engaging experience for the audience. For this purpose, apart from strong workshop sessions from highly experienced panelist and speakers on important topics we had timely breaks, fun activities – like quizzes with exciting gift hampers, relaxing activities (since sitting in one place for long period of time can be tiring to the attendees and have negative impact physically and mentally) – live meditation session, live yoga session; fun virtual videos to take the mind away breaks – live as well as pre recorded virtual tour (showcasing culture, tradition, places, nature, adventure of Nepal, since we were the host country). Only listening to people talk for long hours can be tiring, so to make the learning process more effective we had workshops in the zoom breakout rooms on various topics where all the attendees could interact with each other and with the speaker on the topic. Some more interesting sessions were –Mountain climber- Mr. Dawa Sherpa's clip from top of the Mt. Everest gave the world a message on climate change; Nepal's only and female ventriloquist performing live was loved by all, which added positive energy to the whole event. All the above mentioned activities were carefully designed in between the sessions.

Two things I learnt were here, research is the key to design an event and one should never shy away from asking for help. We could only organize This workshop at that scale because of the constant guidance and support from TED headquarters, TEDx Ambassadors and TEDx organizers and our Advisory Board who extended their help to us. I believe I have gained a lot of perspective and have learned a lot from TEDx organizers around the world with whom I had the opportunity to converse with.

3.3.1. Change the visual elements frequently: As much as possible, we don't have any single thing happening for longer than 10 minutes. So if it's a talking head, we keep them up for a maximum of 10 minutes. Then we'll change into a visual or transition into an activity to keep the audience engaged.

3.3.2. Shorter time horizon: For us scenario planning is very much based in the present related to a decision that has to be made. Normally, the sort of time horizon that is helpful for organizations would be 2-5 years, but in the pandemic scenario we may be thinking actually six months is plenty long enough for the scenarios. That is because there is so much uncertainty and we want to use it to make sense. So, the time horizon on the actual scenarios may become shorter at this time.

3.4 Organizing cross border event:

When you are organizing a cross border, virtual event you have to keep in mind some of the factors apart from the event itself. Time difference was a major factor, around which we carefully designed our event.

Something new that I learned while organizing this event was how to ensure customer engagement in social media websites and chat groups prior to the event and create an interesting environment because it was the only point of contact with our international attendees. "Out of sight, out of mind" is a popular term in customer engagement, so to maintain the hype of the event and in view of Visit Nepal 2020, photo/video contest was our approach to promote domestic tourism within the country, and to create a beautiful space where everybody could exchange culture. The contest encouraged people to capture and share places in their locality that are yet to be popular, their favourite local food from their country, etc. Every day 3 photos and 1 video reflecting Nepal and Nepalese culture, along with interesting facts about Nepal were uploaded since our theme was to bring the world to Nepal, the inception of the contest. It was interesting how the contest deadline had to be extended due to an overwhelming response from the participants all around the world.

I also learned about working with employees outside of the team to achieve organizational

goals. It also taught me how important it is to step out of the team circle and contribute to a collective goal.

3.5. Linking theory in the practical world:

I got to apply and observe my theoretical knowledge in reality. Linking the business theories that I had previously learned in college to the practical world and practice as an experiment was a whole new experience.

3.6. Experimenting new ideas:

Organizing virtual and semi hybrid events was a challenge and a new experience which came with a lot of responsibilities. From ensuring all the safety protocols are met carefully in the best manner, inserting new ideas to keep the virtual events engaging and lively for the viewers to coming up with new/creative ways to provide our sponsors the mileage with a virtual event, the journey has been all about experimenting and exploring new ideas with patience.

For example: We tested this idea by creating a WhatsApp group where all the TEDx Organizers around the world were on-board. We initially had created it for our event briefing, to pass on survey questions, to answer their queries regarding the event we were organizing but now it has grown to become a platform of ideas sharing, where organizers share their experience, help each other out to solve problems, notify and invite to attend their virtual events.

3.7. Event Marketing:

Event marketing strategies allow us to make an impact building up to the event, and continue the momentum for the nonprofit even after.

