

# Performing for the Future

A Comprehensive Event Plan

Presented to:

**Professor Mariam Breant**

*Founder and C.E.O.*



**C.I.E.M.**

# Challenge:

Create a detailed and thorough plan for Mariam Breant to conduct a large event to ultimately *raise funds* for her newly created organization. The event will be in the form of a gala, open to the public by purchasing a ticket, and showcasing Professor Breant as the singing entertainment for the evening.

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# Initial Research:



**Mariam  
Breant**



**C.I.E.M.**

**Centre  
International pour  
L'enfant et La Mere**



**Capital Area  
Food Bank**

**Performing for the Future**



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# The Solution

## A Fundraising Event: Performing for the Future

- Hosted by Breant
- Partner with Capital Area Food Bank
- Feature performances by local children groups/singers
- Special musical performance by Professor Breant
- Target families
- All proceeds benefit both organizations

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# 6 Aspects of Plan

- Venue
- Production
- Partnerships
- Print
- Radio
- Online



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# Venue

- On-Campus
- Off-Campus
- Reach

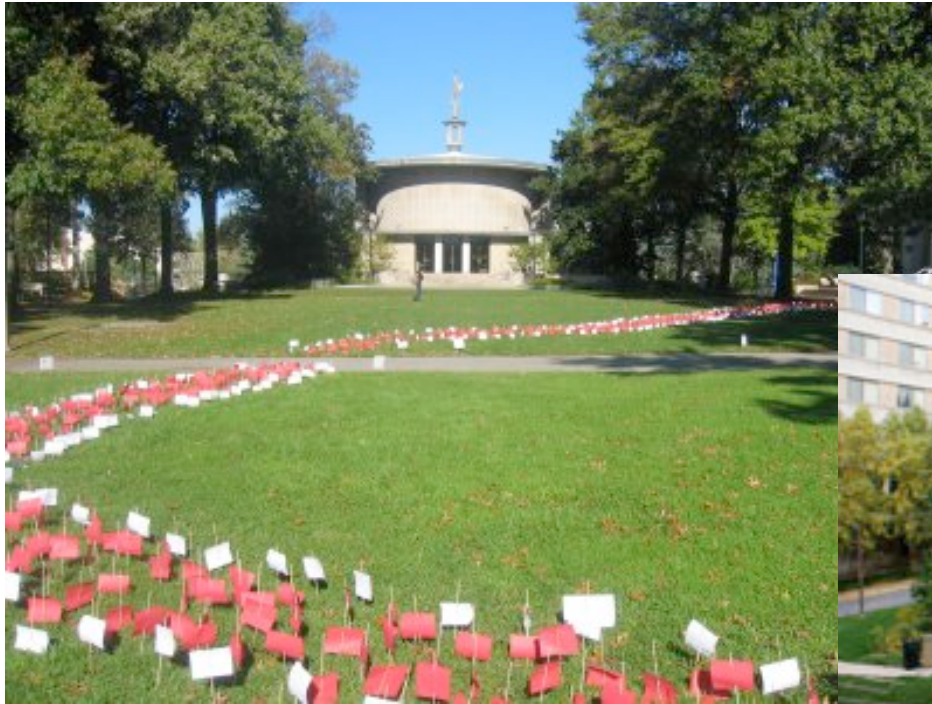


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# Venue



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# Venue



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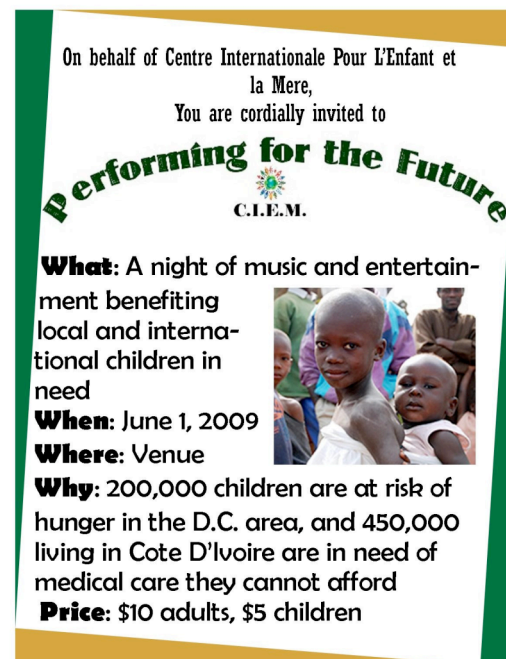


