



COOPERATIVE EDUCATION REPORT

TEDxDurbarMarg- The Practice of Event Management during New Normal

WRITTEN BY

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**This Report Submitted in Partial Fulfillment of the
Requirements for Cooperative Education
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We have approved this cooperative report as partial fulfillment of the cooperative education program semester 2/2020

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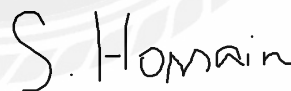
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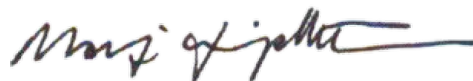
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Abstract

This internship has been conducted in TEDx DurbarMarg, following the practice of the New Normal amid the COVID-19 pandemic. TEDx DurbarMarg is a grassroots initiative, created in the spirit of TED's overall mission to research and discover "ideas worth spreading." TEDx 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. The objectives of the internship include (1) to study Audience Participation, (2) to study Technology bending during Pandemic, (3) to study Customer Engagement activities.

The student was assigned to work with the company as an Intern, in the Organizing Department for 14 weeks. Upon the completion of the internship, it was found that the experience was facilitated by the means of practical learning and theories concerning Services Marketing, Integrated Marketing Communications Management, and Brand Management. Under this pattern, the learnings include the importance of a content strategy, impact of social media campaigns and contests, strategic partnerships and negotiations, and customer relationship management which are very important for future career development and profession.

Keywords: *Strategic Partnerships, Content Strategy, Customer Relationship Marketing*

Acknowledgment

Getting an opportunity to learn on an international platform and implement the learning practically would have been impossible without the assistance and cooperation of a legion of individuals on the professional side. I want to recognize and thank instructors, professors, and friends who uplifted me throughout my academic period. Their creative ideas and insights were extremely helpful in order to widen my horizon and prepare this report. I am grateful for their personal encouragement and professional assistance.

I would like to convey my deepest gratitude to Siam University for inculcating learning beyond the classroom in the academic curriculum. I am also very grateful to my academic supervisors at Siam University; Aj. Rashminda Attanayake and academic supervisor at KCM; Mr. Ritesh Thakur for their constant supervision and advice which helped me reflect well on my internship experience.

I want to acknowledge TEDxDurbarMarg for giving me the opportunity to complete my internship in such a reputed organization. The internship has helped me test my abilities and attitudes toward career possibilities for the future. This exposure has aided in bridging the gap between learning in the classroom and application in the work environment.

I am very grateful to my supervisor, Mr. Deepak Rauniar (Senior Advisor–TEDxDurbarMarg) who taught me the key concepts and overall functionality of the company. I am thankful for his constant guidance and counseling during my cooperative education tenure.

Finally, I would also like to thank Mr. Sudeep Rauniar, whom I would always look up to, for his persistent guidance and support as a senior acquaintance at TEDxDurbarMarg.

Yours Sincerely,
Gaurav Agrawal

Table of Contents

Abstract	3
Acknowledgment	4
List of Figures	7
List of Tables	8
List of Abbreviations	9
CHAPTER 1	10
INTRODUCTION	10
1. Company Profile	10
1.2 Organizational Structure	13
1.3 Intention and Motivation to join this company	14
1.4 Strategic Analysis of the Company	14
1.5 Objectives of the study	16
CHAPTER 02	18
CO-OP STUDY ACTIVITIES	18
2.1 Job Descriptions	18
2.2 Job Responsibilities & Work Duties	18
2.3 Activities in Coordinating with co-workers	20
2.4 Job process Diagram for each job responsibility	21
2.5 Contributions as an CO-OP Student in the Company	25
CHAPTER 3	26
LEARNING PROCESS	26
3.1 Problems / Issues of the Company	26
3.2 How to solve the problems	27
3.3 Recommendations to the Company	27
3.4 What you have learned during the CO-OP Studies	28
3.5 How you applied the knowledge from coursework to the real working situation	30
3.6 Special skills and new knowledge you have learned from this CO-OP Studies	31
CHAPTER 4	32

	6
CONCLUSION	32
4.1 Summary of Highlights of CO-OP Studies in the Company	32
4.2 Evaluation of the Work Experience	32
4.3 Limitation of my CO-OP Studies	33
4.4 Recommendations for the Company	33
Annexure	36
Bibliography	40



List of Figures

Figure 1: Organizational Structure of TEDx DurbarMarg	13
Figure 2: Description Writing Process	21
Figure 3: Video Editing Process	21
Figure 4: Strategic Partnership Process	21



List of Tables

Table 1: BTL Event Coordinating Process

26



List of Abbreviations

1. TED : Technology Entertainment Design
2. BTL : Below The Line



CHAPTER 1

INTRODUCTION

1. Company Profile

TED is a nonprofit organization devoted to Ideas Worth Spreading. 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.

About TEDxDurbarMarg

TEDxDurbarMarg 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. Our aim is to help like-minded curious individuals gather up, collaborate, and grow in a holistic way. This event is being possible with all the collective efforts and contributions provided by the team members.

Mission of the Company

TED's Mission: Spread ideas.

TED is a global community, welcoming people from every discipline and culture who seek a deeper understanding of the world. TED passionately believes in the power of ideas to change attitudes, lives and, ultimately the world. TED aims to create a community of curious souls to engage with ideas and each other, both online and at TED and TEDx events around the world, all year long.