- Press release is a great way to get the attention of the people who can help you further your event goals.
- Go social! Facebook is a huge space and a great platform to get the word out about your event. Through Facebook Live Stream event marketing, a direct interaction with your target audience is possible and this is an opportunity that can give audiences a peek into

what lies ahead and make a compelling pitch about why attending the actual event is something they don't want to miss.

- Email marketing campaigns continue to be the most effective means to reach your consumers and invite them to an event.

3.8. Applying the knowledge from coursework to the real working situation:

Practical knowledge and theoretical knowledge are two completely distinct approaches to gain experience. While theoretical knowledge may guarantee that you understand the fundamental concepts and have know-how about how something works and its mechanism, it will only get you so far, as, without practice, one is not able to perform the activity as well as one could.

4. How you applied the knowledge from coursework to the real working situation

I must say that the company has provided me with a platform where I could apply my theoretical knowledge in terms of the company's practices, ranging from the smallest task to bigger responsibilities. Some of the most relevant theories and skills, that I learned from my course work that I got to apply in my work were:

- Cost benefit analysis and Triple Bottom Line
- Strategic Planning Process
- Financial Budgeting knowledge
- Scenario analysis
- Email / MOU writing

5. Special skills and new knowledge you have learned from this Co-Op Studies

5.1. Organizational skill- Working in a team has made me realize the importance to rely on a process and method at the same time having to take spontaneous decisions. Meaning keeping the team informed, being punctual on timelines, budgets and keeping all the information aligned and organized is very important. In addition, I got to understand different ways of managing and running the organization very closely. I was always motivated here to work more efficiently and effectively, which resulted in getting the better performance out of me.

5.2. Multi tasking – Juggling a lot of tasks from sponsorship acquisition, planning, logistics, finances to ensuring that nothing falls through the cracks. Time management has been the number one skill because we have been working to deliver back to back events every month. I was required to look after the overall aspect of the company, where at times we had been planning and coordinating for two events simultaneously, so the art of multitasking is something I have learnt and practiced here.

5.3. Anticipation: The anticipation skill requires us to learn how to recognize the possible futures and to use this augmented consciousness to shape our decisions and actions in the present. This in practice means modifying our habits and behaviors to be better prepared for a continuously changing world. This is a quality that was common in our advisors who taught us to always think a step ahead. Taking our advisors' suggestions we conducted scenario analysis, as the concept of T.U.N.A that existed as a theoretical construct, it is not so for many people of this generation anymore. We feel turbulence, uncertainty, novelty and ambiguity (TUNA) is real and here and now. Working in such times with guidance of advisors made me realize as an organization it is important to accept that future is uncertain and it is a must to find ways to build resilience, adaptability and agility in the organization.

5.4. Communication Skill: It is the most integral part of any internship. Communication is crucial to the success of the strategic planning process. It is initiated through participation and dialogue among the members of the organization, which shows their commitment to achieving organizational goals. This is because they know what the company is doing and the reasons behind it. The increased dialogue and communication across all stages of the process strengthens employees' sense of effectiveness and importance in the company's overall success.

5.5. Networking: One of the main skills that this internship demands and I believe I learnt is the importance of networking. Networking is an essential event planning skill since the event industry is based on relationships and is heavily people driven. I have realized how public relations can make the business go from one level to another in no time. During my time there, I had seen people mostly go with word of mouth. So if one wants to run a business here, it is important to establish and maintain good relations with everyone. Daily interactions with people from different walks of life have broadened my networking. The main skill that I received is developing relationships and maintaining good relationships with everyone.

5.7. Technical skills:

- Microsoft Teams, Zoom
- Photoshop

Chapter 4: Conclusion

1. Summary of highlights of your Co-Op Studies at this Company.

Co-op studies at TEDx DurbarMarg has provided me with experiences, lessons and tools that I believe will help in the future. The internship period was definitely a good mixture of theoretical as well as practical knowledge. I could relate the lessons learnt in our lectures in the college premises throughout the internship period. Working in a professional setting and exposure, has helped me navigate through real life with hands-on experience. I believe, after this internship, I have a better idea of the appropriate way to behave as a professional and have given me the confidence to perform in the real world. As a core team member, I got the opportunity to work with each department of the company because of which I believe I have gained wider knowledge in terms of event management in its entirety. I got to converse with personalities from different walks of life, who also happen to be experts and have achieved extraordinary heights in their career and life in general. Listening to their perspective and their take on different subjects and their way of acting upon various existing issues was for me the best part about this internship experience. A takeaway from working with an experienced Advisory Board is how to look at the same situation from different dimension and directions and time management.