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# Production

- Flyer
- Invitation
- Ticket
- Visuals
- Newspaper Advertisement



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# Partnerships

- Food Vendors
- Potential Performers
- Template Partnership Letters

Chipotle



SAFEWAY™



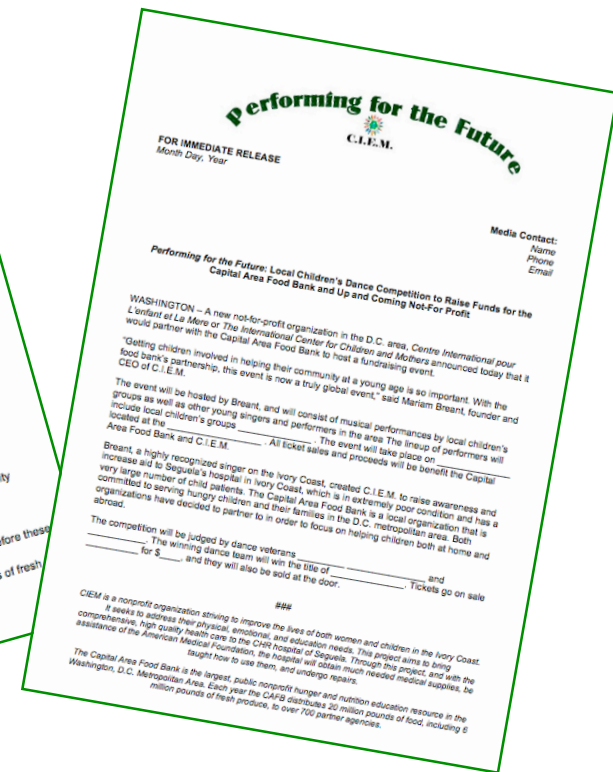
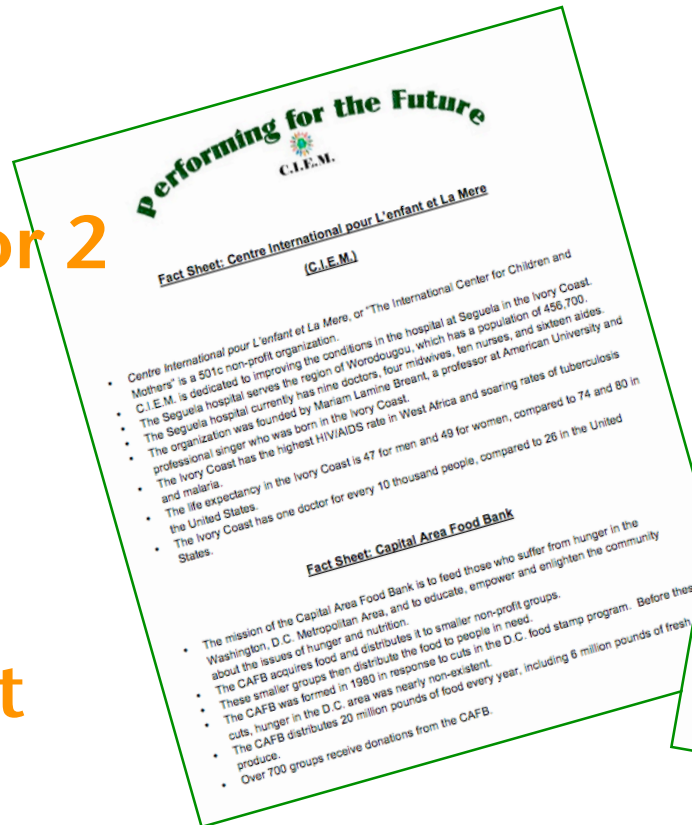
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# Print

