



COOPERATIVE EDUCATION REPORT

Strategic Branding and Event Management: IdeazWorx's Impact on SENSE-The Urban Sanctuary

Written by

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This report is submitted in partial fulfillment of the requirements for Cooperative Education,
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Siam University

Title: Strategic Branding and Event Management: IdeazWorx’s Impact on SENSE-The Urban Sanctuary

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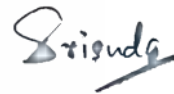
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Abstract

This cooperative education report details the extensive knowledge gained throughout a 16-week cooperative education at IdeazWorx working in the marketing and event management department. The main goals, responsibilities, and duties completed during the are outlined in the report. The paper gives a summary of IdeazWorx's background, organizational structure, and main business activities while highlighting the function of an intern in strategic planning, promotional marketing, and event management. It also covers the skills that were developed throughout cooperative education, such as canvas design, cooperation and teamwork, and communication. The final section of the report offers a thoughtful evaluation of the whole experience, emphasizing how it affected both professional and personal development. In general, this report is a useful resource that provides insights into the unique aspects of IdeazWorx's event management and the beneficial educational opportunities made possible by the cooperative education program.

Keywords: *Event Management, Marketing, Strategic Planning, Branding*

Acknowledgment

I would like to express my sincere gratitude to those individuals and organizations who helped shape my cooperative education experience and made it possible for me to complete my report. Through this cooperative education, I was able to put my academic knowledge to use in a real-world context and gained insightful information about the marketing sector. During this time, the help and direction I got were crucial to my development both personally and professionally.

First and foremost, I would like to express my gratitude to Siam University for providing me with the chance to be a part of the cooperative education. I am also grateful to IdeazWorx for providing me with the opportunity to intern in a marketing and event management position. During this time, the opportunity to experience event and marketing management in a corporate setting was beneficial. Furthermore, I would like to thank Asst. Prof. Dr. Maruj Limpawattana, Assistant President and Director of Siam University's cooperative education for organizing and enabling this cooperative education and also for his role as my academic advisor. Special thanks go out to my cooperative education supervisor, Mr. Shekhar Raj Kashaju, whose knowledge and guidance helped immensely in my learning and career advancement.

Finally, I would like to express my gratitude to my family, friends, mentors, and instructors for their constant support and encouragement over this journey. Their combined efforts have influenced my cooperative education experience and helped me develop professionally in the marketing sector.

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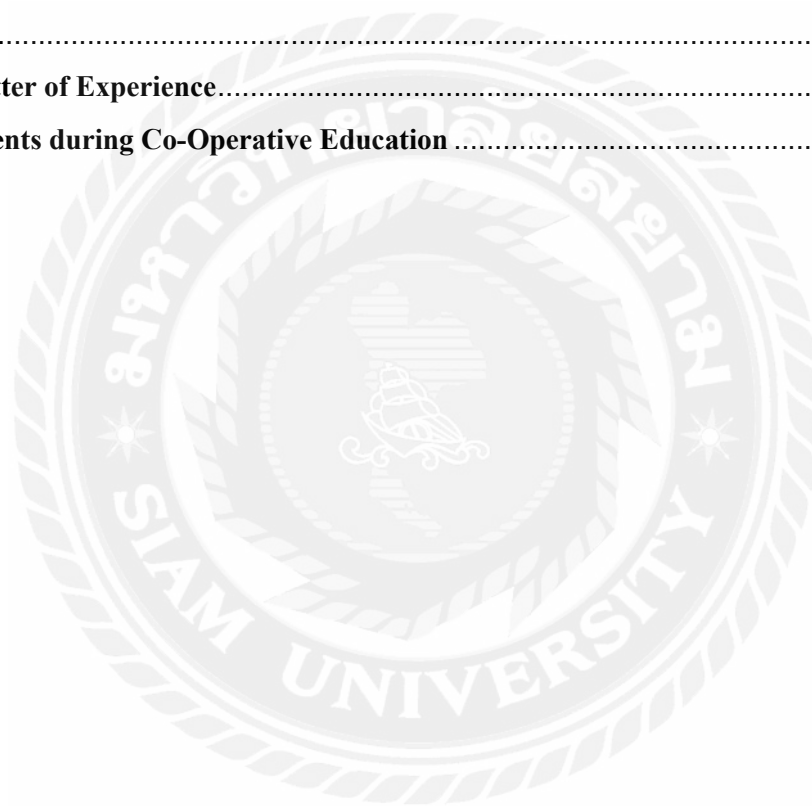


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Chapter 1 Introduction

1.1 Company Profile



Figure 1 Company Logo

Ideazworx founded in 2018 is a dynamic and innovative agency that specializes in transforming brands and elevating their presence in a competitive market. With a results-driven approach, they offer a comprehensive suite of services that cater to the diverse needs of businesses, from brand development and digital marketing to PR management and event production. IdeazWorx has had the privilege of working with a diverse range of clients across various industries, helping them achieve their branding and marketing goals. Their portfolio includes startups, established businesses, and everything in between. Currently, the company is working on a project named “SENSA the Urban Sanctuary” for brand building and event production. SENSA the Urban

Sanctuary is a premier destination designed to be a vibrant community. They aim to create a unique and inspiring environment where local businesses, artisans, and entrepreneurs can thrive. SENSE is already home to esteemed brands like Cafe de Tukche, Thanos Natural Ice Cream, Lama Burger, Alimentos, Koko Korean by Hankook Sarang, The Wise Owl, Jammy's Bubble Tea, Classic Pizza by Vera, Juicy Co, Momo City, Fiesta Fries, Jump KTM and Masala Beads High.

IdeazWorx Expertise:

- **Brand Development & Consulting:** IdeazWorx crafts unique brand identities that resonate with target audiences. Their team of experts works closely with clients to develop a cohesive brand strategy, ensuring consistency across all platforms and touchpoints.
- **Digital Marketing:** Ideazworx harnesses the power of digital channels to drive brand awareness and engagement. Their services include social media marketing, PPC advertising, and influencer collaborations, all tailored to meet specific business goals.
- **Advertising:** IdeazWorx creative advertising solutions are designed to captivate audiences and deliver measurable results. From concept development to execution, they handle all aspects of advertising campaigns, ensuring they align with the brand's voice and vision.
- **Content Creation & Management:** Content is king, and at Ideazworx, they excel in creating compelling and engaging content that drives traffic and builds loyalty. Whether it's blogs, videos, graphics, or social media posts, their content is strategically crafted to tell your brand's story.
- **PR Management:** IdeazWorx understands the importance of maintaining a positive public image. Their PR experts work tirelessly to manage your brand's reputation, handling media

relations, crisis management, press releases, and more to ensure your brand remains in the spotlight for all the right reasons.

