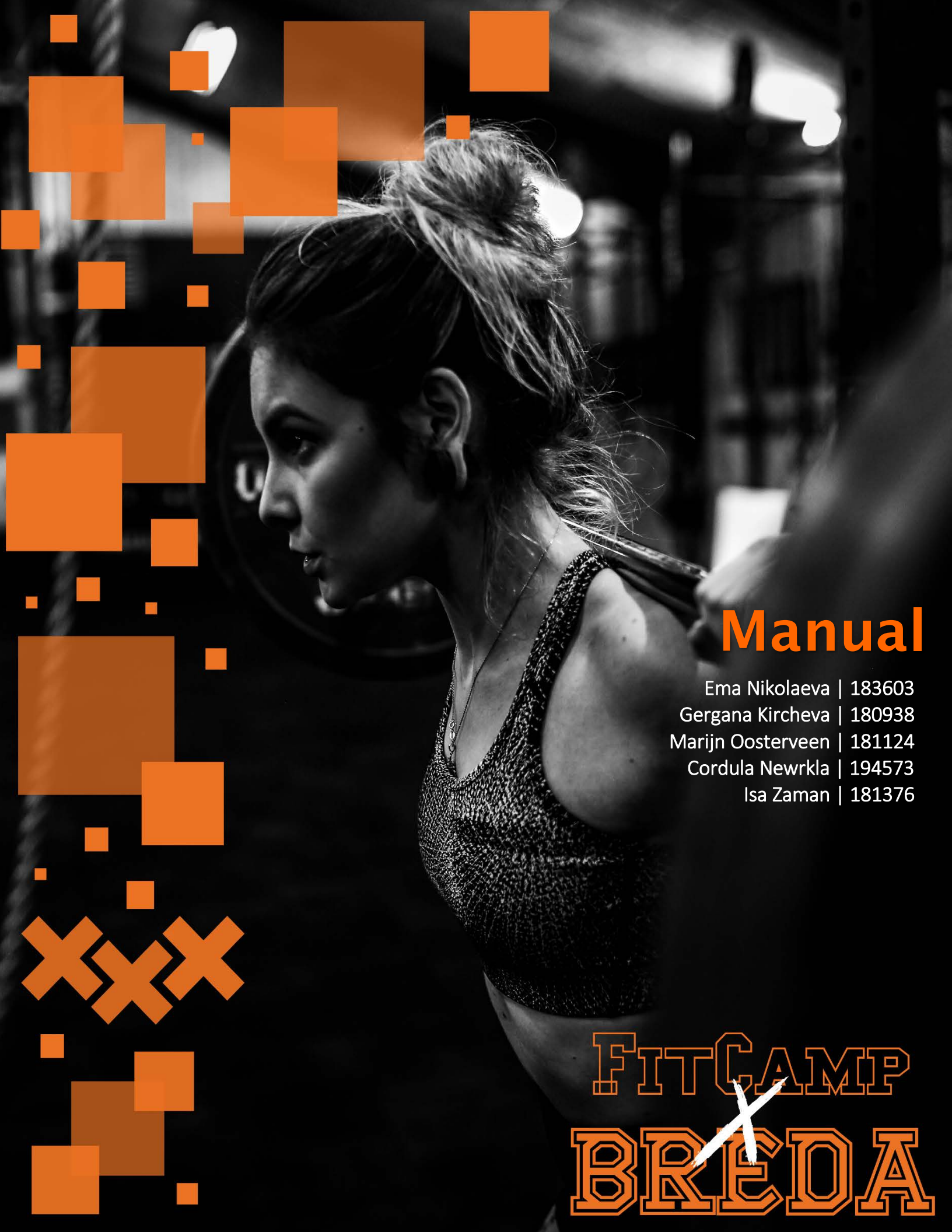




Manual

Ema Nikolaeva | 183603

Gergana Kircheva | 180938

Marijn Oosterveen | 181124

Cordula Newrkla | 194573

Isa Zaman | 181376

FITCAMP
BREDAX

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Introduction

FitCamp X Breda is a day full of sport activities. Five Second Year International Media and Entertainment Students transform the Chapel of Breda University of Applied Sciences into a full sports Walhalla. With the aim of enabling everyone to try out different sports on one single day, various instructors were found. In order to make this event possible the group set up a website, found sponsors and instructors, set up social media accounts and designed a logo, posters and made a short introduction video. Starting in the first week of February 2020, the group tried to achieve a successful event over a time period of 8 weeks, with the help of supervisor Sam van der Laan. Seven instructors offered to hold a class resulting in nine different sport disciplines to be tried out at Fit Camp X Breda. Unfortunately, due to force majeure, a pandemic interfered the plans resulting in the postponement of the event until further notice. The outbreak of the Covid-19 virus changed the intended course of action drastically. A new media plan had to be created and all the information on every platform used had to be changed.

Practical and Necessary information

Team

The team included 5 people and a team contract was established in which the rules and team division was included. During the production the team members did not hesitate to ask questions and help each other. The team contract is displayed in Appendix A.

Sponsors

We have some main sponsors for this event. BRESS – Breda Student Sport offers equipment such as weights and Yoga Mats. Further one of their personal instructors offered to give a Yoga class at the event. Decathlon supports Fit Camp X Breda by providing free vouchers and other giveaways to our guests. Our third big partner is Basic Fit Chasseveld, they provide us with further instructors and equipment. Kickfit made it possible to offer a boxing class, all equipment and a teacher is provided by them.

We are glad to have Saul Vendrig Castillo, Timo Albrechts, Alex Surdel, Mariska Szwart, Yassine Ikouaa, Sander Hoogenboom and Sam van der Laan as part of the team to share their knowledge and skills with all our guest.

Health Advies Breda cancelled since the day of the event did not work out for them. A partnership with a later date would be possible.

Pepp.Fit seemed interested therefore when a new date is set, get in contact with them again.

Partnerships

The Fit Camp could never succeed without our awesome partners. In collaboration with Basic Fit Chasséveld, Bress Breda, Decathlon Breda, and Kickfit Breda they offer several promotional activities and equipment.

Basic Fit Chasséveld

Basic Fit Chasseveld will provide a lot of equipment during this event. Barbells, yoga mats, X-core tubes and more of what we need to work our body! They will also be attending the event with a promotional stand to provide all guests from information or questions.

Decathlon Breda

In a meeting with Decathlon, this partner was very enthusiastic to make this event an unforgettable one. Decathlon Breda would like to sponsor give-away vouchers for every one and a promotional win-activity. Besides these generous ideas, Decathlon Breda will also be attending with a promotional stand where they sell clothing from the store and give more information regarding to the fit lifestyle.

Kickfit Breda

Kickfit Breda will sponsor all equipment regarding to kickboxing. Boxing gloves, kick pads and shin guards to protect and motivate us to get the best out of ourselves.

Guests

We expected around 80 – 100 people to attend to the event. There was no ticket sales yet, because of the Corona situation. We could see that there was a lot of interest in our event as we had a lot of site visitors and a lot of clicks on the ticket sale page.

Location

The event was supposed to place in the chapel of Horizon Building.

Ticket Sales

For ticket sales, we looked at multiple platforms. We compared the positive and negative aspects of each. There were 3 main platforms we took into account.

Ticket Kantoor

Pro's	Con's
No company bank account needed.	Very limited options to customize your webstore.
Cheap service fees.	No HTML site integration.
	Service fee's needed even if tickets weren't sold on the platform.

Ticket Kantoor was quite complicated. To get a background changed you had to email their customer service. It was a lot of effort to get things changed, so we decided not to use Ticket Kantoor.

Ticketbud

Pro's	Con's
Great ways to customize your shop.	Expensive, 0,99,- euros service fee +2%.
HTML integration on websites.	Service fee's needed even if tickets weren't sold on the platform.
	Spam Mails

TicketBud is a great platform. It does spam your email but can be customized easily.

Eventix

Pro's	Con's
Great ways to customize your shop & tickets.	Expensive, 1 euro service fee.
HTML integration on websites.	
No service fee's needed if tickets weren't sold on the platform.	
Scanner app	

Great customer service	
------------------------	--

We chose eventix. It had integration for our website, was expensive but a great tool to sell tickets. It had good analytics so you knew how many customers had seen your ticket sales page. It has good customer service, even when you don't pay and it has a good scanner app which you can scan tickets with.

Eventix was really easy to set up. You create an event, create tickets and your shop is ready to go. You just copy and paste the HTML code of the shop on your site and it's ready to go. They would pay every week and not charge anything when you sell tickets at the door with cash for example. They would only charge 1 euro if the ticket was sold through their platform. When you created a ticket yourself with a QR through their platform, they wouldn't charge you.