In fact, everything that TED does from — Conferences, TED Talks, projects sparked by The Audacious Project, the global TEDx and TED Translators communities, to the TED-Ed lesson series — is driven by one common goal: How can we best spread great ideas.

Vision of the Company

TED is owned by a nonprofit, nonpartisan foundation. Our agenda is to make great ideas accessible and spark conversation. TED aims to share local stories and encourage global implications.

Strategies of the Company

The three categories of organizational strategies act as building blocks in the larger organizational strategy that drive the company.

Corporate level strategy

The main purpose of TED, is to become the sole platform for speakers who are thinkers, doers and idea-generators – who can influence people to listen to them. This is the destination toward which TED is moving.

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, TED remains the most popular platform in the world for sharing ideas.

Business Level Strategy

TED aims to spread ideas through short, carefully prepared and powerful speeches that are no longer than 18 minutes. These speeches cover a wide range of subjects to foster learning and inspiration by some of the most innovative and influential speakers in the world.

TED plans to expand the ConnectTED platform to engage meaningful conversations by renowned subject experts from different parts of the world. It also plans to bring in focus in certain desirable focus areas such as those related with Women.

TED also plans to mobilize volunteers and allow them to organize ConnectTED programs under the banner of TEDxDurbarMarg.

Functional Level Strategy

TED plans to increase its reach in Nepal and Asia by inviting global thought leaders from the region and beyond to share their life-changing ideas to the world from its platform. It is in this regard that, under the supervision of TED, it launched a pilot program of TED Circles in Nepal, a first in the country, in October 2019. The activities pertaining to the initiative included collaboration and sharing of ideas through speaker conversations.

TED has travelled an extra mile not only in Nepal but also the region. With an objective to provide a platform to opinions and ideas that matter to individual thinkers, TEDxDurbarMarg, in association with TED launched ConnectTED. The initiative is very unique as it provides an opportunity to a ConnectTED speaker to share his/her idea and views on pertinent issues and a better tomorrow.

TED held the first ever largest gathering of TEDxers of TEDx organizers virtually around the globe in collaboration with TED titled as TED summit virtual forum to convey a strong message of continuing “idea worth spreading” amidst the COVID-19 pandemic.

TEDxDurbarMarg being the largest partner of TED in Asia, launched a project titled ‘COUNTDOWN’ as part of their climate change initiative which is also the world’s largest initiative till date in the entire South Asia in October 2020.

1.2 Organizational Structure

The Department Heads for Nepal are as follows:

- License & Managing Director: **Sudeep Rauniar**
- General Manager: **Shikhar Basnet**
- Vice President: **Gaurav Agrawal**
- Deputy General Manager: **Deewakshi Shrestha**
- Curator: **Sujan Nepal**
- Assistant General Manager: **Shweta Ranjit**

While working as an intern at TEDxDurbarMarg Nepal, I worked under Mr. Deepak Rauniar as Vice President.