- **Event Production:** From intimate gatherings to large-scale productions, Ideazworx has the experience and creativity to produce events that leave a lasting impression. They handle everything from conceptualization to execution, ensuring every detail aligns with your brand's objectives.
- **Ad Production:** IdeazWorx's in-house production team brings advertising concepts to life with high-quality video and audio production services. We work with top-notch directors, editors, and technicians to create ads that not only look great but also deliver impactful messages.

1.1.1 **Mission Statement**

To empower brands by delivering innovative, result-driven solutions that connect with audiences and drive business growth. We are committed to excellence in creativity, strategic thinking, and execution, helping our clients achieve their goals through tailored marketing, branding, and production services.

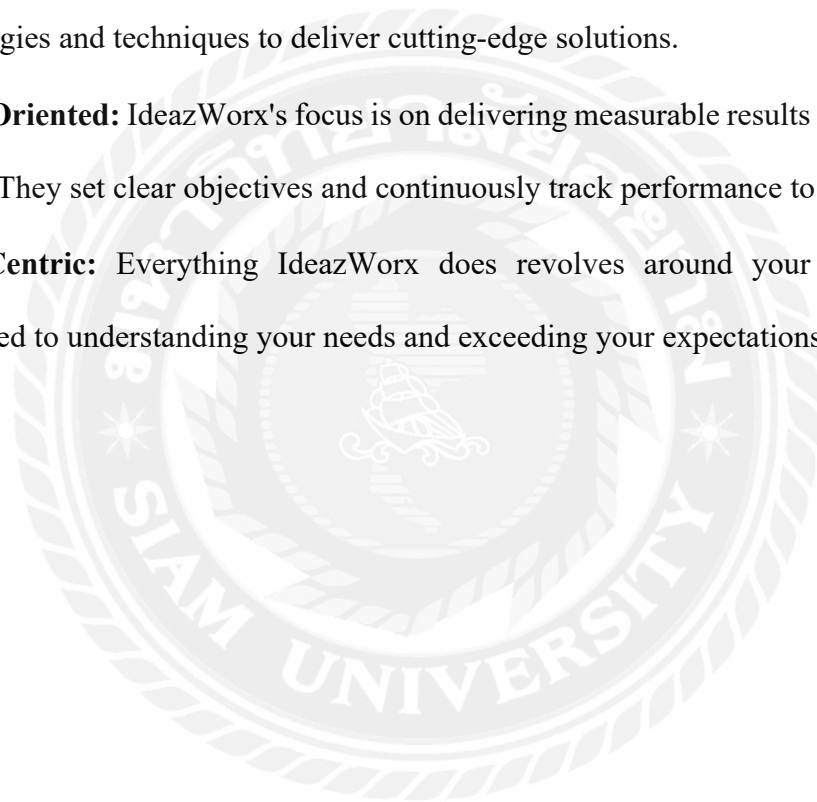
1.1.2 **Vision Statement**

To be a leading creative agency recognized for our ability to transform brands and create meaningful connections between businesses and their customers. We aspire to set the standard for innovation and impact in the fields of digital marketing, content creation, and brand development, always pushing the boundaries of what's possible.

1.1.3 Strategies

At Ideazworx, they believe in a collaborative approach. They see themselves as partners in your brand's journey, working closely with you to understand your vision, challenges, and goals. Their strategies are data-driven, creative, and tailored to meet the unique needs of each client.

- **Innovative Solutions:** IdeazWorx stays ahead of industry trends, constantly exploring new technologies and techniques to deliver cutting-edge solutions.
- **Result-Oriented:** IdeazWorx's focus is on delivering measurable results that drive business growth. They set clear objectives and continuously track performance to ensure success.
- **Client-Centric:** Everything IdeazWorx does revolves around your brand. They are committed to understanding your needs and exceeding your expectations.