Summary of Event Progress

Timeline

We tried to make as much detailed script as possible based on the circumstances. You can find it in Appendix B.

Callsheets

Alongside the timeline document, we have created some call sheets for every confirmed person included in the project (volunteers, team members.). The call sheets are meant to state clearly the course of the whole day and designated post for each person. When reading the call sheet, the person should easily identify all the actions he or she needs to take care of, where and when. The callsheets themselves can be found in Appendix C.

Volunteers

We had 7 volunteers all who were from the 1st year of Leisure and Events. The dress code for the volunteers was casual, sport and comfortable clothes like a hoodie and leggings and sneakers. All of the volunteers had only one shift starting at 8:00 a.m. and finishing at 18:00 p.m. They had to help with setting up the place for the event, picking up stuff from different locations like the service desk and the janitor's room, carrying boxes and returning everything back. They also had to help signing-up guests, scanning tickets at the doors, walking around during the event giving out goodies. Some of them helped creating the chill zone, putting posters and signs around the Chapel and building the market stands for the sponsors. We had 1 main contact person for the volunteers (Ema), and we used email as our way of communicating before the event. They were provided call sheets and at the end we were pleased with the number of volunteers and their work.

Email, Website, Social Media and Marketing

Email

We decided to make our own email and domain in order to accomplish a more professional look to the event when contacting partners and sponsors.

Login: fitcampbreda.nl/roundcube

User: hello@fitcampbreda.nl

Password: Fitcamp2020

Website

For the event we created a website with information about the event. Instructors, partners, classes and tickets were posted on our website. The website was built using WordPress. All the statistics related to the website can be found In Appendix D.

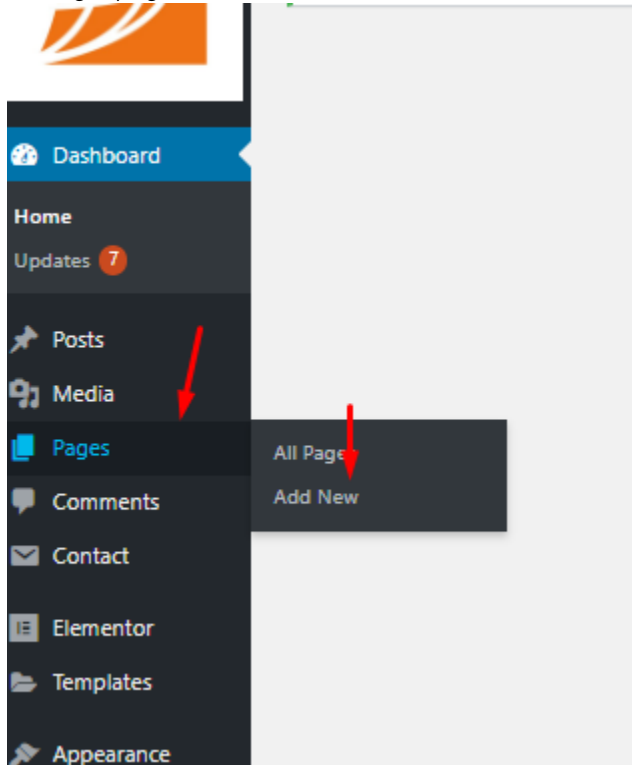
Login: Fitcampbreda.nl/wp-admin

Username: hello@fitcampbreda.nl

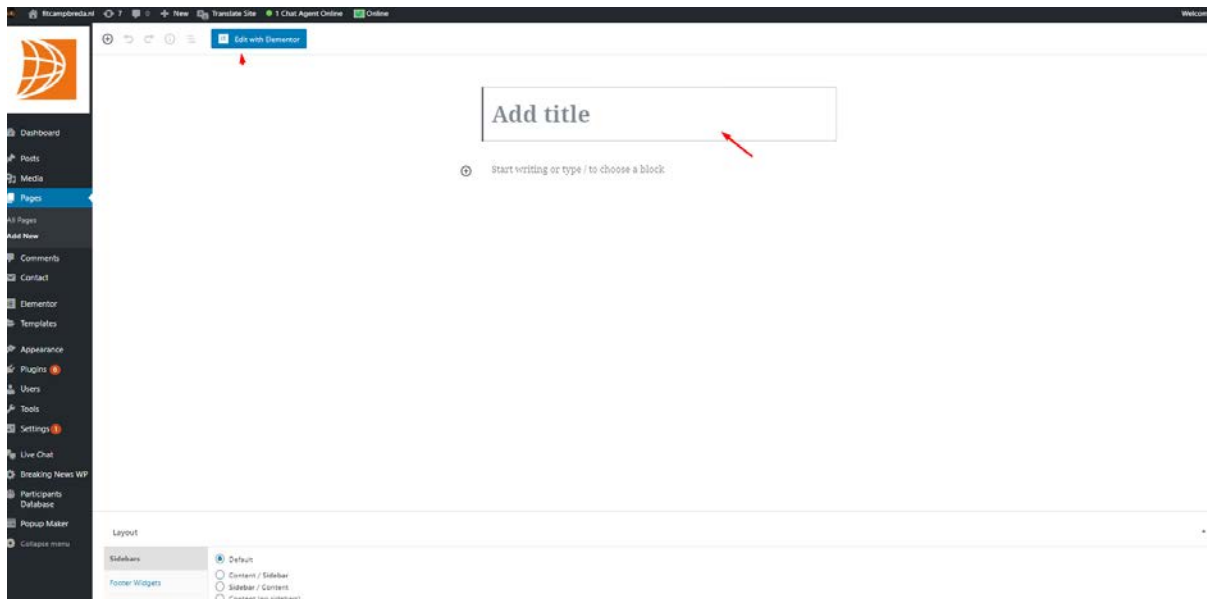
Password: Fitcamp2020!

Step-by-step Guide

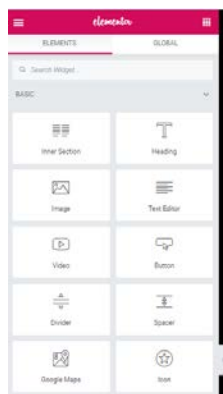
Adding a page to the website



1. Select Pages
2. Click add new
3. Add a title
4. Click edit with elementor

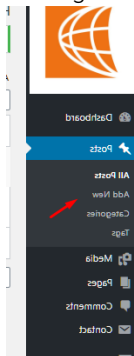


5. You can drag items from the left sidebar to the page itself, editing elements you can do through the sidebar also.



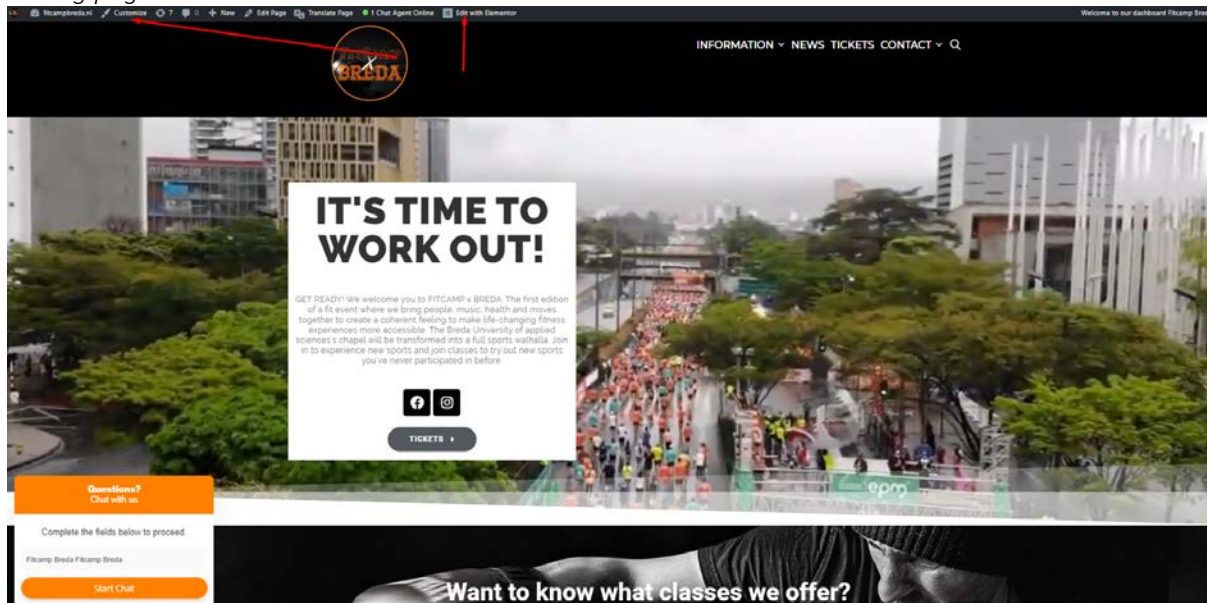
- 6.
7. <https://www.youtube.com/watch?v=43j6h3oCm0U>