Diagram of the Organizational Structure

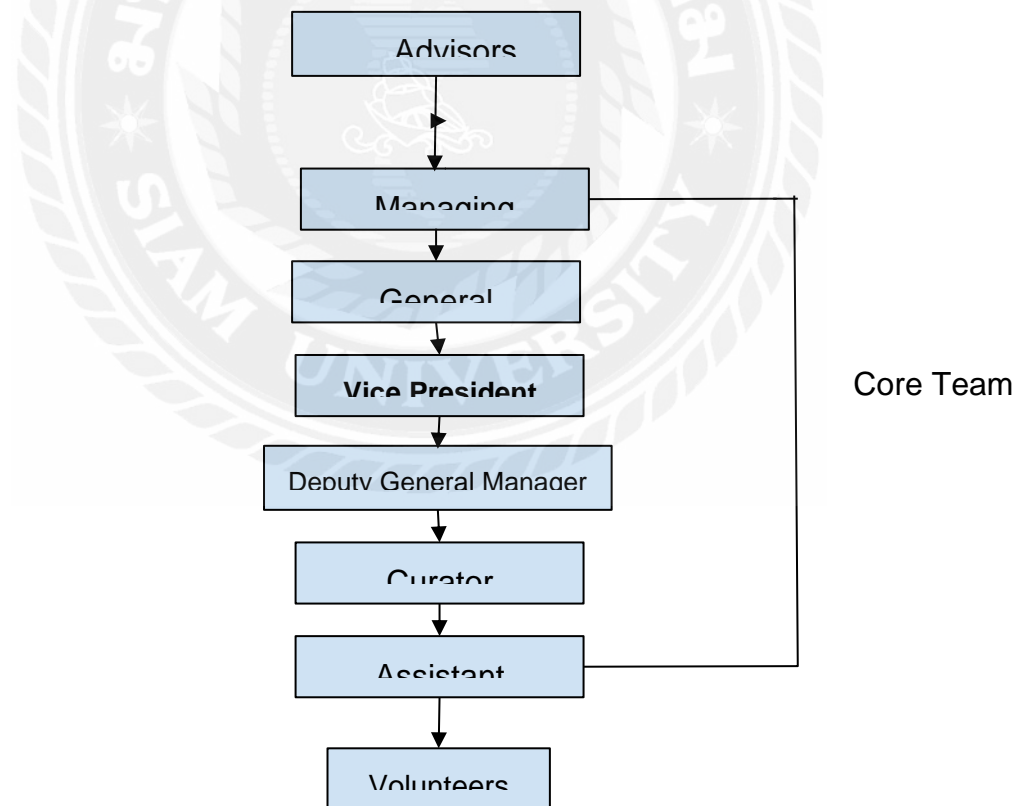


Figure 1: Organizational Structure of TEDx DurbarMarg

My Job Position

- I was responsible for copywriting and updating the contents across all marketing communication platforms that TED is visible on.
- I was also responsible for editing and compiling videos of the events, speakers, and other promotional materials as well.
- I was also delegated work for landing strategic partnerships for various events carried out under the TED name, preparing required documentation and negotiating on deliverables.
- I was equally involved in Ground level planning of campaigns, executing the entire campaign along with Below the Line (BTL) events, and securing partnerships and sponsorships accordingly.

1.3 Intention and Motivation to join this company

Initially, I started as an intern at TEDxDurbarMarg, but I was immensely impressed by the teamwork environment and the value that TED has to offer. During my internship days, I realized that I share the zeal of the team towards event management. Thus I decided to transform my internship into a full-time job post my graduation from Siam University.

TEDxDurbarMarg's online page to a global audience and also to interact with the global audience. More than fourteen speakers have already spoken on the ConnecTED platform, with the highest view of a single speaker during his talk being more than 28,000 views while speaking. Being a marketing student in the digital age, to get the chance of playing a part in TED's online presence was one of the biggest motivations of carrying out this Internship.

1.4 Strategic Analysis of the Company

1. SWOT Analysis

Strength

- TED observes a powerful convergence among three fields: technology, entertainment and design.

- The community encourages non-profit organizations, bloggers, companies, news media, and the like to share TED Talks that are open for distribution, through social media, other platforms and public events.
- While sharing ideas openly is a big part of TED's identity, they also license content under certain restrictions.

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 Commons license.
- TED and TED-Ed have official channels on YouTube, and their distribution policy does not permit re-uploading TED content onto other YouTube channels.
- 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.
- One must attribute TED as the owner of the TED Talk and include a link to the talk, but do not include any text that shows TED endorses a website or platform.
- One cannot use the TED site content for any commercial purposes, for sale, for profit, sublicense or in an app of any kind for any advertising, or in exchange for payment of any kind, including in any ad supported content or format.

Opportunities

- TED has the opportunity of attracting and growing an influential audience from many different disciplines united by their curiosity and open-mindedness.
- TED aims to become one of the intellectual and emotional highlights of the year.
- TED aims to hold a sister conference, TEDGlobal, held in locations around the world
- The TED Prize, which grants its winners one wish to change the world.
- An audio and video podcast series, TED Talks, in which the best TED content is released

free online.

Threats

- 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.
- TED 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.
- Speakers are expected to be transparent about the basis for any factual claims, and provide information to support their statements. If a claim is based on aspirational work or ideas without real-world examples, that context must be made clear in the talk.
- TED employs curators as well as fact-checkers and topic-specific advisors. Before a speaker is invited to the TED stage, they ensure that their work has been publicly accepted as credible and that their talk accurately reflects current knowledge in their respective fields
- It is important for TED that the integrity of the speaker's idea is protected and that the talk is not edited or used in a context not intended.

1.5 Objectives of the study

There are three main objectives for doing this internship. They are:

1. To study Audience Participation under Digital Event Management at TEDxDurbarMarg Nepal

It comprises some activities that are done to engage and aware the users before, during, and after any event under the TED name is carried out. It also includes the comparison of audience participation recorded across the past 5 months.

2. To study Technological Barriers under Digital Event Management at TEDxDurbarMarg Nepal

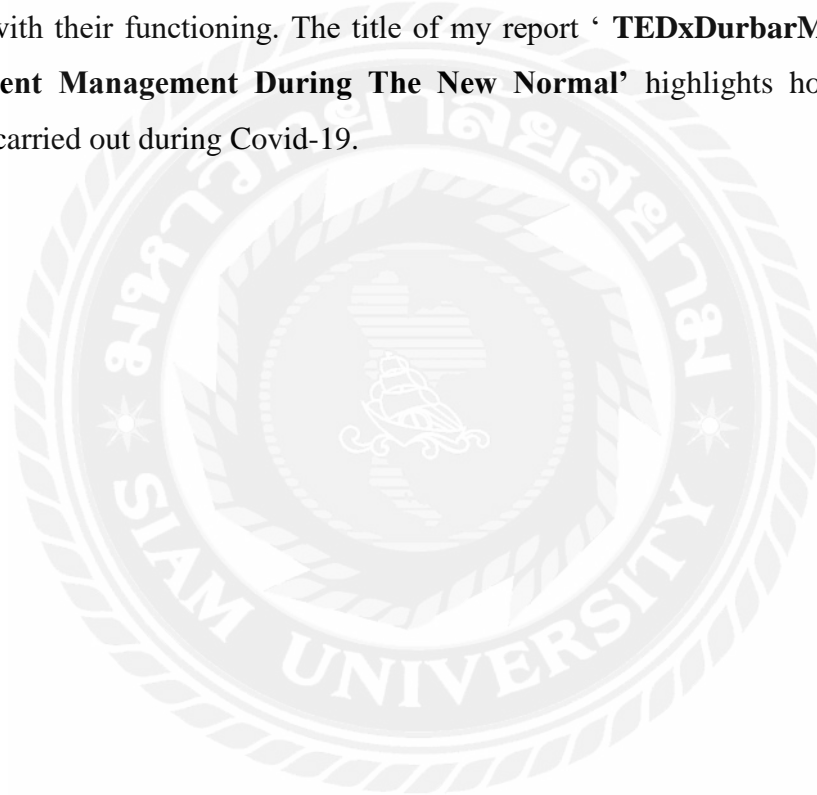
It comprises the barriers identified that hinder the smooth functioning of any digital event carried out under the TED name.