1.2 Organizational Structure

1.2.1 Diagram of Organizational Structure

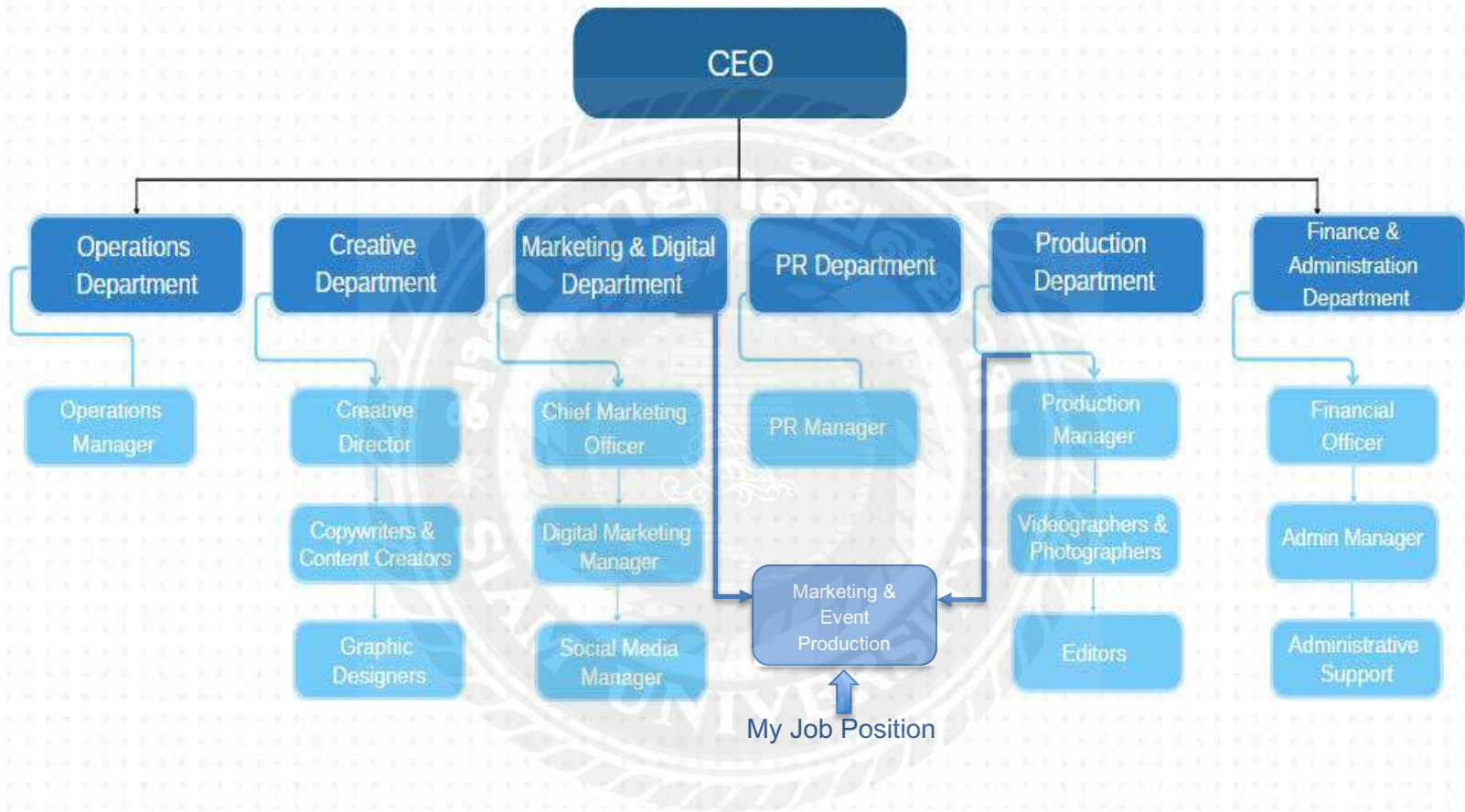


Figure 2 Company's Organizational Structure

Ideaworx has an organizational structure that is hierarchical and has several levels of authority and responsibility. Decisions in this structure are made at the highest levels of management and flow down to different staff levels, guaranteeing efficient delegation and

management of duties. This arrangement promotes efficiency and clarity within the organization by enabling structured communication and a clearly defined line of control.

1.2.2 My Job Position

As an intern in the Marketing and Event Production department at Ideaworx, my role involved a combination of strategic planning and practical execution. I was responsible for assisting in the creation and execution of various event organization, events promotion, and overseeing the collaboration with the brand for the events. My role in the organization was focused on market research, coordinating with vendors for events, scheduling meetings with brands to discuss partnerships for upcoming events, and ensuring that events like those for SENSEA were executed smoothly.

1.3 Intention and Motivation to Choose IdeazWorx

I decided to join IdeazWorx for my cooperative education due to several reasons: SENSEA-The Urban Sanctuary, being the new and developing project of IdeazWorx, intrigued me because it offered a special opportunity to add my thoughts and planning to the creation of a new and significant project. The prospect of working on a project from the beginning, where my strategic planning and ideas could directly impact its growth, inspired me. Ideaworx's engagement in community-focused projects like SENSEA, which complement my personal value and interest to positively influence society through cultural and social endeavors, inspired me. Ideazworx gave me a place where I could see my ideas become reality and where my creative participation was respected. Through my involvement, I was able to put my abilities to use and developed a sense of accountability for the project's success.

As a marketing student, practical experience was essential to my career advancement.

Rather than being bound to a typical office setting, Ideaworx gave me the opportunity to work in the field, performing real-world event management. I was intrigued by the potential of becoming actively involved in the sector, particularly in event management and marketing. This direct involvement allowed me to get familiar with vendor interaction, and on-site operations. Working in the field provided me with practical knowledge that is impossible to obtain from a desk job, especially problem-solving in real time and adapting to unforeseen challenges, which really helped my professional development.

Another motivating factor in selecting Ideazworx was the opportunity to interact directly with clients, especially in the context of event management. I gained essential expertise in managing client needs, comprehending their expectations, and assuring their fulfillment from this work. I understood that these contacts were crucial in improving my communication and negotiation abilities, as I had to balance multiple kinds of customer expectations while keeping the event's integrity. This experience also taught me the value of establishing and keeping great client connections, which is essential in any business environment.

1.4 Strategic Analysis of the Company

To assess its competitive positioning in the industry, I carried out a SWOT analysis, as shown in Table 1:

Strengths	Weaknesses
<ul style="list-style-type: none">- The Ideazworx team delivers a diverse set of skills, including strategic marketing, event production, and client management. This versatility enables the organization to manage numerous aspects of a project in-house, maintaining consistency and quality.- Ideazworx specializes in creating new and out-of-the-box marketing strategies and events. The company's ability to create distinctive concepts allows it to stand out in a crowded industry, attracting clients looking for new and significant solutions.- Ideazworx has a reputation for developing solid, long-term client connections. This client-centric approach encourages repeat clients and referrals, which are critical for long-term success.	<ul style="list-style-type: none">- Although Ideazworx excels at innovative thinking and client relations, it is still working to create larger brand recognition in the sector. This can make it difficult to recruit larger, high-profile clients, who may favor larger corporations.- Ideazworx has a handful of major clients who make significant contributions to its revenue. Such dependence can be a problem, as losing a key client can have a significant influence on the profitability of the business.- Ideazworx works exclusively within a single region, its geographic reach may be limited, potentially limiting prospects for growth and expansion into new markets.

Opportunities	Threats
<ul style="list-style-type: none"> - To increase its service offerings and market visibility, Ideazworx can form collaborations with other creative agencies, technology companies, and community organizations. Collaborations can also provide new business prospects and unique project concepts. - Ideazworx can enter emerging markets, especially in rapidly growing urban regions where there is a need for creative event management and marketing services. By broadening its geographical reach, Ideazworx can gain access to new clients and revenue streams. 	<ul style="list-style-type: none"> - This industry is extremely competitive, with multiple agencies competing for the same clients. Ideazworx is at risk of being surpassed by competitors, particularly larger organizations with more resources and established reputations. - The rapid growth of marketing patterns and event technologies demands ongoing adaptation. If Ideazworx does not keep up with the latest trends and technologies, it risks slipping behind competitors who are faster in their innovation.