Adding a news item



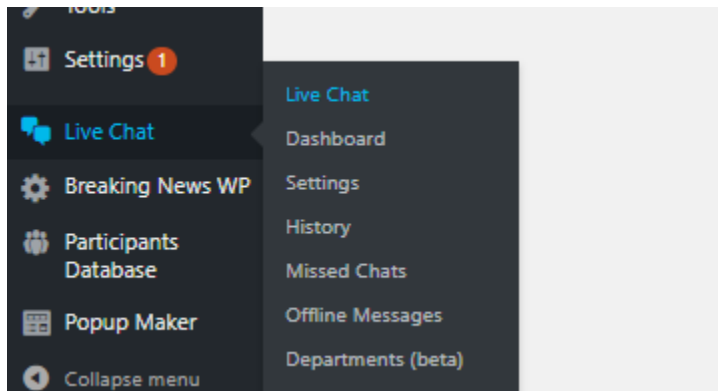
Click add new, type your message a title and click publish.

Editing pages



If you want to edit a page, navigate to that page and click edit with elementor in the top right.
If you want to edit the general design, font, log, etc, click customize.

Live Chat



Click Live Chat on your dashboard, and you can help visitors who have questions.

Website Design

We decided to stick to the main BUas colors in order to represent the fact that the university is also involved – orange and black. The template that was used for the overall design of the site is the WordPress Ambika. The logo that you can see in Appendix E needed to be in size 142px by 140px. The fonts used are as follows:

FitCamp - SPORT SPIRIT AF (outline)

X – Granite

Breda - CF Montreal High School Regular

Social Media

Facebook

We created an event on Facebook and invited instructors and company sponsors as co-hosts. We got around 40 people total interested and attending to the event. The Facebook page itself has 15 likes. To

get the Facebook login details, please send Marijn Oosterveen (181124@buas.nl) an email, so we can transfer ownership.

Facebook Design

The only different design that was made for the Facebook page was the cover that needed to be in dimensions 820 pixels wide and 312 pixels tall. The repetitive square pattern that can be seen in all of the designs was used there as well as a stock image of a woman doing yoga. You can see it in Appendix F.

Instagram

Username: FitCampBreda

Password: Fitcamp2020!

Posts

The posts on Instagram followed the main color pattern of the event that was based on BUAs – black and orange, with orange squares repeating throughout all the posts in order to create consistency. The 3 X-s represent Breda's coat of arms. The square posts are with dimensions 1080px by 1080px and the portrait ones - 1080px by 1350px. All images that were used are copy right free, mainly from the site www.unsplash.com. Each row of the Instagram feed had a specific style so the feed looks pleasing to its visitors. Specific description was made for every post as well as hashtags. A video was also created using Adobe Premiere Pro. The video itself is copy right free found on YouTube. You can find a screenshot of the Instagram page in Appendix G.

Highlights

A cover design that fit the circle of the Instagram highlight was created, each with a stock image and the name of each of the classes that were meant to be present on the event. A special font generated by <https://igfonts.io/> was used for the highlights names as well as the name on the page. The picture has to first be posted on story that can later be turned into a highlight. The dimensions of the Instagram stories are 1080px by 1920px. You can find all the designs used for that in Appendix H.

Followers

The overall number of followers that we gained is 51. The most liked posts are with about 12 likes.

Press Release

A press release that was sent to Omroep Breda, BredaNu, Indebuurt Breda and Breda News was written both in English and in Dutch. We never got a response from any of them. The text of the release itself can be seen in Appendix I, together with the sent email.

Brand Book Changes

At first the event was called "FitCamp x BUAs" but after our supervisor, Sam van der Laan, spoke to Bram Janssen, the Domain Marketeer Built Environment, Logistics, Games & Media, he pointed out that the name of the university cannot be used and we need to change it if we want to proceed with the event organization. Because of this, all social media and website posts needed to be deleted and uploaded once again but with the new name "FitCamp x Breda". This is also the reason why in some of the documentation in the appendix we refer to the event with its the previous name.

Appendix

Appendix A – Team Contract

Fit Camp 2020 Group Contract

Name	Student number	Email	Phone number	Role
Cordula Newrka	194573	194573@buas.nl	+436802055970	Sponsor manager(cathering,equipment)
Marijn Oosterveen	181124	181124@buas.nl	+31623157760	Technical director, Sales Manager
Isa Zaman	181376	181376@buas.nl	+31652876446	Artist Manager
Gergana Kircheva	180938	180938@buas.nl	+359890336650	Design,Social Media
Ema Nikolaeva	183603	183603@buas.nl	+359886113999	Production Manager(volunteers,photographer,video grapher)

Rules:

- Members are expected to keep track of WhatsApp group chat in order to communicate efficiently.
- Keep up with the schedule.
- Inform others on time, if you're not able to make it to scheduled meeting or delivery date.
- Any problems are discussed in a group and also decisions are made by the whole group.
- Breaks are possible at any time after discussing it with the group.
- Listen to each other's opinions!
- Be considerate!
- Members have to respect each other.
- Be motivated, try your best.
- Respect cultural differences in the group.
- Work has to be distributed equally within the group.
- We value team success more than individual success.
- Each person is expected to complete any task that is included in their role description.

Offences and consequences:

Unexcused absence of 2+ production house days results in being kicked out of the group.

Appendix B – Timeline

TASK	TIME	RESPONSIBLE
PREPERATIONS		
Meeting-up and discuss the briefing	8:00	Sam, Marijn, Ema, Geri, Isa, Cordula
Welcome the volunteers	8:00	Ema
Brief the volunteers	8:15	Ema
Picking up stuff from janitores (low tables, colour lights,,,)	8:30	Ema, two volunteers
Picking up stuff from service desk (head sets,,,)	8:30	Ema, two volunteers
Putting up arrows and information signs	8:30	Geri, Isa
Creating the chillzone	8:40	Geri, Isa, two volunteers
Setting up entrance table (sign-up, ticket scan, stamp sheet)	8:40	Ema, one volunteer
Building-up stands for sponsors/promotors	8:40	Cordula, three volunteers
Checking and testing screen projector	8:30	Marijn
Installing microphones	9:00	Marijn
Getting music ready	9:15	Marijn
Welcoming Basic Fit	9:15	Isa
Welcoming Decathlon	9:15	Isa
Welcoming Fit Measuring	9:15	Isa
Doors opening up for the audience	9:30	two volunteers
Update the Instagram with stories etc	9:30	Geri (during the whole event)
Welcoming Alexandra (Yoga)	9:30	Isa
START OF EVENT		
Official start of the event	10:00	
Scanning tickets	10:00 - 16:00	two volunteers
Signing up guests	10:00 - 16:00	two volunteers
Start of <u>yoga class</u>	10:00	Alexandra (Bress) by Isa
Welcoming Yassine (Kickboxing)	10:30	Isa
Start of <u>kickboxing class</u>	11:00	Yassine (Kickfit) by Isa
Leave to pick up the materials at Basic Fit	11:15	
Start of <u>circuit / bootcamp</u>	12:00	Lotte (Decathlon) by Isa
Welcoming Saul	12:00	Isa
Start of <u>seminar</u>	12:30	Saul by Isa
Start of <u>booty & abs</u>	13:00	Saul by Isa
Welcoming Mariska	13:00	Isa
Start of <u>body pump class</u>	13:30	Mariska by Isa
Start of <u>X-core</u>	14:30	Sam by Isa

Welcoming Timo	15:00	Isa
Start of <u>sh'bam</u>	15:30	Timo by Isa
Bringing back the materials at Basic Fit	15:45	Marijn, volunteer
Start of <u>grit</u>	16:30	Timo by Isa
CLEAN UP		
End of the event		
Bringing back stuff to service desk	17:10	Ema, two volunteers
Bringing back stuff to janitors	17:10	Geri, two volunteers
Round of cleaning	17:10	Isa, two volunteers
Estimated time of chapel closing	18:00	