3. To study Customer Engagement under Digital Event Management at TEDxDurbarMarg Nepal

It comprises the activities done in order to keep the customers engaged in order to prevent brand switching and promote brand loyalty.

This internship is completed as per the requirement of the Business Administration undergraduate program at Siam University. This is a part of the curriculum to complete 14 weeks' internship for a better understanding of the concepts and overall functionality of the corporate industry. This internship also provides the opportunity to develop professionalism among the students and gain experience of working in the actual market before completion of the undergraduate degree. The experience gained by an intern during their internship period will develop them as an elegant professional for their future job prospects.

This report gives an overall summary of 14 weeks of learnings as the Vice President of TEDxDurbarMarg. This report has helped me relate academic courses with the organizational cultures along with their functioning. The title of my report '**TEDxDurbarMarg Nepal- The Practice of Event Management During The New Normal**' highlights how Digital Event management is carried out during Covid-19.



CHAPTER 02

CO-OP STUDY ACTIVITIES

2.1 Job Descriptions

The following were the roles and responsibilities of the student:

- Description writing: Content Writing for the next events, approaching speakers, and the official website. (<https://www.tedxurbarmarg.com>)
- Video Editing: Pre-recorded videos need to edit and premiered on social media(quantity/quality/sequence of video)
- Strategic Partnership: Approach our potential sponsors and convince them for a long run partnership.
- BTL event coordinator: Digital level planning of campaigns, executing the entire campaign along with Below The Line (BTL) events, and securing partnerships and sponsorships accordingly.

2.2 Job Responsibilities & Work Duties

- Description Writing: I was responsible for copywriting and updating the contents across all marketing communication platforms that TED is visible on. The time period to update and edit new contents differed across events and the time span separated for marketing activities.
- Video Editing: I was responsible for editing and compiling videos of the events, speakers, and other promotional materials as well.
- Strategic Partnership: I was responsible for landing strategic partnerships for various events carried out under the TED name, preparing required documentation and negotiating on deliverables.
- BTL event coordinator - Ground level planning of campaigns, executing the entire campaign along with Below the Line (BTL) events, and securing partnerships and sponsorships accordingly.
- **TEDx DurbarMarg:** The themes of our TEDx Talks in the past have been Local Stories Global Implications. All our events have happened as per standards TEDx guidelines and the videos of our speakers are available for the global audience at the official TED

channels. TEDx event in Nepal that has continued the TEDx Talks journey and we are planning to organize our fourth TEDx Talk under license from TED on 6th June of 2020. Given that the year 2020 is Visit Nepal Year, we have been thinking to make our event big this time with also your auspicious presence which will be a major boost to the country.

- **TEDx Women:** TED Women 2020 is an initiative for sharing physical, cultural, and economic challenges affronting at every level. This event will address the collective fearlessness to create a global step further. Together with TEDxDurbarmarg, TED plans to celebrate and amplify ideas for the most interesting, dynamic, multi-dimensional ideas from Nepal. We hope to honor the fearless women of our community and have interaction, a space for reaction in real-time. We will have speakers from different sectors of society. We plan to display our talks on Facebook and other social media channels to create a deep impact on society. The theme for the event is “Fearless”
- **ConnecTED:-** In view of Visit Nepal 2020, this photo/video contest was our approach to promote domestic tourism within the country. The contest encouraged people to capture and share places in their locality that are yet to be popular. Every day 3 photos and 1 video entry were uploaded since the inception of the contest. However, the contest deadline had to be extended due to an overwhelming response from the participants and later due to the COVID-19 pandemic outbreak.
- **TED Regional Workshop:** TEDx DurbarMarg hosted the first-ever TEDx Nepal Regional Workshop on September 19 which was the largest gathering of TED in Nepal with a total of 200 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 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.

- **TED Circles:** TED Circles is an open community of small groups that engage in conversations about big ideas. Hosted by volunteers, circles watch and discuss a TED talk about the monthly theme. They share takeaways online to consider each other's perspectives and create a global conversation. That conversation needs everyone so we hope you join as a host or as a guest. Circles can take place in-person and online so they are helping communities stay connected, especially now.
- **TED Countdown:** 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 is 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.

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.

2.3 Activities in Coordinating with co-workers

During my Internship, the most important role for every co-workers was communication. TED organization creates a healthy and professional environment where it also provides challenges as well as looking for their co-workers back. Few keys that helped me with managing were:-

1. Listen actively. As everyone has their own idea and TED itself is a platform where we promote “Ideas worth Spreading”
2. Speak with discretion and talk face to face.
3. Offer constructive criticism.
4. Build and earn trust.
5. Get personal but don't be too casual.
6. Consider communication preference and technology etiquette.
7. Tell them how what you're communicating is relevant to them.