Table 1: SWOT Analysis

1.5 Objectives of this Co-operative Study Report

The objectives of the cooperative study report are to:

Apply Theoretical Knowledge to Real-World Practice: This cooperative education provided me an opportunity to evaluate and document Ideaworx's real-world operations, difficulties, and tactics, especially in the marketing and event production division, in order to close the knowledge gap between academic study and real-world application. This report demonstrates how I used the knowledge I gained in the classroom to benefit the company.

Reflect Personal and Professional Growth: This report gave me a chance to consider how cooperative education impacted my development both personally and professionally. In order to better understand how my cooperative education at Ideaworx contributed to the development of critical skills in marketing, event planning, and client management, as well as how these experiences relate to my long-term professional objectives.

Acquire a Practical Understanding of a Particular Industry: This report served as more than just a program requirement; it gave me the chance to document and reflect on my time as an intern. By detailing my everyday tasks and responsibilities, I was able to gain a realistic understanding of the marketing aspects of the industry.

Emphasize Skills Acquired by Practical Experience: The focus of cooperative education is on hands-on learning. I'm able to demonstrate the particular marketing and management abilities I gained during the cooperative education in my report.

Chapter 2

Co-Op Study Activities

2.1 Work Description

During my cooperative education at Ideazworx, I was particularly a part of one project “SENSA-The Urban Sanctuary”. I was highly active in the marketing and event management departments, where my key responsibilities were the planning, coordination, and execution of numerous marketing campaigns and events for SENSA. I collaborated closely with the team to establish creative strategies that corresponded with client objectives, ensuring that each project was completed on schedule and satisfied high-quality standards. My position also includes coordinating client communications, meetings, and on-site operations during events in order to ensure a smooth experience for every individual. In addition, I was entrusted with performing market research, and generating promotional materials. This hands-on experience has helped me to use my academic knowledge in an actual scenario, as well as improve my event management, client relations and communication, and strategic thinking skills.

I, with my team members, did a soft launch for SENSA to build brand exposure and identity, not just for SENSA, but for all the collaborating brands as well. By hosting a diverse range of activities such as a food court, thrift market, face painting, and live musical performances, we were able to attract a wide audience, creating an engaging and memorable experience for attendees. During this event, we collaborated with respected organizations Bikalpa Gyan Tatha Bikash Kendra

and Sukhwati charity store where the earnings from this event will directly go to children's education. We collaborated with Travel and Paint Nepal for the Art Workshop. This collaboration emphasized SENSEA's commitment to fostering creativity and supporting local talent, which is key to its identity as an urban sanctuary. The special attraction we conducted for this event was a thrift market initiated by Miss Nepal 2009 Mrs. Zenisha Moktan. This not only increased foot traffic to the event but also positioned SENSEA as a trendy, socially aware destination. The involvement of a well-known personality helped amplify the event's reach, bringing additional visibility to both the brands involved and SENSEA as a whole. My involvement in this event included coordinating with the collaborating brands, assisting in event planning and execution, and ensuring that each activity was seamlessly integrated into the overall event. By helping manage these diverse elements, I contributed to creating a cohesive and well-rounded experience that left a lasting impression.

The second event we conducted for SENSEA was the "Himalayan Cultural Show". The event witnessed a cultural performance and exhibition of artists from Humal District, Nepal. This event we conducted was a fundraising event to build a school for children of Budar, Doti. This alignment with cultural and educational causes strengthened SENSEA's identity as more than just a venue—it became a center for meaningful cultural exchange and social impact. My responsibilities in this event included coordinating with artists from the Humal District, liaising with sponsors, managing logistics, and assisting with the fundraising efforts. Involving in this event made me realize my ability to handle complex tasks, and contribute to a cause-oriented project. This experience not only added value to SENSEA's brand but also allowed me to further develop my skills in event management, cultural promotion, and community engagement.

The third event we did for SENSA was, “Teej Mela”, which is for the celebration of the Hindu festival. Where we are promoting local Nepali brands to join us in the event. My responsibilities include writing compelling proposals to invite local Nepali brands to participate in the event, managing email communications with potential vendors and partners, and creating visually appealing event posters. These tasks are essential in ensuring that the event runs smoothly and that it effectively promotes the participating brands while celebrating the cultural significance of the Teej festival.

2.2 Work Details

A. Event Planning and Management:

1. I used to coordinate with event clients and developed comprehensive event timelines to ensure a successful implementation.
2. Managed logistical aspects, such as venue setup, equipment rental costs, and on-site staff coordination, to ensure a smooth event experience.
3. Monitored all parts of event planning and execution to ensure that they fulfilled client expectations.

B. Relationship management and communication with clients:

1. To write proposals for brands to inquire about their interest in collaboration for the events.
2. Kept in constant contact with clients to find out about their needs and make sure their suggestions were taken into account for projects.
3. Provided frequent updates and progress reports to promote transparency throughout the event lifecycle.

C. Market Research and Analysis:

1. Conducted an extensive study on industry trends, rival strategies, and customer behavior to help create marketing plans.
2. Analyzed data to discover prospective opportunities and threats, resulting in more targeted and successful campaigns.
3. Provided insights to better understand target consumers, allowing for the development of targeted marketing messaging and event themes.

D. Campaign Development and Execution:

1. Collaborated with the team to brainstorm and execute creative marketing campaigns that were in line with the client's objectives and brand personality.
2. Developed and managed promotional materials to ensure a uniform message across all media.
3. Executed campaigns across many media, increasing brand visibility and audience engagement.

2.3 Activities in Co-ordinating with Co-workers

As a Marketing Intern at SENSEA- The Urban Sanctuary, I fostered collaboration among coworkers to improve efficiency and achieve organizational goals. The activities listed below reflect my role in developing positive team collaboration.

- **Event Planning and Task Allocation:**

Working with teammates to organize and plan the details of each event was one of my primary tasks. This involved brainstorming ideas, identifying event themes, and organizing the structure and scheduling. As part of the coordination, I worked closely with coworkers to assign tasks based on each team member's abilities and knowledge. Regular meetings ensured that everyone was on the same page about their responsibilities, whether they were handling logistics, marketing, or on-site operations. This helped to shorten the preparation process and ensure that we stayed on schedule leading up to the event.