Despite the short internship tenure, I got to learn many things, which I may not have otherwise learnt had I not done my internship in TEDx DurbarMarg. The four months internship program has helped me to learn the dynamics of work culture, importance of interpersonal relationships, public relation, time management and managerial skills.

2. Your evaluation of the work experience

Organizing three big TEDx events in the span of four months and shooting twenty episodes of connectED sessions was a big responsibility to take on with brand image at stake, however as a team we were able to accomplish the goals, where we had to go through a lot of trial and error. I

realized even at a small period of time with limited work force, if strategic planning process is carefully articulated, job allocation is done well and team works together sincerely, goals can be achieved. I think I finally understand the Parkinson's law which states that work expands to the time allowed for it. Despite of short deadlines and time horizons we could still finish the work. The great thing about TEDx Durbarmarg is that advisors, speakers, volunteers, the core team, are all like-minded when it comes to wanting to give back to the community and when organizing an event, they are on this same wavelength about sharing ideas and providing value that is in line with TED's mission. All in all ,the work experience was wonderful.

3. Limitations of the Co-op Studies

The biggest limitation towards the completion of the Cooperative Education requirements was the COVID-19 pandemic due to which we were forced to switch to unconventional ways of working, with limited members working in the field. It was difficult to adjust to the new working framework and methods of executing tasks. The problem of poor connectivity was prevalent in almost every aspect of the overall experience from carrying out team meetings to broadcasting the main event online.

Annexure

Figure 10: TEDx Nepal Regional Workshop

TEDxNepalRegionalWorkshop
10th September, Saturday
14:20PM - 14:40PM (GMT +5:45)

Designing Engaging Virtual and Hybrid Events

Breakout Session Panelist

Moderator

Dave Lim
Founding Curator
TEDxSingapore

Jon Yeo
Licensee of
TEDxMelbourne

Deewakshi Shrestha
TEDxDurbarMarg

Dave Lim was a pioneer TEDx in 2009 and founding curator of TEDxSingapore. He has platformed over 200 TEDx speakers on over 50 events, and grew the community to >150,000 people. He was appointed TEDx Ambassador in 2013 and was invited to organise the inaugural global TEDxWeekend in 2015. He continues to actively mentor and contribute to the TEDx community.

Jon Yeo is the licensee of TEDxMelbourne. TEDxMelbourne is run by passionate volunteers who are dedicated to sharing ideas with you, our community - the Curious, Creative, Courageous and the Connected.

Deewakshi Shrestha is the Asst. General Manager of TEDxDurbarMarg and helps in amplifying programs of TEDx under the banner of TEDxDurbarMarg. She is an undergraduate with major in Finance and Banking currently.

Titled By
SOALTEE
CROWNE PLAZA
KATHMANDU

Co-powered By
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netheric

Figure 11: Session on Designing Virtual and Hybrid Events, with attendees from around the world