2.4 Job process Diagram for each job responsibility

- Description Writing:

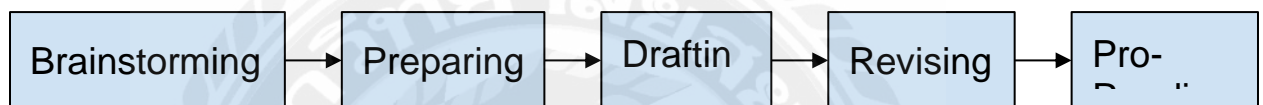


Figure 2: Description Writing Process

- Video Editing:

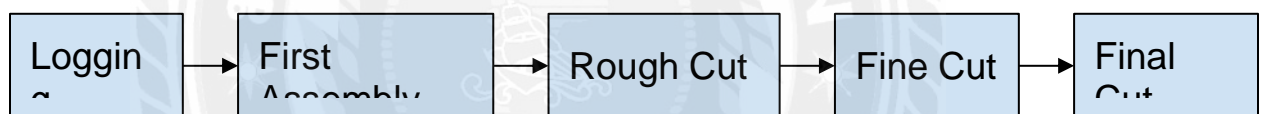


Figure 3: Video Editing Process

- Strategic Partnership:

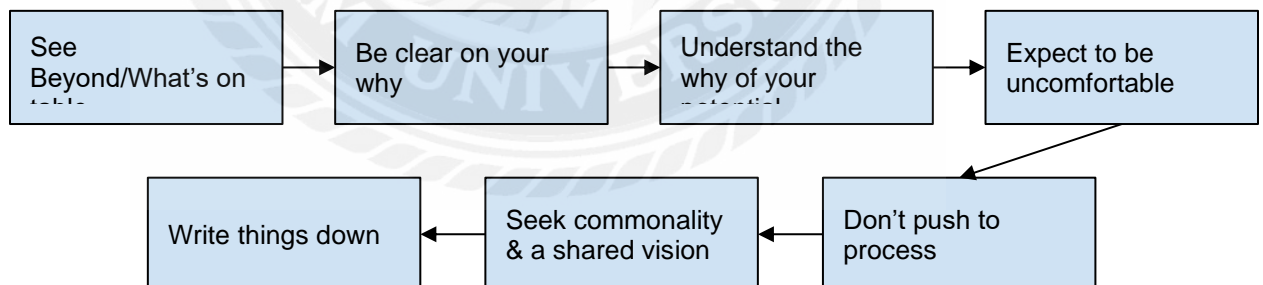


Figure 4: Strategic Partnership Process

- BTL event coordinator -

Initial Planning Activities Checklist		
Completed	Activities	Activities
STEP 1: Initial Pre-Planning (3 months)		
•	Organized the Planning Committee	<ul style="list-style-type: none"> • Emergency Planning Office • Safety Office • Law Enforcement • Communications Department • Administration • Facilities Management • Environment Division-Solid Waste Program • Event Stakeholders/Departments/Agencies • Others as needed
•	Identify Roles and Responsibility	<ul style="list-style-type: none"> • Event Coordinator • Safety Officer • PIO-Comm. Dept/Promoter • Logistics- Resources “get the stuff” • Operations- Oversees the event • Finance/Administration-Cost • Planning-Collecting, evaluating and prepare alternate strategies for event

STEP 2: Event Risks (2 months)		
<ul style="list-style-type: none"> • 	<p>Budget</p>	<ul style="list-style-type: none"> • Financial Allocated • Event cost <ul style="list-style-type: none"> o Tent Rental o Food o Port-a Potties o Table and Chairs o Media Costs • Financial Support <ul style="list-style-type: none"> o Tribal Program <ul style="list-style-type: none"> o Business Sponsorship o TGF o Other
<ul style="list-style-type: none"> • 	<p>Identify Hazards/risks</p>	<ul style="list-style-type: none"> • Weather • Slip, trips and falls • First Aid Station
<ul style="list-style-type: none"> • 	<p>Traffic and Pedestrian Plan</p>	<ul style="list-style-type: none"> • Adequate parking • Access for people with disabilities • Access routes to the venue • Adequate lighting • Shuttle services • Road Closures • Adjoining Properties • Access for Emergency Vehicles • Signage for potential travel delay • Disseminate accurate, timely and consistent traveler information • Ingress/egress parking flow

<ul style="list-style-type: none"> • 	<p>Site Plan Checklist</p>	<ul style="list-style-type: none"> • First Aid stations/posts • Port-a-Potties stations • Seating • Media • Vehicle access routes • Parking • Fire Extinguisher • AEDs • Lost kids/property • Food Vendor • Water sites • Information Site
<ul style="list-style-type: none"> • 	<p>Public Health Risks</p>	<ul style="list-style-type: none"> • Proper sanitary measures • Adequate number of toilets and hand basins factors: <ul style="list-style-type: none"> o # of patrons o Sex of the patrons o Duration of Event o Alcohol available • Handicap toilets • Water • Waste Management • Shelter
<ul style="list-style-type: none"> • 	<p>Public Safety</p>	<ul style="list-style-type: none"> • Security and Crowd Control • Lighting and Power • Temporary Structures • Signage