- **Vendor and Partner Coordination:**

One of my responsibilities was to communicate with possible vendors and partners for each event. My coworkers and I approached local brands and businesses offering collaborative options and ensuring their needs were met. To reach an agreement, constant communication was required, including follow-up emails, meetings, and negotiation sessions. I worked with my team to acquire vendor space, handle contracts, and match their involvement with SENSEA's aims. This joint effort enabled us to develop strong ties with important partners and ensure the event's success.

- **On-Site Event Management:**

During events, I was involved in the day-to-day operations. This entailed collaborating with coworkers to manage vendor installations, advise participants, and troubleshoot any problems that emerged on the day. We communicated often to ensure that everyone was aware of their roles,

whether it included overseeing the registration desk, assisting vendors with their stalls, or ensuring that attendees had a pleasant experience. My coordination efforts guaranteed that we could react immediately to any issues and that the event ran successfully from start to finish.

2.4 Work Process Diagram

I worked at SENSE- The urban sanctuary for 16 weeks. The work I completed is stated above. My job process diagram is displayed below:

A. Event Planning and Support



Figure 3 Work Process Diagram for Event Planning and Support

B. Relationship Management and Communication with Clients:

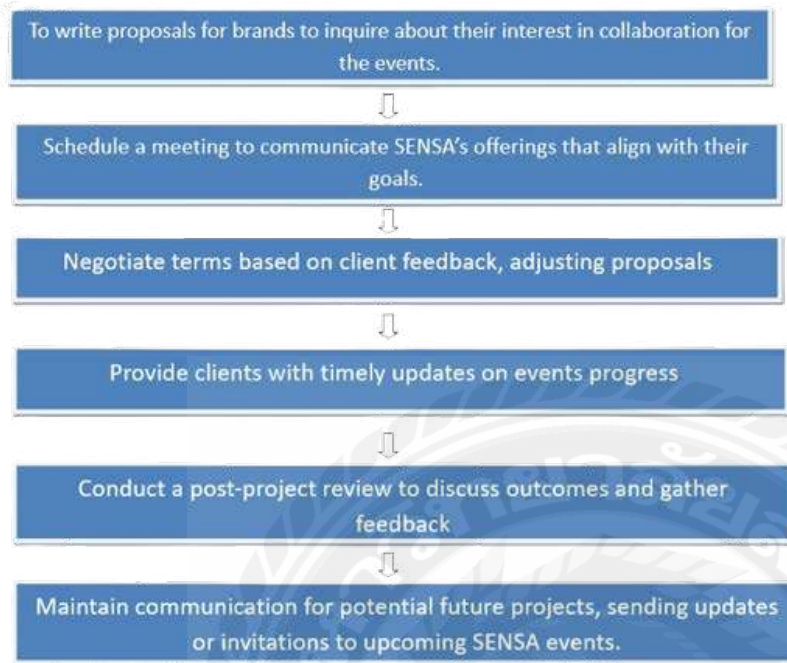


Figure 4 Work Process Diagram for Relationship Management and Communication with Clients

C. Content Planning and Creation:

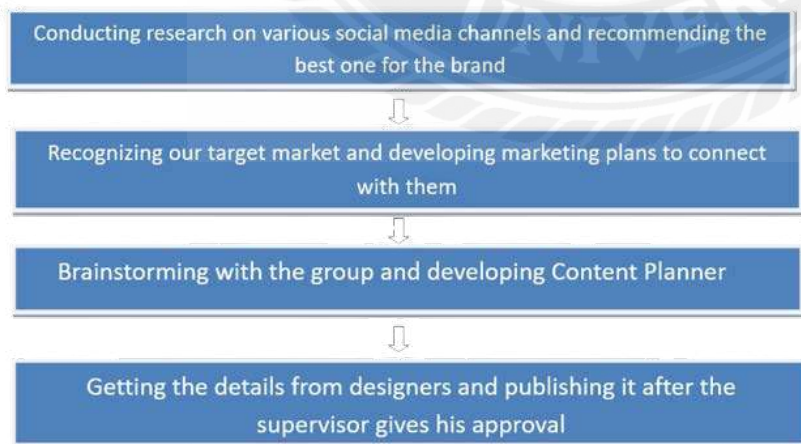


Figure 5 Work Process Diagram for Content Planning and Creation

2.5 Contribution as a CO-OP Student in the Company

My main contribution to Ideazworx as a CO-OP student was to execute and be a part of the "SENSA – The Urban Sanctuary" project through to completion. I contributed significantly to the marketing and event production divisions, collaborating closely with many teams to carry out creative concepts. One of my main duties included carrying out in-depth market research to find rivals and trends, which influenced the creation of marketing plans and event designs. Additionally, I worked directly with partners and vendors to arrange their participation in events and negotiate terms. This required keeping lines of communication open, making sure their requirements were satisfied, and coordinating their presence with SENSA's goals. In addition, I worked with the creative team to create promotional materials and assist in putting successful marketing strategies into action that increased brand awareness.

In order to make sure everything went without any issues, I worked on-site with operations and logistics during event execution. In order to fix problems and maintain excellent service throughout the event, I actively participated in everything from vendor setup to guest management. After every event, I helped with post-event analysis by getting input and creating reports that emphasized both the positives and the things that needed work. This made it possible for the organization to keep improving its strategy for upcoming occasions. All things considered, my cooperative education experience enabled me to use my academic knowledge while benefiting the company by helping with marketing initiatives, vendor coordination, event planning, and market research.

Chapter 3

Learning Process

3.1 Problems Encountered during the Co-operative Education

- **Inconsistent Departmental Communication:**

Project completion delays were frequently caused by communication breakdowns between departments, including marketing, design, and logistics. For example, there may have been misalignment when important information or updates on event schedules, vendor needs, or design changes were not communicated in a timely manner. Workflow efficiency was impacted by this inconsistent communication, particularly when quick approvals or modifications were required. In order to solve this, team members including interns—frequently had to step up and close communication gaps by routinely checking in with other departments to ensure that assignments were being completed on schedule.