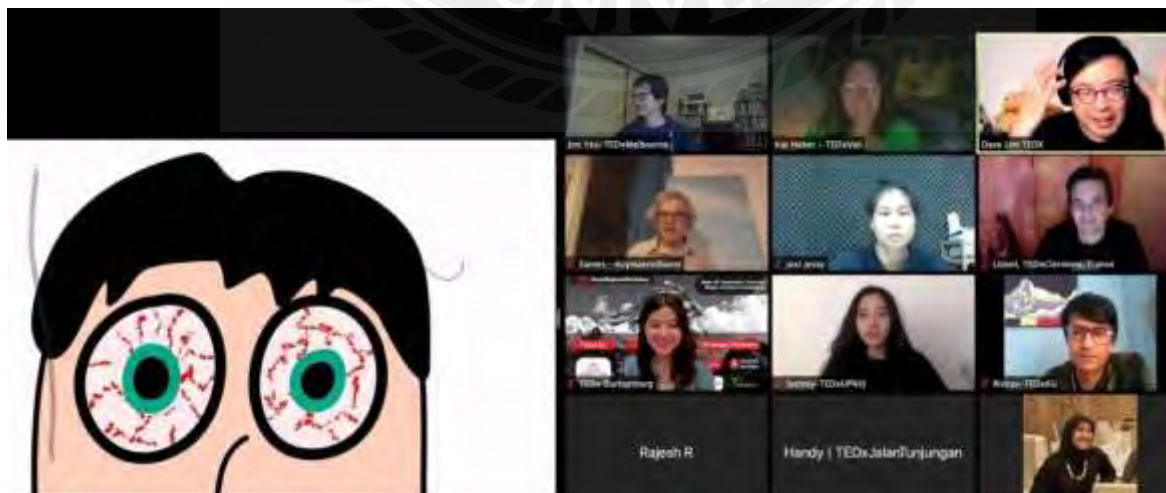




Figure 3: Organizing Figure 12: Organizing team for TEDx Nepal Regional Workshop



Event: ConnectTED

Figure 13: Handing over Certificate of Appreciation on behalf of TEDx Durbar Marg to Mr. Upaul Majumdar, General Manager, The Soaltee Crowne Plaza, Kathmandu.



Figure 14: Handing over Certificate of Appreciation on behalf of TEDx Durbar Marg to Mr. Sanjib Subba, Intern CEO at Nepal Electronic Payment System Ltd.



Figure 15: Handing over Certificate of Appreciation on behalf of TEDx DurbarMarg to Mr. Saurabh Jyoti, Director, Jyoti Group of Companies.



Figure 16: Handing over Certificate of Appreciation on behalf of TEDx Durbar Marg to Mrs. Shreejana Rana, President of Hotel Association of Nepal.



Figure 17: Pre- recorded hybrid session of connectED series.