STEP 3: Event (1 month)

•	Event Promotion and Marketing	<ul style="list-style-type: none"> • Invitation • Flyers • Local media and newspapers • Social Media Pages
•	Signage	<ul style="list-style-type: none"> • Entrance and Exits • Parking • First Aid Posts • Security • Health Promotion <ul style="list-style-type: none"> o No glass containers o Smoke Free Events o Don't drink and drive o Food and water available

Table 1: BTL Event Coordinating Process

2.5 Contributions as an CO-OP Student in the Company

As a Co-op student at TED, I learnt that one should be set up to investigate all that you do. Try not to utilize the pardon that you plan on being a "online media advertiser." You should have the option to take a gander at an accounting page of numbers, make the appropriate figures, and dissect what they mean. Regardless of whether your advertising courses lecture the P's or C's of Marketing, it doesn't make any difference. While they can help acquaint you with the center ideas of advertising, the odds of you conceptualizing how you meet value, item, spot, and advancement in a genuine showcasing circumstance is ridiculous. Reproduce "realistic" situations however much you need, yet you will not really figure out how to settle on significant choices in close time spans until you're overseeing genuine dollars, attempting to maintain a genuine organization's standing, and putting your energy in genuine tasks. You can't rehearse it; you must be there and do it a couple of times, and afterward you'll learn.



CHAPTER 3

LEARNING PROCESS

3.1 Problems / Issues of the Company

Communication Barrier: Communicating and coordinating with the point of contact person for the respective speakers has been one of the consistent challenges that I faced during the course of the past 5 months. We often had to improvise due to speakers' prior commitments, clashing schedules, and time zone differences.

Technological Barrier: 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.

Vendor Management: The majority of events were broadcasted live on national television channels and the crew members had to undergo proper training and assistance, amid an imposed National Lockdown.

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.

No-show Audience follow up: TED caters to customers of not only Nepali nationality but many international backgrounds as well. Trying to reach out to international no-show audiences, to ask the reasons behind the no-show would often be in vain because they provided incorrect numbers and email-ids, they would hardly receive any calls or reply to emails, and neither called back.

Event Queries: We would receive a lot of queries during and after the event, regarding attending the sessions, how to view recorded events and how to register for the upcoming events.

3.2 How to solve the problems

Communication Barrier: Due to the COVID-19 pandemic, communicating with the speakers, the vendors and the team was a pretty difficult task to carry out.

Technological Barrier: 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.

Vendor Management: Specific personnel were deployed to look after the brandings and ensure that no event was delayed due to the setup issues.

Partnerships & Deliverables: The team was divided in such a way that a specific group of people were deployed to look for prospective companies who cater to the same target market as TED does. The Marketing team actively led the search in landing strategic partnerships with all existing TED partners.

No-show Audience follow up: A specific group of people were responsible for tracking down these no show audience and inquiring about the inability to join the Live broadcast.

Event Queries: We set up chat bots to assist viewers with frequently asked questions on our official website and the official Facebook page of TED.

3.3 Recommendations to the Company

- TED can focus on bifurcating two specific teams who look after internal and external matters.

- TED can also work on establishing specific Key Responsibility Areas so as to ensure no such overlap occurs.
- The team is full of young and dynamic individuals, it often becomes difficult to guide the team towards a specific direction due to the lack of experience.
- TED can also focus on establishing a Social Media Unit that will look after the online presence of TED that will ensure better brand recognition and recall. TED 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.
- The Advisory board comprises people from Nepalese nationality only. Diversification in the advisory board may lead to executing decisions with a global point of view.
- Since TED stands for 'Ideas Worth Sharing', TED should focus on bringing not only local stories but also share ideas from a global perspective in the organization.

3.4 What you have learned during the CO-OP Studies

Project Management

This is the first time I have experienced handling events on behalf of a TEDxDurbarMarg. I have seen events from their ground-level planning and documentation stage, the creation of mnemonics, and choosing project endorsers to establish a flow of events once the project is live. I have learned that there are a lot of things that need to be taken care of in the back-end so that on the stage, the event lies in their best interests. Such events are mainly carried out to give the audience an opportunity to connect better with the brand and are classified under activities done to attract & acquire different experiences as well as keep the existing audience base engaged.

Content Creation Strategy

Previously, I have had experience with content writing for product-oriented businesses. Thus, the content strategy for TEDx was different since it is a service-oriented business.

Strategic Partnerships

Having worked for college events for 3 straight years, I realized landing partnerships for corporate houses is not the same thing. We prioritized landing partnerships with product-oriented

businesses because we were mainly doing giveaways of free gift hampers. Similarly, most partnership deals were often closed as barter deals meaning we provide our services for free if the other company provides theirs for free as well. Companies hesitate to provide cash sponsorships but proposing a barter deal has always proven beneficial and further terms and conditions can be negotiated upon. This provides for activities done to attract new customers, keep the existing ones engaged, and maybe in some cases win back the lost customers as well.

Cross-functional teamwork

I learned about working with employees outside of your 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.

Viewer Engagement

A company grows through its customers and at TEDx, activities done in one way or the other are directed towards aligning the brand identity and brand image of the company.