- **Regular Modifications to Project Scope and Goals:**

During cooperative education, there were times when the goals of an event or the project's scope were changed in response to requests from clients or changing market trends. Although being able to adjust to changes is a useful skill, making modifications sometimes resulted in confusion and rework, which affected the schedule and task alignment. Productivity was impacted as the interns and team members needed to review finished work, adjust deadlines, and re-coordinate with

vendors. Workflow consistency might have been enhanced by establishing more precise rules and a methodical procedure for managing change requests.

- **Overlapping Roles and Responsibilities:**

Because of the organization's lean team structure and hierarchical structure, roles frequently overlap, which may cause misunderstandings regarding duties. During high-stress times before events, when tasks needed the immediate attention of several team members, this was most noticeable. From setting up events to communicating with clients, interns occasionally had to take on multiple tasks, which called for quick adaptation but also occasionally resulted in unclear roles. Team members could have been able to concentrate on their primary duties if tasks had been assigned more clearly and roles had been defined more formally.

3.2 Solutions to Problems and Recommendations to the Company

- **Establish Frequent Interdepartmental Check-Ins:**

Departmental synchronization can be facilitated by enhancing communication routes. Teams like marketing, design, and logistics should meet once a week or twice a week to keep each other informed about ongoing tasks and deadlines. By offering a transparent, user-friendly platform for task tracking and real-time updates, a centralized project management application like Asana or Slack could further simplify communication by minimizing information gaps and misunderstandings.

- **Establish a Clear Procedure for Managing Changes:**

The organization might use a structured change management procedure to handle modifications to the project scope more effectively. One way to reduce unnecessary rework would be to establish a clear process whereby all change requests are examined, recorded, and authorized by the appropriate parties prior to implementation. Clearly defining goals and expectations for each team member at the beginning of a project may also reduce last-minute adjustments and facilitate more efficient execution.

- **Clarify Role Definitions and Responsibilities:**

To avoid overlapping roles, developing specific job descriptions and a systematic workflow plan for each department may assist clarify responsibilities. During large projects or events, appointing a team lead to each critical area (for example, dealing with vendors, and logistics) can assist streamline management and guarantee tasks are completed efficiently. Clearly defining roles and a chain of command would enable team members including interns to concentrate on their primary responsibilities and make more valuable contributions.

3.3 Literature Review

[\(Åhman & Hallgren, 2023\)](#) frequently cited as saying that marketing is crucial to a company and that the two fundamental roles of a firm are marketing and innovation. Expanding his definition within a company and adding marketing and innovation can lead to worthwhile opportunities.

One may say that event marketing is a useful and significant instrument to include in your marketing plan in order to demonstrate that your organization can become a leading innovator in marketing. In the media industry and marketing communication, businesses have traditionally employed a variety of tactics to engage their audience and build a strong brand with high brand equity ([Ali, 2014, 12](#))

Events have always been a fantastic method to get people interested, but they were first used as a marketing strategy in the 1980s. It has grown to be one of the most significant and well-liked strategies for interacting with consumers and attempting to build value and loyalty through altering perceptions and producing experiences ([MIYAZOE, 2022, 062](#))

The development of the customer communities is being given priority above the promotion of products. The "Third Kitchen Project" by Kirin Brewery, which connects local food suppliers and restaurant chefs, and P&G's "myrepi," which creates websites for various client segments and lifestyle themes, are two examples ([Smith-Jackson & Klein, n.d., 34](#)).

3.4 What I have learned during the Co-Op Studies

My four-month cooperative education has given me both professional and personal experience and abilities that will be useful in my future endeavors. I discovered a few things while participating in the Co-Op Studies:

- A. Obtained practical experience in event planning and management, from the initial concept development to carrying out logistics on-site and making sure everything goes without a hitch.

- B. Discovered how crucial it is to communicate clearly and concisely with partners, clients, and vendors in order to collaborate and negotiate successfully.
- C. Understand the importance of collaborating extensively with coworkers and departments, valuing all perspectives and their contributions to a well-rounded project output.
- D. I've learned how important it is to establish a strong network during my cooperative education. Because of its connections in these circles, the brand is able to initiate the program with leading industry executives who can serve as mentors.
- E. The cooperative education also taught me that issues and changes can arise from any source and that in order to keep the operation running well, everyone must remain composed and united.
- F. Developed abilities in keeping well-organized records, summarizing tasks, and measuring results for assessment by learning how to record and report project information and outcomes.
- G. Acquired knowledge about creating a brand's identity and securing its own niche in the market, especially for SENSEA as a community center with a unique social and cultural appeal.

3.5 Application of Theoretical Knowledge at Workplace

During cooperative education at Ideazworx for the project "SENSEA- the urban sanctuary, I discovered that several key topics from the curriculum laid a solid foundation for practical

application in the corporate world. My performance during the cooperative education was considerably enhanced by the theoretical knowledge obtained from the coursework.

- **Applying Consumer Behavior Insights**

My knowledge of how perception, motivation, and purchasing decisions affect customers has grown as a result of my coursework on consumer behavior. In my cooperative education, I put this to use by examining what would draw various customer segments to SENSEA's offerings and events. For example, I assisted in designing event components that improved visitor engagement, such as interactive workshops and sensory-driven experiences at food courts, because I knew that customers in urban settings are frequently motivated by experiential value. Additionally, my knowledge of consumer behavior enabled me to craft marketing messages that spoke to the social and emotional needs of SENSEA's audience, presenting the events as significant community events rather than simply commercial ones.

- **Building and Communicating Brand Identity**

Coursework in branding gave me the skills I needed to comprehend and successfully convey a brand's identity. I was able to put these ideas into practice at SENSEA by assisting in the development of a unified brand story that complemented the company's positioning as a "sanctuary" in an urban environment. I made sure that SENSEA's distinctive brand qualities were continuously emphasized during events and promotional channels by highlighting components like cultural richness, community support, and local authenticity in the promotional marketing materials. This consistency strengthened the audience brand loyalty by establishing a unique character that distinguished SENSEA from competitors.

- **Crafting Effective Marketing Communications:**

I gained the ability to create clear and compelling messaging from my communication coursework, which is essential for connecting with and holding on to target audiences. I put these abilities to use in practice by crafting captivating emails, social media postings, and vendor proposals that successfully communicated SENSEA's event themes and values. For example, while I was writing emails to potential vendors, I made the offer seem enticing and encouraged their involvement in SENSEA's activities by using persuasive strategies and clear language.