Cordula	Sponsor manager (Catering, equipment)
Ema	Production (Volunteers, photographer, videographer)
Marijn	Technical director, Sales manager
Gergana	Designer, Social Media
Isa	Artist manager

Appendix C – Callsheets

Fit Camp 2020

CALL SHEET VOLUNTEERS

Date:

Horizon Building, Buas

Call sheet: Vlado Vodenicharov

Time	Task	Material	Location
08:00 AM	Check-in	None	Horizon Building, Chapel
08:15 AM	Brief volunteers	Call sheet	Horizon, Chapel

08:30-8:45	Picking up stuff from the janitors	Low Tables, Color lights...	Horizon,Janitors room
8:45-9:00	Picking up stuff from the service desk	Head sets...	Horizon,Service desk
9:00-9:30	Setting up entrance table	Sign up, ticket scan, stamp sheet	Horizon,Chapel
9:30-9:55	Helping the others with what is needed	-	Horizon, Chapel
10:00-16:30	Scanning tickets at the entrance	Ticket scanner	In front of the chapel
17:10	Bringing stuff back to the service desk	Head sets...	Service desk
17:30	End of the shift	-	-

Date:

Horizon Building,Buas

Call sheet: Chris Sanderson

Time	Task	Material	Location
08:00 AM	Check-in	None	Horizon,Chapel
08:15 AM	Brief volunteers	Call sheet	Horizon,Chapel
08:30-8:45	Picking up stuff from the janitors	Low Tables, Color lights...	Horizon,Janitors room
8:45-9:00	Picking up stuff from the service desk	Head sets...	Horizon,Service desk
9:00-9:30	Setting up entrance table	Sign up, ticket scan, stamp sheet	Horizon,Chapel
9:30-9:55	Helping the others with what is needed	-	Horizon, Chapel
10:00-16:30	Scanning tickets at the entrance	Ticket scanner	In front of the chapel
17:10	Bringing stuff back to the janitors	Low tables, Color lights	Janitors room
17:30	End of the shift	-	-

Date

Horizon Building, Buas

Call sheet: Lora Yordanova

Time	Task	Material	Location
08:00 AM	Check-in	None	Horizon,Chapel
08:15 AM	Brief volunteers	Call sheet	Horizon,Chapel
8:30-8:40	Putting up arrows and information signs	Arrows, Information signs, Tape, Scissors	Horizon,Chapel
8:40-9:55	Helping the others with what is needed	-	Horizon, Chapel
10:00-16:30	Sign-up guests	Sign up list	In front of the chapel
17:10-18:00	Cleaning up	Mop, Trash bags	Chapel
18:00	End of shift	-	-

Date

Horizon Building, Buas

Call sheet: Sanne Verheijen

Time	Task	Material	Location
08:00 AM	Check-in	None	Horizon,Chapel
08:15 AM	Brief volunteers	Call sheet	Horizon,Chapel
8:40-9:15	Creating the chill zone	Puffs, coffee table, candles...	Horizon,Chapel
9:15-9:55	Helping the others with what is needed	-	Horizon, Chapel
10:00-16:30	Sign-up guests	Sign up list	In front of the chapel
17:10-18:00	Cleaning up	Mop, Trash bags	Chapel
18:00	End of shift	-	-

Date

Horizon Building, Buas

Call sheet: Viktoria Mileva

Time	Task	Material	Location
08:00 AM	Check-in	None	Horizon,Chapel
08:15 AM	Brief volunteers	Call sheet	Horizon,Chapel
8:40-9:30	Building stands for sponsors	Low tables, flyers, posters, promotion materials...	Horizon,Chapel
09:30-16:00	Welcoming the guests at the doors	-	In front of the chapel
17:10-18:00	Cleaning up	Mop, Trash bags	Chapel
18:00	End of shift	-	-

Date

Horizon Building, Buas

Call sheet: Karolina Gigova

Time	Task	Material	Location
08:00 AM	Check-in	None	Horizon,Chapel
08:15 AM	Brief volunteers	Call sheet	Horizon,Chapel
8:40-9:30	Building stands for sponsors	Low tables, flyers, posters, promotion materials...	Horizon,Chapel
9:30-9:55	Helping the others with what is needed	-	Horizon, Chapel
10:00-16:30	A hostess-welcoming the guests at the doors,walking around giving goodies to the guests and telling them compliments	Goodies	Chapel
17:10-18:00	Cleaning up	Mop, Trash bags	Chapel
18:00	End of shift	-	-

Date

Horizon Building, Buas

Call sheet: Lilly Xie

Time	Task	Material	Location
08:00 AM	Check-in	None	Horizon,Chapel
08:15 AM	Brief volunteers	Call sheet	Horizon,Chapel
8:40-9:30	Building stands for sponsors	Low tables, flyers, posters, promotion materials...	Horizon,Chapel
9:30-9:55	Helping the others with what is needed	-	Horizon, Chapel
10:00-16:30	A hostess-walking around giving goodies to the guests and telling them compliments	Goodies	Chapel
17:10-18:00	Cleaning up	Mop, Trash bags	Chapel
18:00	End of shift	-	-

22.11.2019

Hotel Nassau, Nieuwstraat 21, 4811 WV Breda

Call sheet: Gergana Kircheva

Time	Task	Material	Location
08:00 AM	Check-in	None	Horizon,Chapel
8:30-8:40	Putting up arrows and information signs	Arrows, Information signs, Tape, Scissors	Horizon,Chapel
8:40-9:15	Creating the chill zone	Puffs, coffee table, candles...	Horizon,Chapel
09:30-17:00	Update the Instagram with stories	Phone	Horizon,Chapel
17:10-18:00	Cleaning up	Mop, Trash bags	Chapel
18:00	End of shift	-	-

Date

Horizon Building,Buas

Call sheet: Ema Nikolaeva

Time	Task	Material	Location
08:00 AM	Check-in	None	Horizon Building, Chapel
08:15 AM	Brief volunteers	Call sheet	Horizon, Chapel
08:30-8:45	Picking up stuff from the janitors	Low Tables, Color lights...	Horizon, Janitors room
8:45-9:00	Picking up stuff from the service desk	Head sets...	Horizon, Service desk
9:00-9:30	Setting up entrance table	Sign up, ticket scan, stamp sheet	Horizon, Chapel
10:00-16:30	Sign-up guests	Sign-up list	In front of the chapel
17:10-18:00	Cleaning up	Mop, Trash bags	Chapel
18:00	End of shift	-	-

Date

Horizon Building, Buas

Call sheet: Isa Zaman

Time	Task	Material	Location
08:00 AM	Check-in	None	Horizon,Chapel
8:30-8:40	Putting up arrows and information signs	Arrows, Information signs, Tape, Scissors	Horizon,Chapel
8:40-9:15	Creating the chill zone	Puffs, coffee table, candles...	Horizon,Chapel
09:15:09:30	Welcoming sponsors	-	Horizon,Chapel
09:30	Welcoming Alexandra(Yoga)	-	Horizon,Chapel
10:30	Welcoming Yassine(Kickboxing)	-	Horizon,Chapel
12:00	Welcoming Lotte(circuit)	-	Horizon,Chapel
12:00	Welcoming Saul(seminar,booty and abs)	-	Horizon,Chapel
13:00	Welcoming Mariska(bodypump)	-	Horizon,Chapel
15:00	Welcoming Timo(Sh'bam	-	Horizon,Chapel
17:10-18:00	Cleaning up	Mop, Trash bags	Chapel
18:00	End of shift	-	-

Date

Horizon Building, Buas

Call sheet: Cordula Newrkla

Time	Task	Material	Location
08:00 AM	Check-in	None	Horizon,Chapel
8:40-9:30	Building stands for sponsors	Low tables, flyers, posters, promotion materials...	Horizon,Chapel
9:30-9:55	Helping the others with what is needed	-	Horizon, Chapel
10:00-16:00	Introducing every start of a class to the guests(like a host of the event)	Notes	Horizon, Chapel
17:10-18:00	Cleaning up	Mop, Trash bags	Chapel
18:00	End of shift	-	-

22.11.2019

Hotel Nassau, Nieuwstraat 21, 4811 WV Breda

Call sheet: Marijn Oosterveen

Time	Task	Material	Location
08:00 AM	Check-in	None	Horizon,Chapel
08:30	Checking and testing the screen projector	Screen projector	Horizon,Chapel
09:00	Installing microphones	Microphones	Horizon,Chapel
09:15	Getting music ready	Laptop, head sets	Horizon,Chapel
09:30-17:10	Helping during the event with what is needed	-	Horizon,Chapel
17:10-18:00	Cleaning up	Mop, Trash bags	Chapel
18:00	End of shift	-	-