- To acquire new customers – Social Media Posts that assure quality standards of the services provided, Customized Social Media Posts as per occasion/festival.
- To keep customers engaged – Social Media posts were created on a daily basis regardless of the occasion or festivity to ensure the viewers have something to look forward to on TED social media, everyday.
- To track lost customers – No-show customers are followed up with, with strong emphasis on reviews and feedback after the event has been experienced in order to improve services in the future

Getting familiar with the company

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3.5 How you applied the knowledge from coursework to the real working situation

TED plans to expand the ConnectED platform to engage meaningful conversations by renowned subject experts from different parts of the world. It also plans to bring in focus in certain

desirable focus areas such as those related with Women. TED also plans to mobilize volunteers and allow them to organize ConnectTED programs under the banner of TEDxDurbarMarg.

The group work and team's commitment to give their 100% is extraordinary. TED itself is a great example of commitment, belief and positive attitude. This performance-oriented environment of the company motivates me to act in the best interests of the company. I must say that the company has provided me a platform where I could apply my theoretical knowledge in terms of the company's practices. Some of the most relevant courses that had a great significance during my internship include Management Information Systems, Consumer Behavior, Marketing Management, Marketing Planning, Services Marketing, Integrated Marketing Communications' Management and Brand Management.

3.6 Special skills and new knowledge you have learned from this CO-OP Studies

Advertising is an equilibrium of workmanship, science, and tech. Many advertising educational programs center around the workmanship. You make promoting efforts, conceptualize bulletins, and storyboard advertisements. In current promoting, this workmanship is basic in envisioning calls-to-activities, composing greeting page duplicates, and dispatching items.

However, promoting is more than that. On the science front, we previously examined the significance of an information driven mindset in point one. Past that, you need to accept the implantation of innovation in advertising.

"From one viewpoint, new innovation offers promoting new and more proficient courses to advertise, alongside energizing possibilities like the capacity for customized, coordinated showcasing at scale. Then again, the advertising division is mastering new abilities, taking on obligations and assembling different connections inside the association."

CHAPTER 4

CONCLUSION

4.1 Summary of Highlights of CO-OP Studies in the Company

This is the first time I have experienced handling events on behalf of a corporate house. I have learned that there are a lot of things that need to be taken care of in the back-end so that on the stage, the event lies in their best interests. We prioritized landing partnerships with product-oriented businesses because we were mainly doing giveaways of free gift hampers. A company grows through its customers and at TEDx, activities done in one way or the other are directed towards aligning the brand identity and brand image of the company. I learned about working with employees outside of your 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. It's important to keep customers engaged – Social Media posts were created on a daily basis regardless of the occasion or festivity to ensure the viewers have something to look forward to on TED social media, everyday.

4.2 Evaluation of the Work Experience

As a marketer, one needs to manage grumbling clients, online media bashers, inert salespeople, baffling customers, the rundown continues forever ... also, through everything, you need to keep quiet and let them feel like they are in every case right. In the event that you get too enthusiastic over how individuals treat you, you will not toward the end in the business. Yet, the significant piece of systems administration is doing it with everybody. On the off chance that you choose you need to work at any organization, don't just discover approaches to converse with individuals from the same organization. Exhibit your energy for showcasing by appropriately advertising yourself. On the off chance that you can't advertise yourself, how might you market for other people?

The gathering work and group's obligation to give their 100% is remarkable. TED itself is an extraordinary illustration of responsibility, conviction and uplifting demeanor. This presentation arranged the climate of the organization spurs me to act to the greatest advantage of the organization. I should say that the organization has given me a stage where I could apply my hypothetical information as far as the organization's practices. The absolute most applicable courses that had an incredible importance during my entry level position incorporate Management

Information Systems, Consumer Behavior, Marketing Management, Marketing Planning, Services Marketing, Integrated Marketing Communications' Management and Brand Management.

4.3 Limitation of my 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. 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. Due to the group being full of young but inexperienced crew members, it was difficult to steer the group towards a collective goal due to difference of opinion. A lot of marketing theories were pre-existent in mind, however it took me a while to get used to relating to these theories on a daily basis. Apart from this, adjusting existing knowledge into company practices was the biggest difficulty due to the fact that not all companies were readily available to the changes we wanted to incorporate.

4.4 Recommendations for the Company

- TED can focus on bifurcating two specific teams who look after internal and external matters.
- TED can also work on establishing specific Key Responsibility Areas so as to ensure no such overlap occurs.
- The team is full of young and dynamic individuals, it often becomes difficult to guide the team towards a specific direction due to the lack of experience.
- TED can also focus on establishing a Social Media Unit that will look after the online presence of TED that will ensure better brand recognition and recall. TED 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.
- The Advisory board comprises people from Nepalese nationality only. Diversification in the advisory board may lead to executing decisions with a global point of view.
- Since TED stands for 'Ideas Worth Sharing', TED should focus on bringing not only local stories but also share ideas from a global perspective in the organization.