- **Market Research Skills:**

I was able to identify possible vendors and consumer trends by conducting market research using the knowledge I acquired from my research coursework. My plans for event themes and vendor selection were influenced by the information I gathered and analyzed about local customer preferences, competitor events, and community interest. Using research techniques, I was able to determine which companies best matched SENSEA's goals, resulting in successful events and profitable brand alliances.

- **Creating a Memorable Brand Experience:**

My understanding of consumer psychology enabled me to see that customers value experiences that go beyond straightforward business interactions. Using this knowledge, I designed events that provided unique experiences, such as the Thrift market, Himalayan Cultural show, Teej mela, Children's carnival, and many more. By using this strategy, I was able to establish a stronger emotional bonds with clients and improve SENSEA's reputation as a community-focused organization.

3.6 New Things I Learned

Throughout my cooperative education, I had the invaluable chance to significantly expand my skill set, especially in three crucial areas:

- **Graphic Design and Content Creation with Adobe Express:**

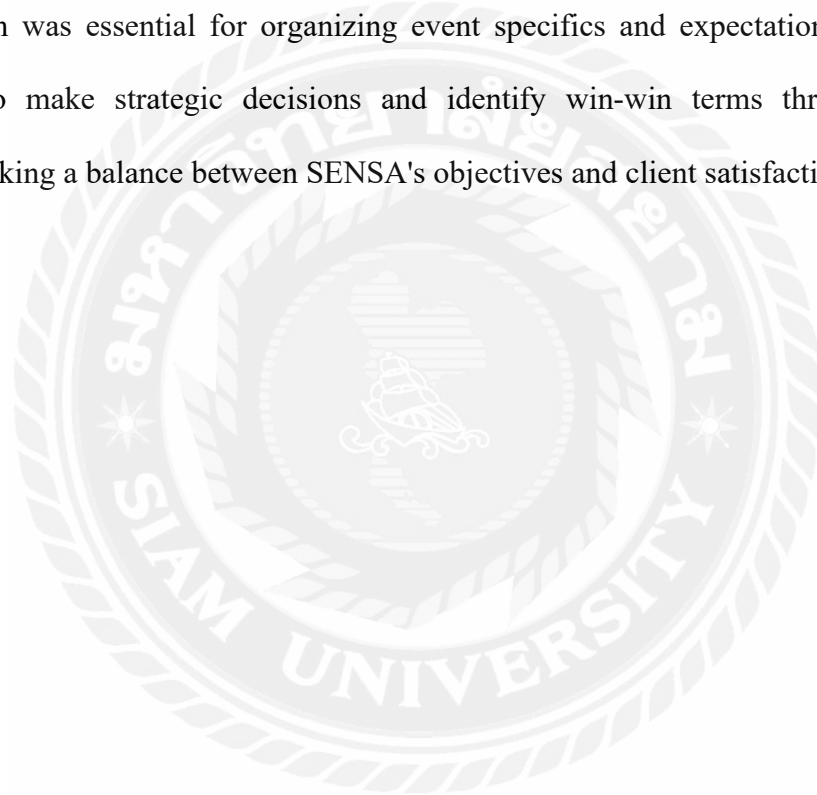
I gained professional design experience with Adobe Express during my cooperative education by making visually appealing posters and graphics for event marketing. I gained a fresh perspective on visual branding as a result of this exposure, learning how to strike a balance between messaging and aesthetics while making sure that every design complemented SENSEA's brand identity. Additionally, I acquired a practical knowledge of layout, typography, and color schemes that enhance audience engagement and retention in promotional content.

- **Search Engine Optimization (SEO):**

I learned the fundamentals of SEO (Search Engine Optimization) throughout my cooperative education, especially how it can improve online visibility for events and company promotions. I discovered how to choose and integrate appropriate keywords that would raise SENSEA's content rating on search engines by researching keyword tactics, meta descriptions, and backlinks. To make sure that every piece of content received more natural traffic, I also looked into SEO-friendly techniques for site and social media material. I learned how to strategically use SEO tactics from this experience, which improved SENSEA's online visibility and helped it reach a wider audience.

- **Interpersonal Skills:**

I developed my interpersonal and communication abilities throughout my cooperative education by gaining practical experience in meetings, customer handling, and negotiating. I gained knowledge of the complexities of building and preserving business relationships, comprehending client requirements, and proactively resolving issues by working closely with partners and vendors. I improved my ability to listen attentively and communicate ideas clearly through frequent meetings, which was essential for organizing event specifics and expectations. Furthermore, I learned how to make strategic decisions and identify win-win terms through negotiation, successfully striking a balance between SENSEA's objectives and client satisfaction.



Chapter 4

Conclusion

4.1 Summary of my CO-OP Studies at Ideazworx under the project “SENSA-the urban sanctuary”

During my cooperative education at Ideazworx, working on the project “SENSA – The Urban Sanctuary,” I became fully involved in numerous aspects of client relationship management, event production, and marketing. As part of my position, I was in charge of helping SENSA organize and publicize its events, which intended to create a thriving community center that links a variety of audiences, supports small businesses, and celebrates local culture. From coming up with ideas for event themes and working with vendors to advertising events online and producing eye-catching promotional materials, I obtained practical expertise in event planning and execution. I improved my graphic design abilities using programs like Adobe Express, creating eye-catching posters and social media posts to draw viewers. In order to enhance SENSA's online visibility for events and make sure the brand successfully reached its target audience, I also used SEO strategies. Working together with coworkers, vendors, and regional businesses gave me invaluable experience in managing clients and negotiating, as well as the value of proactive, transparent communication.

My interpersonal skills were significantly improved by working on SENSA at Ideazworx, which exposed me to a variety of real-world situations that called for adaptability and clear communication. My capacity to actively listen and react positively in conversations with clients, coworkers, and vendors was one of my primary areas of improvement. Frequent gatherings and

cooperative planning sessions allowed me to share ideas, get feedback, and modify my strategy in response to suggestions from others. Through this process, I was able to cultivate a well-rounded communication style that allowed me to value the opinions and knowledge of others around me while still sharing my own ideas with confidence. My capacity to establish trust was strengthened by these exchanges, which was essential for maintaining friendly, professional relationships and ensuring productive teamwork.