Appendix D – Website Statistics

Behaviour overview

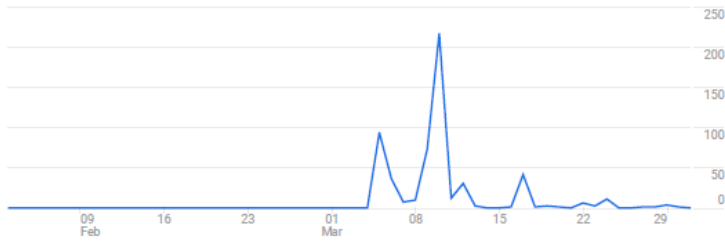
Custom 3 Feb - 31 Mar 2020

All Users [Add comparison](#) 

Views
557

Event count
1.8K

Engaged sessions
122



Event count by Event name

EVENT NAME	EVENT COUNT
page_view	557
user_engagement	420
scroll	221
session_start	200
video_start	133
first_visit	121
video_progress	121

[View events](#) →

Views by Page title and screen class

PAGE TITLE AND SCREEN CLASS	VIEWS
Welcome – Fit Camp Breda 2020	237
Tickets	68
Classes	56
Instructors	50
Information	44
News	32
Partners	23

[View pages and screens](#) →

Sessions ▾ by Session source/medium ▾

SESSION SOURCE/...	SESSIONS
(direct) / (none)	95
fitcampbreda... / referral	66
m.facebook... / referral	13
google / organic	9
l.instagram... / referral	8
facebook.com / referral	6
l.facebook.... / referral	2

[View campaign behaviour](#) →

Sessions ▾ by Session campaign ▾

SESSION CAMPAIG...	SESSIONS
No data available	

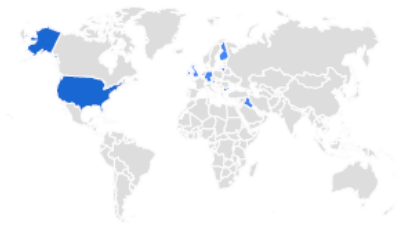
[View Google Ads campaign beha...](#) →

Demographics overview ✓

Custom 3 Feb - 31 Mar 2020

All Users [Add comparison](#)

Users by Country



COUNTRY	USERS
Netherlands	110
United States	6
Austria	2
Bulgaria	2
Finland	1
Germany	1
Iraq	1

[View countries](#)

Users by Town/City

TOWN/CITY	USERS
Breda	55
Amsterdam	14
Velp	12
Arnhem	8
Irvine	6
Rhoon	6
Enschede	5

[View cities](#)

Users by Gender



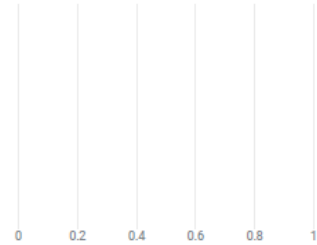
[View Genders](#)

Users by Interests

INTERESTS	USERS
No data available	

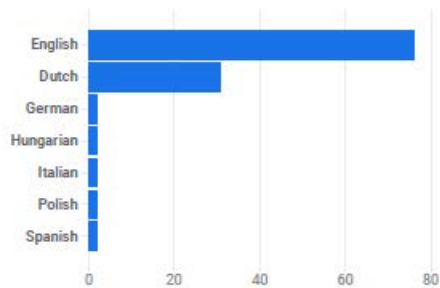
[View interests](#)

Users by Age

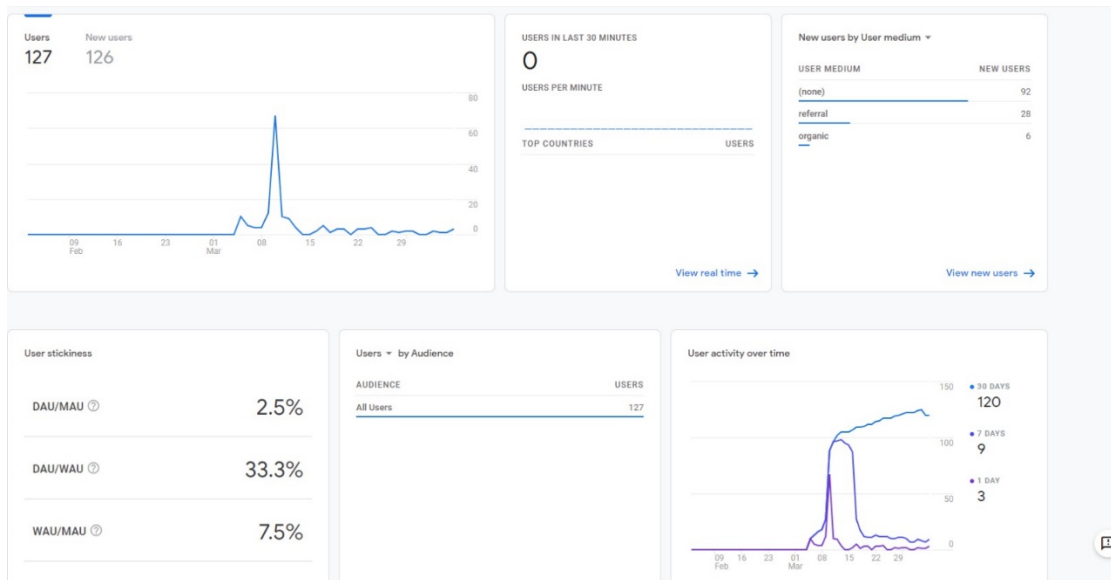


[View age ranges](#)

Users by Language



[View languages](#)