Event: COUNTDOWN

Figure 18: Countdown Event



Figure 19: Live launch of TED-Countdown in Nepal

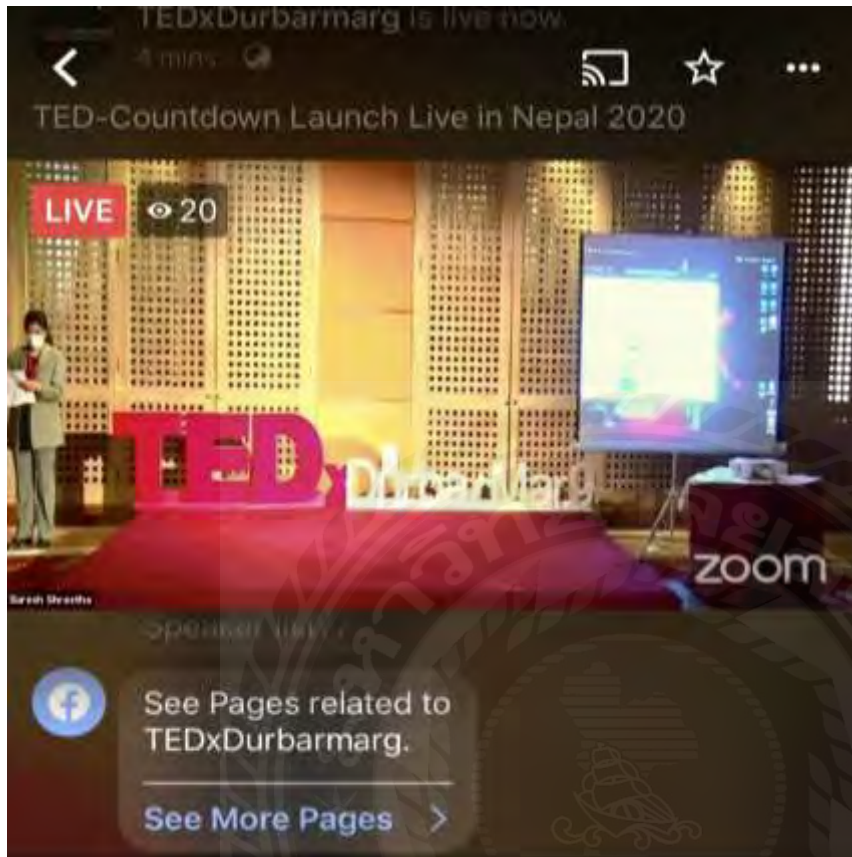


Figure 20: TED Countdown shoot



Figure 21: Conducting volunteers training session

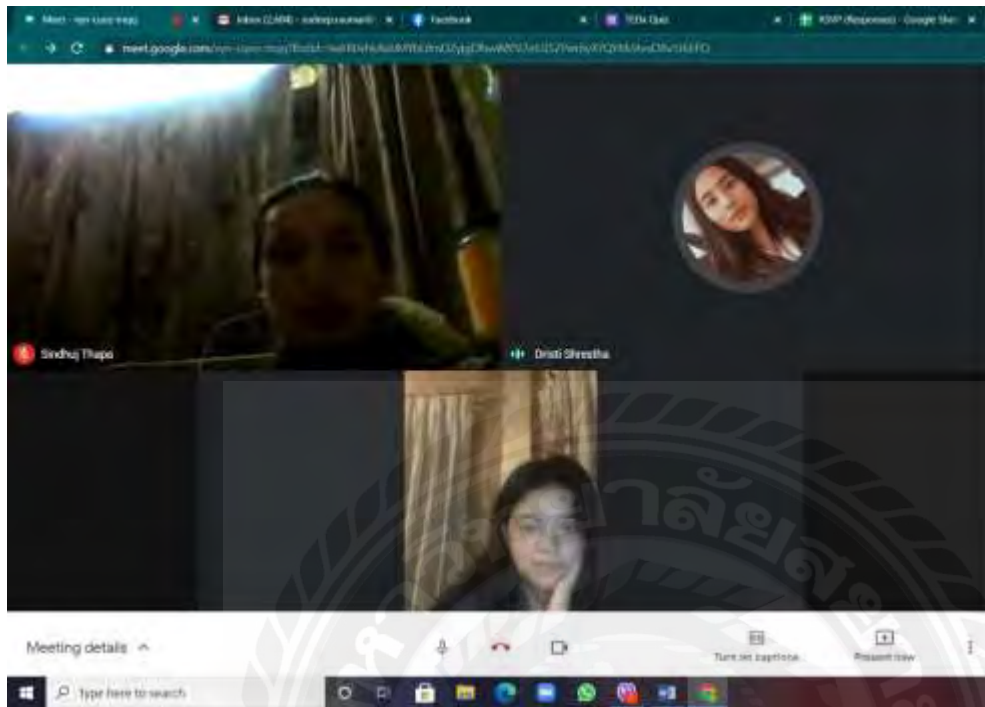


Figure 22: Moderating connectED session with Gaurang Sanghvi, Specialist in Finance.



Figure 23: Moderating connectED session

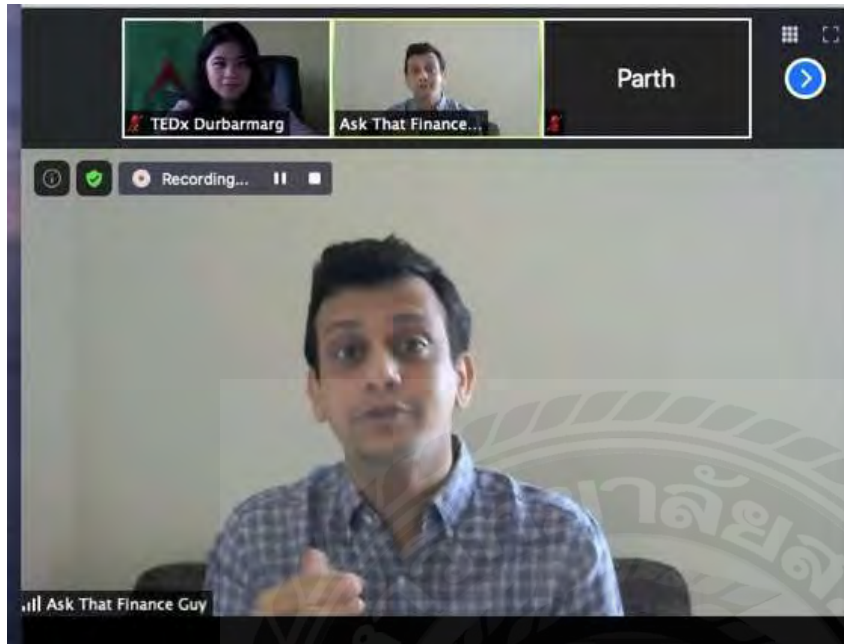


Figure 24: Tree Plantation Programme with SAKHAA Nepal.