- Inside consistency.: - Internal consistency alludes to the total effect of individual strategies on corporate objectives. In an all around worked-out methodology, every arrangement finds a way into a coordinated example. It ought to be passed judgment on regarding itself as well as far as how it identifies with different arrangements which the organization has set up and to the objectives it is seeking after.
- Consistency with the climate.: - A firm that has a specific item strategy, value strategy, or publicizing strategy is saying that it has decided to relate itself to its clients—real and aggregate haggling, unfamiliar venture, etc are articulations of relationship with different gatherings and powers. Subsequently a significant trial of technique is whether the picked approaches are reliable with the climate—regardless of whether they truly bode well concerning what is happening outside.
- Suitability in the light of accessible assets.: - The fundamental key trait of assets is that they address activity potential. Taken together, an organization's assets address its ability to react to dangers and openings that might be seen in the climate. At the end of the day, assets are the heap of chips that the organization needs to play inside the genuine round of business.
- A good level of danger.: - Strategy and assets, taken together, decide the level of danger which the organization is attempted. This is a basic administrative decision. For instance, when the old Underwood Corporation chose to enter the PC field, it was making what may have been a very adroit key decision. Notwithstanding, the way that it ran out of cash before it could achieve anything in that field transformed its quest for a promising circumstance into the introduction to fiasco. It is not necessarily the case that the methodology was "awful."
- Suitable time skyline.: - The time skyline is likewise significant in light of its effect on the determination of arrangements. The more prominent the time skyline, the more noteworthy the reach in a selection of strategies. In the event that, for example, the objectives wanted should be accomplished in a moderately brief timeframe, steps like securing and consolidation may turn out to be basically compulsory.

Encourage co-op students and interns to socialize in person

In this social media age, it's easy to overlook the value of socializing in person. In fact, for many college students, the face-to-face social interactions of co-op and internship programs are just as important as the actual work itself.

Interns have plenty of time for socializing and meeting other interns from across the country. Similarly, Kathmandu College of Management(KCM), stresses the importance of networking and social giving. “ We make sure our internship and co-op experience with opportunities to network, give back to the community and attend social events so they can get to know one another. They are encouraged to attend all social events that are open to full-time.”

Given internship and co-op opportunities to network and socialize makes me feel as if I are already full-time employees, improving their overall experience with TEDxDurbarMarg company.

Stay in touch with former intern and co-op students

TEDxDurbarMarg are also recognizing the value of staying connected with co-op students and internship participants throughout the school year and beyond. Some even implement ambassador programs where co-op students or interns actively help to promote the company brand on campus.

SIAM University students typically co-op with the same employer throughout their co-op sessions. This allows students to take on more responsibility as they move through the co-op experience. It also provides companies with an opportunity to continue to engage the students they are invested in.

While you may not be able to convert every co-op student or intern into a full-time hire, even those students who don't return can help with boosting your brand and recruiting others. Remain available to help former interns as they navigate through their careers and ask for referrals and introductions to people they think might be a good fit for your company.

Build your brand with better recruiting

Whether you're hiring through co-op and internship programs, or recruiting from scratch, choosing candidates who will thrive at your company is important for building and maintaining your brand.

Annexure



Figure 1. Company Logo



Figure 2:- Audience Participation



Figure 3:- Technological Barrier



Figure 4:- Customer Engagement (Nepal's First Ventriloquist)

TEDxNepal Regional Workshop

16th September, Saturday
11:30AM-12:30PM (Nepal Time)
05:15AM-10:15AM (GMT)

Nepal Time	Session	Speaker/Performer
11-11:10	Opening : Traditional Welcome invoking Nepal to the World	Bishnu Banskota, Dorewada Shrestha (TEDxDM)
11-10-11:10	Interactive Session (How is the new normal to you?) (standees)	Dorewada Shrestha (TEDxDM) Organizer
11-10-11:20	Topic 1 Staff Presentation (Sponsorship Challenges)	VR Datta
11-20-11:30	QA	
11-30-11:30	Clip on Nepal's Mountain and Wildlife	Nepal Tourism Board
11-30-11:40	Topic 2 Staff Presentation (TED like ampance for students)	Flourina (TEDxSagarika), Anshu (TEDxSagarika), Saha (TEDxColombia)
11-40-11:50	QA	
11-50-12:00	3D tour on Great Himalayan Trails	Nepal Tourism Board
12-00-12:20	Breakout Session	Sudh (TEDxSagarika), Rishi (TEDxSagarika), Raju (TEDxSagarika), Mahesh (TEDxChangmai)
12-20-12:25	Prize Question	Bishnu Banskota (TEDxDM)
12-25-12:30	Break Time	Performance by Sagarika (Popular Nepal Ind Band)
12-30-12:30	TED Talk by a TED speaker followed by Q&A	Eames Demme (To be confirmed)
12-30-13:00	Topic 3 Staff Presentation (Speaker Content)	Yusuf Suleman (TEDxLagan), Anu (TEDxSagarika)
12-30-13:05	QA	
13-05-13:20	Freestyle Chat (Panelist to be confirmed soon)	
13-20-13:30	Interactive session with Nepal's first and only female entrepreneur	Suarna (TEDx)
13-30-13:35	Topic 4 Staff Presentation (Sponsorship Partnerships)	Dave (TEDxSagarika), An (TEDxSagarika)
13-35-14:00	QA	

Figure 5:- Content Writing



Figure 6:- Communication Barrier



Figure 7:- TEDx Mileage Card



Figure 8:- TEDxDurbarMarg Main Event



Figure 9:- connectTED Series



Figure 10:- Pre- recorded Events



Figure 11:- TEDxDurbarMarg EMCEE



Figure 12:- Achievement as Vice President

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