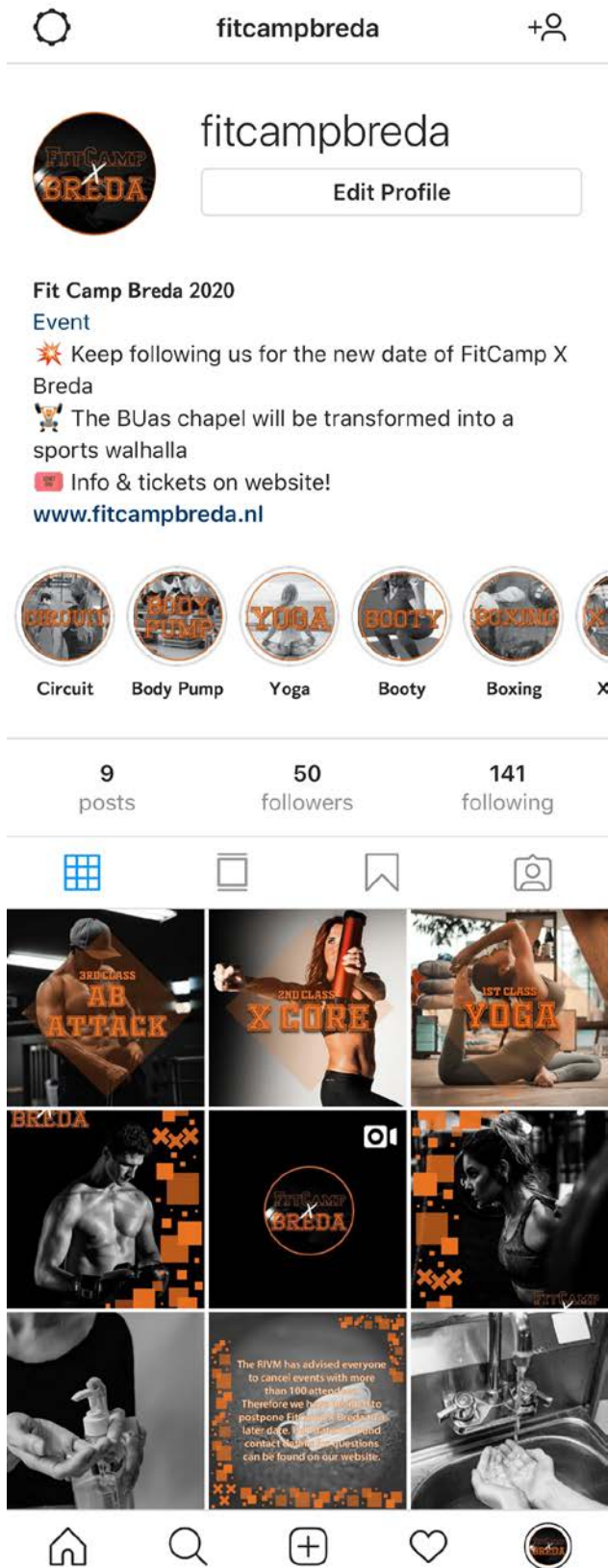
Appendix E – Logo



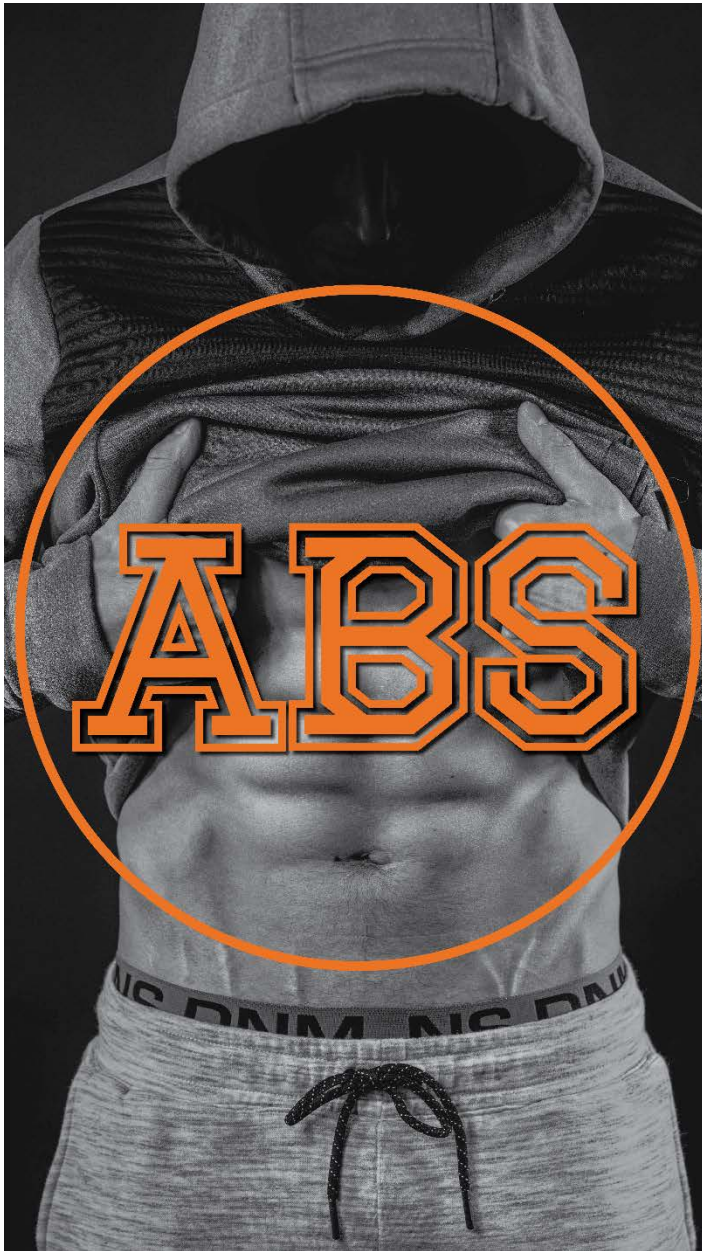
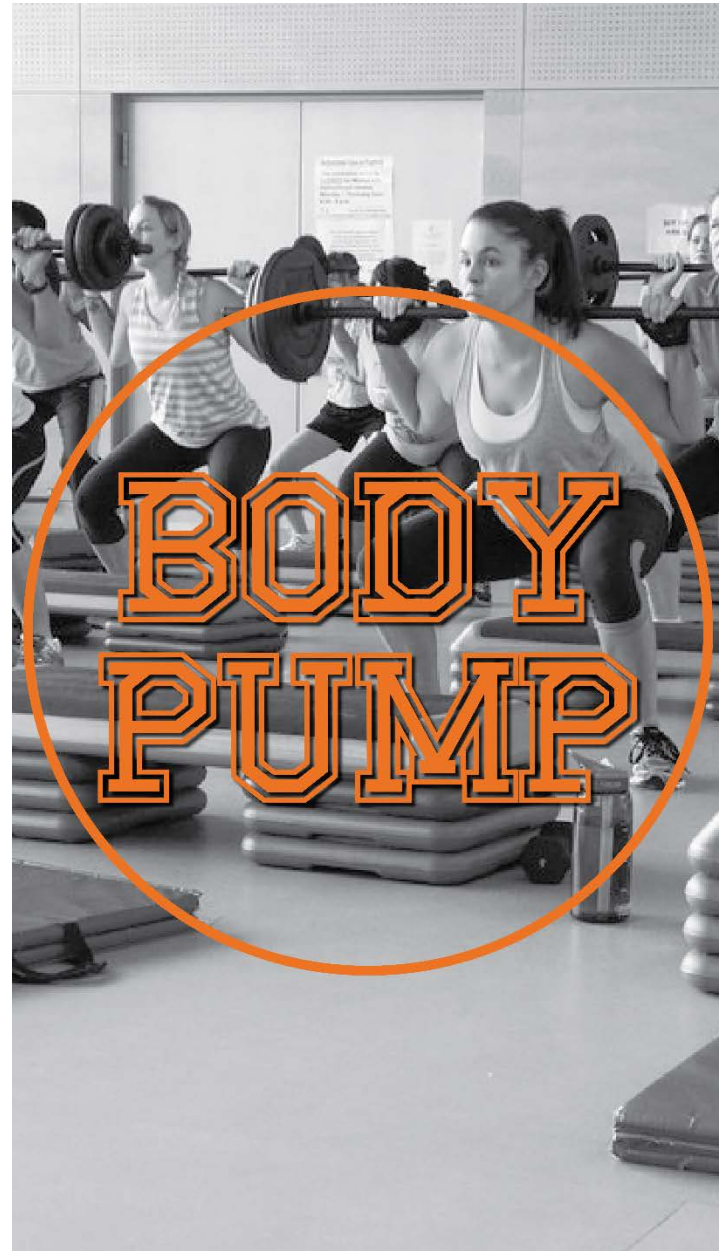
Appendix F – Facebook Cover