- Press Releases for 2 audiences
- Media Advisory
- Fact Sheet



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# Radio

- Detailed Media List
- Various PSAs and creative strategy



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# Online

- Various Online Applications
- Creative Strategy
- Calendar Announcement
- Targeted Blog List

facebook®

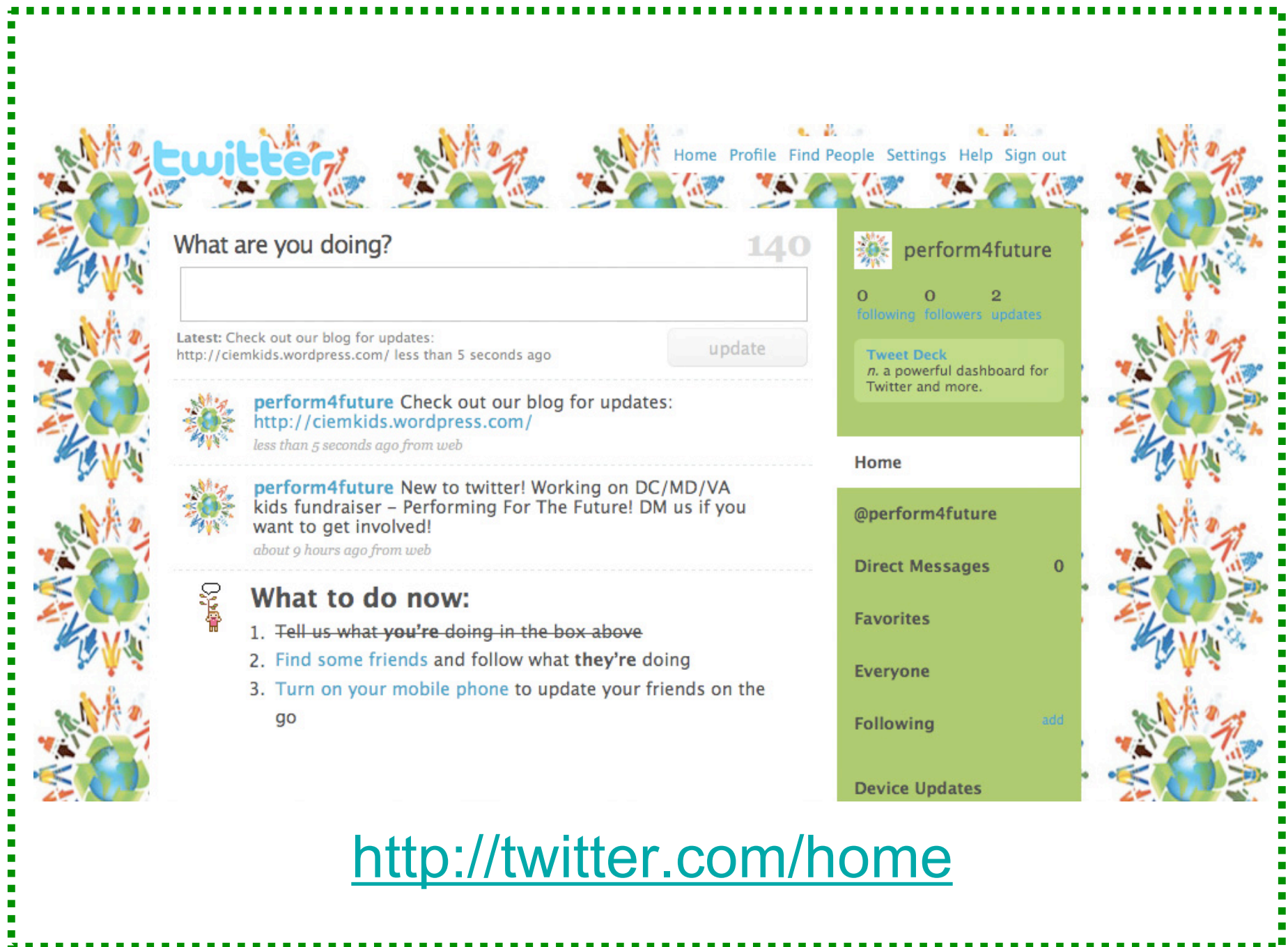


twitter

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<http://twitter.com/home>

April 23, 2009

Filed under: [About](#) — ciemkids @ 1:53 pm



# C.I.E.M.

 [Comments \(0\)](#)

**Hello World!** [April 21, 2009](#)

Filed under: [Upcoming Events](#) — ciemkids @ 3:09 pm

Mariam Breant brings a taste of Cote d'Ivoire to Support C.I.E.M.  
The Human rights activist will update about the upcoming fundraiser soon.