4.2 Evaluation of My Work Experience

One of the most beneficial things I took away from my experience was learning practical skills in event planning and on-site problem-solving. I took part in every stage of the event, from planning and ideation to set up, carrying out, and evaluating it after it was over. I was able to better grasp the actual difficulties of event management—like handling time-sensitive duties, arranging vendors, and quickly adjusting to last-minute changes. My organizational abilities and task prioritization were strengthened while working in an event production environment, which made sure that every aspect of the event was coordinated and operated without a hitch. I also learned a lot about the value of establishing relationships in a professional setting from the chance to interact directly with clients and vendors.

My work experience on the SENSEA project at Ideazworx was crucial to my professional growth since it gave me a personal understanding of the dynamics and expectations of the workplace. In particular, in fields like event planning, client relationship management, and digital marketing, this position enabled me to connect theoretical knowledge with real-world implementation. My problem-solving abilities were honed by handling real-world difficulties, such

as coordinating several vendors, responding to client concerns, and modifying promotional plans under pressure. These experiences also reinforced the value of adaptability and resilience in the workplace. Every task, whether it was developing a marketing plan or negotiating terms with vendors, improved my capacity to function well under pressure and provided me with priceless insights into client expectations and industry standards. I now have the interpersonal and technical abilities necessary to handle the challenges of a marketing career, putting me in a position to take on future responsibilities with more assurance and competence.

4.3 Limitations of my CO-OP Studies

The following are some limitations I encountered while working as a co-op student at Ideazworx on the SENSE-The Urban Sanctuary project:

- **Limited Exposure to Broader Marketing Strategies:**

Although I concentrated mostly on promotional event-based marketing and event management, I was unable to fully explore deeper tactics like digital advertising or market segmentation, which could have given me a more thorough grasp of marketing.

- **Scope of Responsibilities:**

My cooperative education probably involved specific duties, which might have limited my exposure to some fields like high-level strategy or financial planning. My understanding of these topics may have been lower as a result of this limited focus.

- **Difficulties with Integration:**

It was difficult to combine academic knowledge with real-world experience in a collaborative environment because the internship tasks and the academic curriculum did not always coincide exactly.

4.4 Recommendations for Ideazworx

Here are some recommendations for Ideazworx based on my cooperative education experience:

- **Frequent check-ins and meetings for feedback:**

Regular check-ins and organized feedback sessions would give interns insightful direction and make it easier for them to monitor their development. Frequent feedback would promote continuous development, assist interns in resolving issues as they arise, and bring them closer to the standards of the organization. Additionally, this strategy would strengthen the sense of mentorship and support that exists in the workplace.

- **Clear Project Objectives:**

Giving interns specific projects with clear objectives and duties would improve their attention and clarity. Ideazworx can increase productivity and streamline project execution by clearly defining project objectives and outlining each intern's role within the overall framework. Interns would be able to work with greater assurance and comprehend their influence on the company's initiatives with this method.

- **Opportunities for Networking:**

Offering interns organized networking opportunities, including industry gatherings, team-building exercises, or joint projects with other departments, would enable them to grow their professional networks. Interns would gain a wider perspective by being exposed to Ideazworx's numerous teams and industry professionals, which would boost their career development and create relationships that may be beneficial in the long run.



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Appendix A. Letter of Experience



Ideazworx Pvt. Ltd

Letter of Experience

10th October 2024

To Whom It May Concern,

This Letter of Experience is for Jigyasha Shrestha, who successfully completed a four-month internship at Ideazworx as part of the project "SENSA–The Urban Sanctuary." During the internship, Jigyasha worked in the Marketing and Event Management Department, gaining significant hands-on experience in various aspects of event management, marketing strategy, and collaboration within the organizational structure.

During the tenure, her performance was more than satisfactory and she showcased a degree of professionalism.

Jigyasha's contribution to the "SENSA – The Urban Sanctuary" project has been invaluable, and she consistently showed a commitment to excellence and growth throughout her internship. We are confident that the skills and experience she gained during this internship will be beneficial in their future career endeavors.

We wish her all the best in her future pursuits and highly recommend them for any position they may seek.

Sincerely,

Shekhar Raj Kashaju
Managing Director
9851065062

Kapurdhara, Samakhushi, Kathmandu, Nepal

Figure 6 Letter of Experience

Appendix B. Events during Co-Operative Education

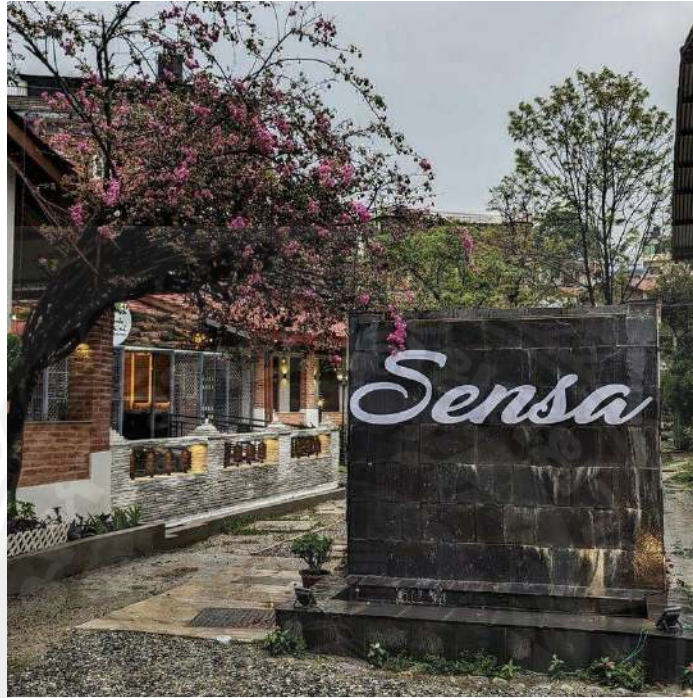


Figure 7 SENSEA- the urban sanctuary (Workplace)





Figure 8 Himalayan Cultural Show Event by SENSA



Figure 9 Children's Carnival Event by SENSA



Figure 10 Behind the scenes of event planning and management