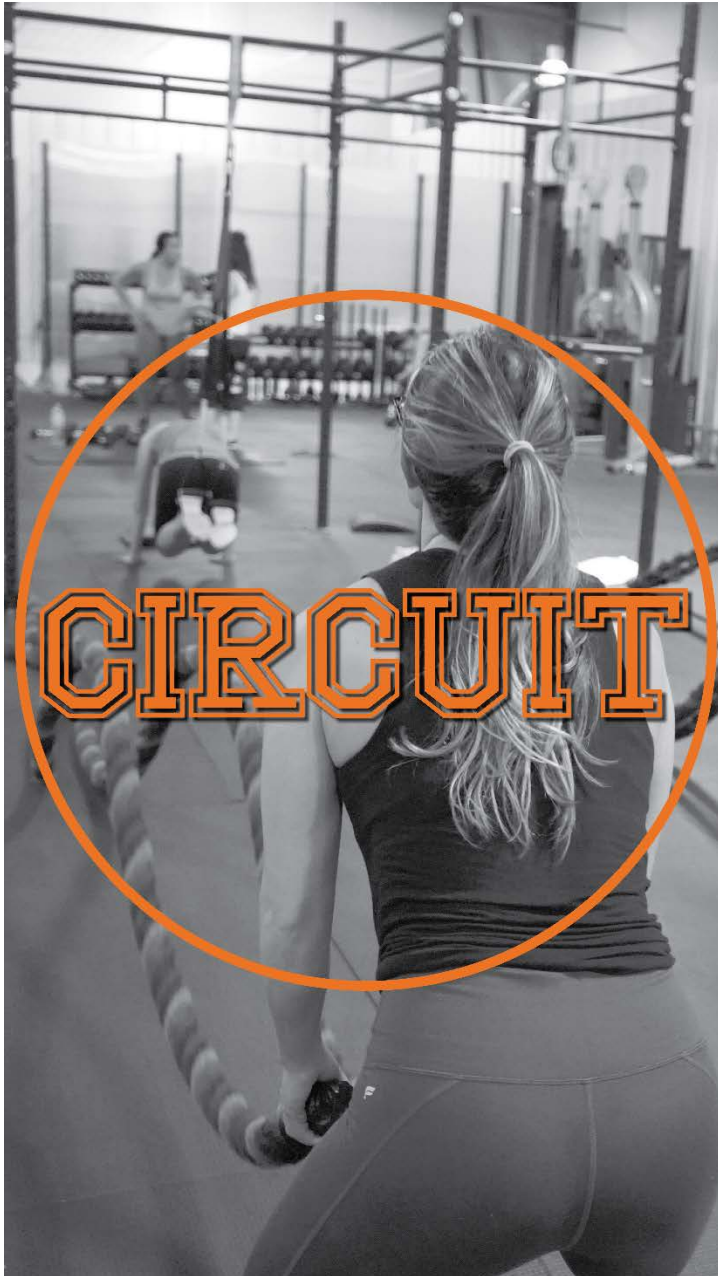
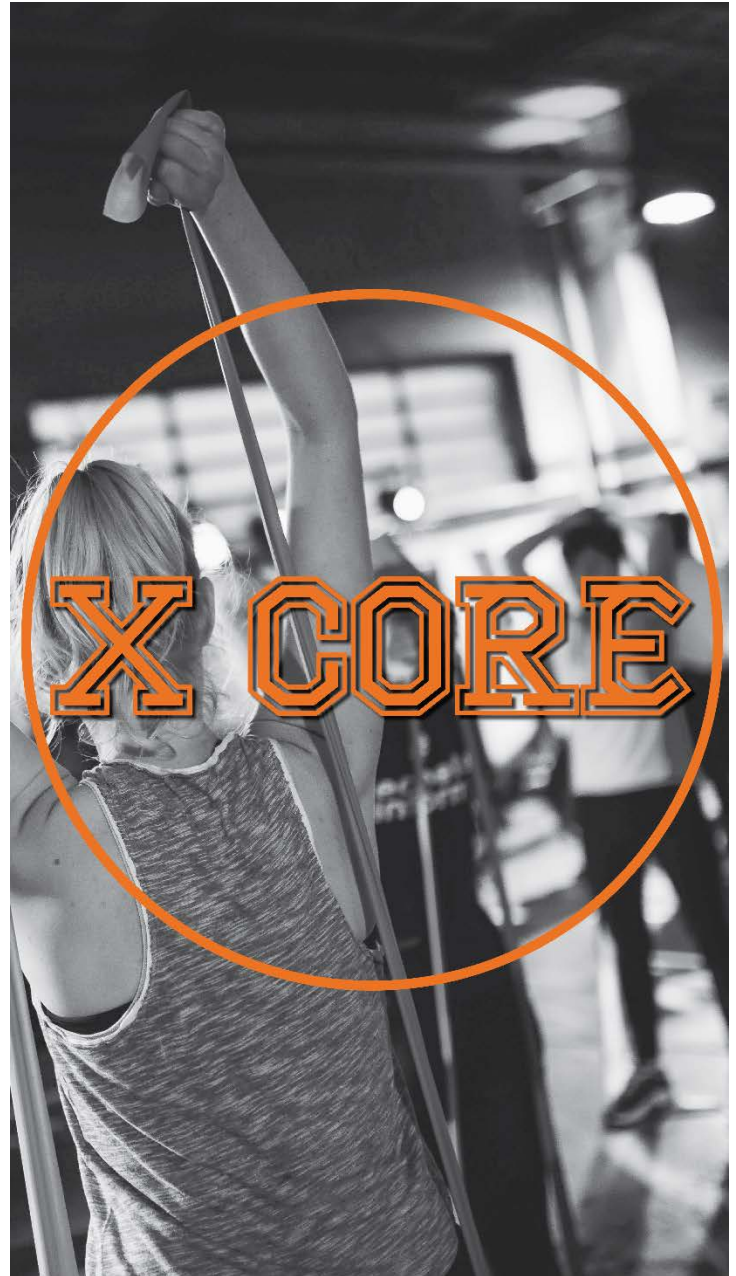