 [Comments \(1\)](#)

<http://ciemkids.wordpress.com/>

# CIEM'S BLOG

> Just another WordPress.com weblog

[CAPITAL AREA FOOD BANK](#)[CIEM'S MISSION](#)[CIEM'S PURPOSE](#)[WHAT IS CIEM?](#)

## Performing For The Future April 23, 2009

Filed under: [Upcoming Events](#) — ciemkids @ 2:14 pm

### Fundraising Event

Miriam Breant of C.I.E.M. is partnering with the [Capital Area Food Bank](#) to present a fundraising event, "Performing for the Future." The event will be hosted by Breant and will consist of musical performances by local children's groups as well as other young singers and performers in the area. Among the child performers are name, name, and name. The event will also consist of a live performance by Breant off her new album name. Breant, a highly recognized singer on the Ivory Coast, has always had a passion for music and children. She created C.I.E.M. to raise awareness and increase aid to Seguela's hospital, which is in extremely poor condition and has a very large number of child patients. She has partnered with the [Capital Area Food Bank](#), another local organization that has a strong interest in keeping all children healthy. The Food Bank not only provides food for those who need it, but also educates the D.C. area about hunger and nutrition. Together, the two organizations strive to help children in need and provide a healthy and safe environment for them to live in.

Through name of event, local child performers will be showcased and attendees will have a chance to learn more about one of D.C.'s newest not-for-profit's, C.I.E.M., and become involved. All proceeds from ticket sales and donations will directly benefit C.I.E.M. and the Capital Area Food Bank. All are invited to attend.

Comments (0)

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# C.I.E.M.

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Write something about yourself.


**Information**

Networks:  
Washington, DC

Birthday:  
February 14, 1973


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**Basic Information**

Networks: Washington, DC

Sex: Female

Birthday: February 14, 1973

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**Personal Information**

About Me: Miriam Breant of C.I.E.M. is partnering with the Capital Area Food Bank to present a fundraising event, "Performing for the Future." The event will be hosted by Breant and will consist of musical performances by local children's groups as well as other young singers and performers in the area. Among the child performers are name, name, and name. The event will also consist of a live performance by Breant off her new album name. Breant, a highly recognized singer on the Ivory Coast, has always had a passion for music and children. She created C.I.E.M. to raise awareness and increase aid to Seguela's hospital, which is in extremely poor condition and has a very large number of child patients. She has partnered with the Capital Area Food Bank, another local organization that has a strong interest in keeping all children healthy. The Food Bank not only provides food for those who need it, but also educates the D.C. area about hunger and nutrition. Together, the two organizations strive to help children in need and provide a healthy and safe environment for them to live in.

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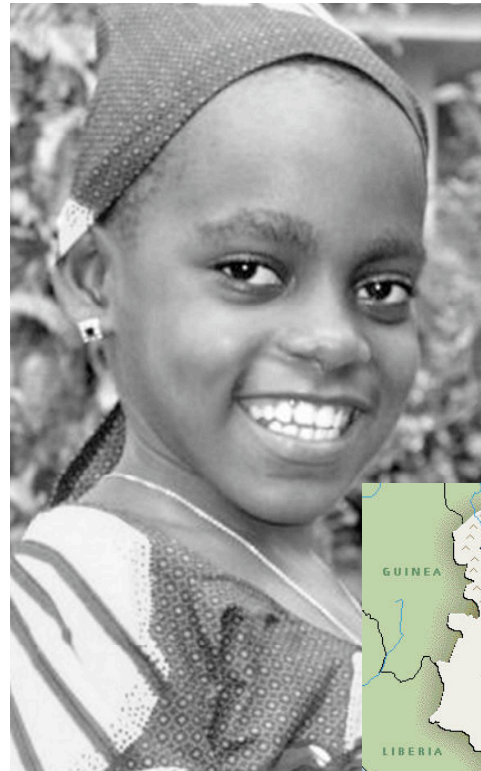
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# Conclusion

You now have a detailed and thorough plan to conduct a large event to ultimately raise funds for your newly created organization.

By using our comprehensive plan as a guideline, your event is sure to be an incredible success!



**Performing for the Future**



**C.I.E.M.**

# Credits

**PARTNERSHIP TEAM:** Nicole Howard, Jennifer Bynoe

**PRODUCTION TEAM:** Paula Freedman, Natasha Carlos

**VENUE TEAM:** Adriana Lora, Matt Pelletier

**PRINT TEAM:** Laura Siegel, Paul Sideris

**RADIO TEAM:** Alyssa Cocchi, Erin Stebbins

**ONLINE TEAM:** Emily Kline, Liz Feuerbach

**MANAGEMENT:** Emily Petro, Professor Stack