Figure 25: TEDx DurbarMarg Team with Partners and Sponsors.



Figure 26: Certificate of Appreciation as Deputy General Manager.



Figure 27: Advisory Board Meeting



Figure 28: TEDx Durbar Marg getting featured at TEDx's official page. It is the first time a TEDx Event from Nepal getting featured at TEDx's official page.

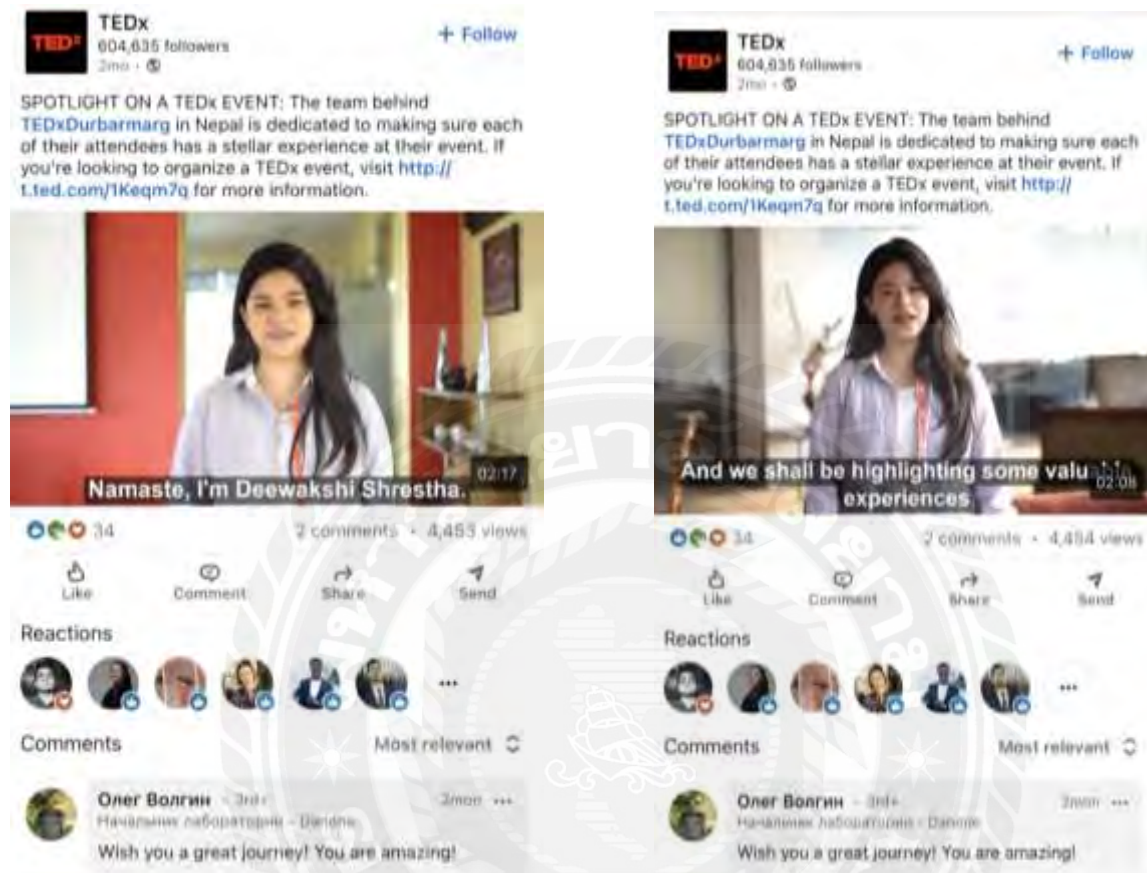


Figure 29: TEDx Durbar Marg Logo



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