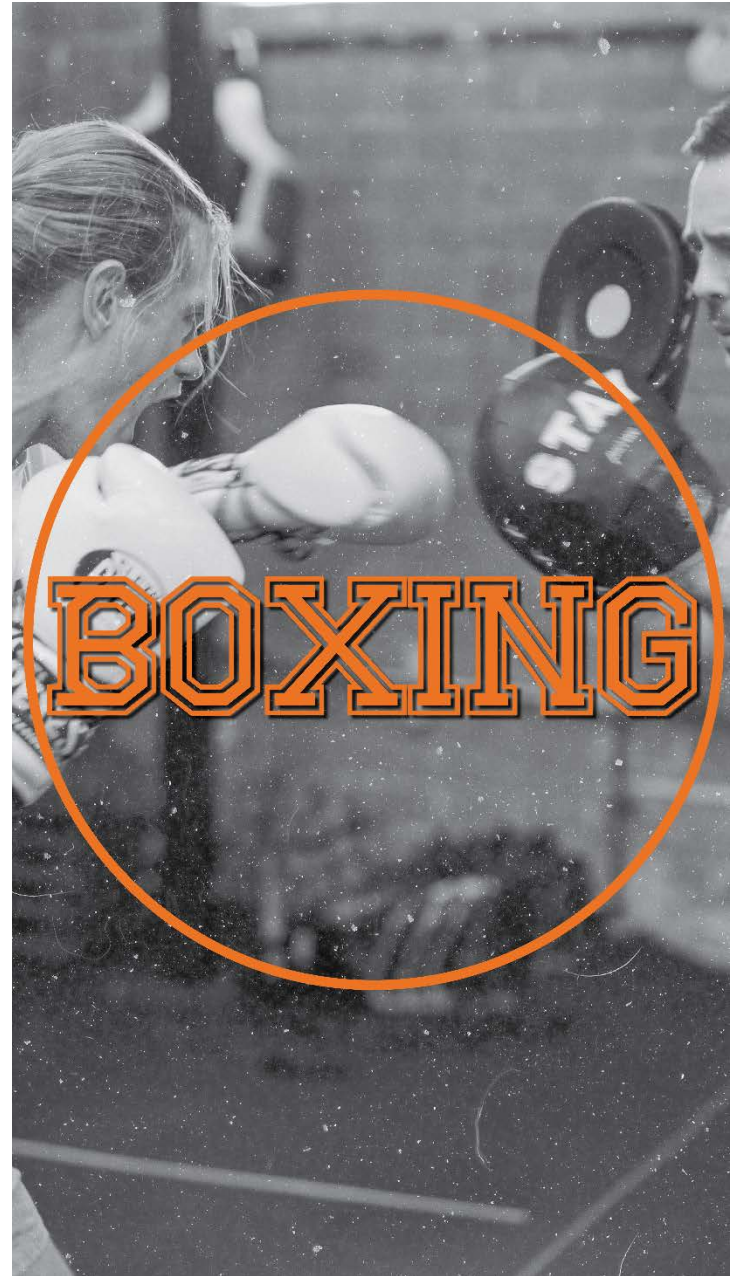
Appendix G – Instagram Feed

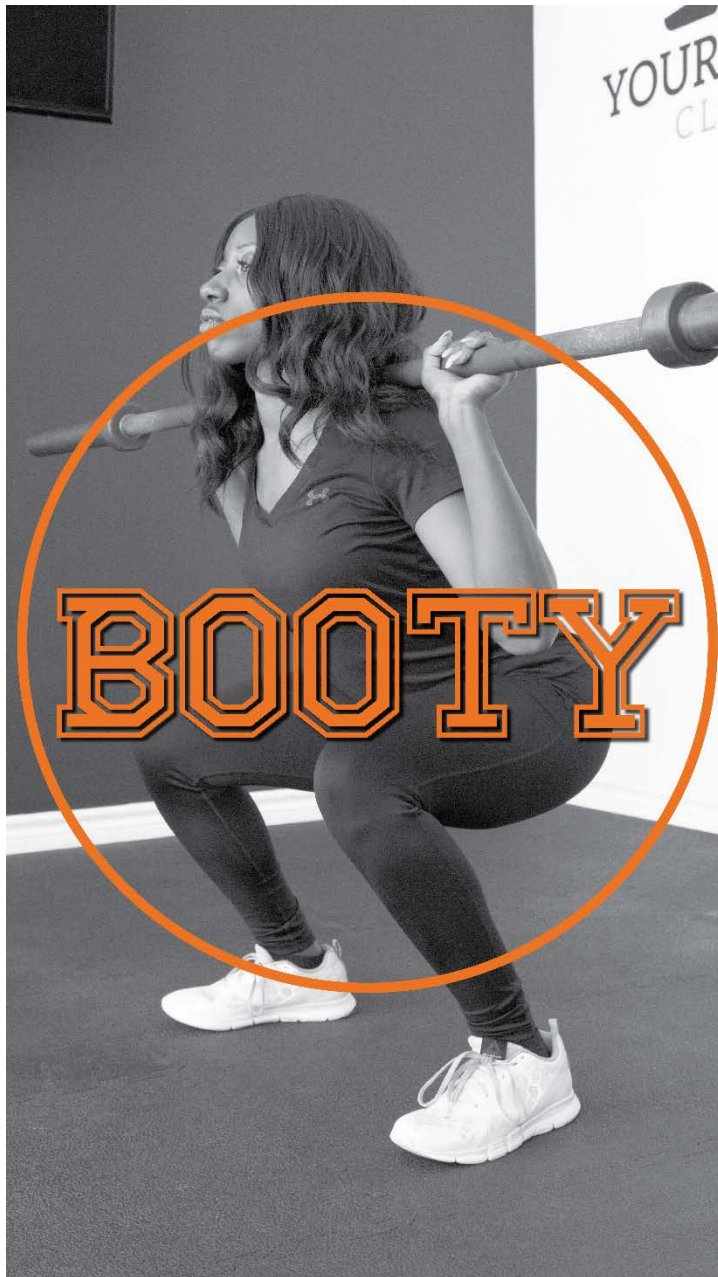


Appendix H – Instagram Highlights Covers









Appendix I – Press Release

English: For the very first time: “Fitcamp X BUas”! Breda-For the first time ever, BUas is hosting its very own FitCamp X BUas. FitCampX BUas is a day full of sport activities in the Chapel of Breda University of Applied Sciences. There Yoga, Boxing, Body Pump, Abs Attack, X-core, Circuit, Booty and a Dance class. There will even be a Q&A session with a personal trainer who knows everything about healthy food and sports. Are you interested in sports? Unsure which fitness activity fits you best? Then this Fit Camp is for you! FitCamp X BUas will be held on 3 April 2020, from 10:00 am to 17:00 pm. If you sign up before the first of march, you only pay €7,-euro’s for an “Early Bird” ticket. After that, tickets will be €9,-euro’s. For groups, there is a group ticket available from €6,-per person. The day is completely organized by students

and everybody is invited to a wonderful day full of sports activities, fitness classes and get informed about health diets, exercise advice and many more. Save the date and come to join us for an exciting sport's day! Tickets and information on fitcampbreda.nl

Nederlands: Voor de Allereerste keer: "Fitcamp X BUas"! Breda – Voor de eerste keer, Buas organiseert haar eigen FitCamp X Buas. FitCamp X Buas is een dag vol met sport activiteiten in de kapel van Breda University of Applied sciences. Er zijn verschillende lessen met onder andere Yoga, Body Pump, X-Core en een Dansles. Er is ook een Q&A sessie met een persoonlijke trainer die alles weet van gezond eten en sporten. Ben jij geïnteresseerd in sporten? Misschien weet je niet zeker of fitness iets voor je is. Dan is FitCamp X BUas zeker iets voor jou. FitCamp X BUas is op 3 april 2020 vanaf 10:00 uur tot 17:00 uur. Als je voor 1 maart een ticket koopt betaal je maar €7,- euro voor een Early Bird" ticket. Na 1 maart kosten tickets €9,- euro. Voor groepen vanaf 4 personen is er een groepsticket te koop voor €6,- euro per persoon. FitCamp X BUas is georganiseerd door studenten van de BUas en zij nodigen iedereen uit voor een dag vol met sportieve activiteiten, fitness klassen en informatie over gezonde dieet en advies over bewegen. Zet de datum alvast in je agenda en kom naar de eerste editie van FitCamp X BUas. Tickets en informatie op www.fitcampbreda.nl.



FC Note to self
hello@fitcampbreda.nl
25 Feb
PressRelease FitCampXBUas 2020.pdf
PDF - 1.27 KB
PressRel.pdf
PDF - 665
4 attachments (1 MB)

Geachte redactie,

Graag vragen wij uw aandacht voor de aller eerste FitCamp X BUas, een dag vol sportactiviteiten.

English:

For the very first time: "Fitcamp X BUas"

Breda - For the first time ever, BUas is hosting it's very own FitCamp X BUas. FitCamp X BUas is a day full of sport activities in the Chapel of Breda University of Applied Sciences. Yoga, Boxing, Body Pump, Abs Attack, X-core, Circuit, Booty and a Dance classes will take place. There will even be a Q&A session with Sander Hoogenboom, a personal trainer who knows everything about healthy food and sports.

Are you interested in sports? Unsure which fitness activity fits you best? Then this Fit Camp is perfect for you! FitCamp X BUas will be held on 3 April 2020, from 10:00 am to 17:00 pm.

If you sign up before the first of march, you only pay €7,- euro's for an "Early Bird" ticket. After that, tickets will be €9,- euro's. For groups, there is a group ticket available from €7,- per person.

The day is completely organized by students and everybody is invited to a wonderful day full of sports activities, fitness classes and information on health diets, exercise advice and many more. Save the date and come join us for an exciting sport's day! Tickets and further information on fitcampbreda.nl.

Nederlands:

Voor de Allereerste keer: "Fitcamp X BUas"

Breda – Voor de eerste keer, Buas organiseert haar eigen FitCamp X Buas. FitCamp X Buas is een dag vol met sport activiteiten in de kapel van Breda University of Applied sciences. Er zijn verschillende lessen met onder andere Yoga, Body Pump, X-Core en een Dansles. Er is ook een Q&A sessie met een persoonlijke trainer die alles weet van gezond eten en sporten.

Ben jij geïnteresseerd in sporten? Misschien weet je niet zeker of fitness iets voor je is. Dan is FitCamp X BUas zeker iets voor jou. FitCamp X BUas is op 3 april 2020 vanaf 10:00 uur tot 17:00 uur.

Als je voor 1 maart een ticket koopt betaal je maar €7,- euro voor een Early Bird" ticket. Na 1 maart kosten tickets €9,- euro. Voor groepen vanaf 4 personen is er een groepsticket te koop voor €6,- euro per persoon.

FitCamp X BUas is georganiseerd door studenten van de BUas en zij nodigen iedereen uit voor een dag vol met sportieve activiteiten, fitness klassen en informatie over gezonde dieet en advies over bewegen. Zet de datum alvast in je agenda en kom naar de eerste editie van FitCamp X BUas. Tickets en informatie op www.fitcampbreda.nl.

Noot voor de redactie:

Contractinformatie

Marijn Oosterveen
marijn@fitcampbreda.nl
+31623157760

Met vriendelijke groeten,

Fitcamp Breda 2020



Appendix F – Media Planning

INSTAGRAM STORY
 INSTAGRAM POST
 FACEBOOK POST
 PROMOTION / CONTEST

MEDIA PLANNING MARCH

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
week 10 02/03 - 08/03							
week 11 09/03 - 15/03							
week 12 16/03 - 22/03				IG Post: Covid-19 IG Post: Event is postponed IG Post: Covid-19 Safety IG Story: Event Postponed FB: Event Postponed			
week 13 23/03 - 29/03		FB: New Profile Picture (New Logo) IG Story: New Logo	IG Post: Strength	IG Post: Introduction Video IG Story: New Post	FB: Introduction Video		IG Post: Boxing IG Story: Boxing@ Kickfit, (in class) New Post
week 14 30/03 - 05/04		IG post: Yoga IG Story: Yoga@ BRESS in class video, new post	IG Story: Short Workout Practice to do at home FB: repost workout		IG Post: Poster IG Story: Poster FB: Poster		IG Post: X Core IG Story: X Core, new post

MEDIA PLANNING APRIL

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
week 14 30/03 - 05/04		IG Post: Sh'bam IG Story: Sh'bam@Basicfit Chasseveld (In-Class) new post		IG Story: In Class Video of Yoga FB: Post on instructors		IG Post: exercise tutorial or sequence of exercises to do at home IG Story: New post, workout	IG Story: In Class Video of Boxing
week 15 06/04 - 12/04		IG Post: Pump FB: workout – sequence of exercises		IG Post: Ab Attack IG Story: Saul instructor of Ab&Booty	GOOD FRIDAY IG Post: Booty		EASTER IG Story: Happy Easter FB Story: Repost IG Story
week 16 13/04 - 19/04	EASTER		IG Post: Bootcamp IG Story: New post			IG Story: Questions for Q&A FB: repost IG story – ask for Questions	IG Post: new sequence of exercises to do at home IG Story: repost workout
week 17 20/04 - 26/04		IG Post: Grit IG Story: one or two Grit exercises			IG Post: Sander, Seminar/ Q&A IG Story: new post		IG Post: post on instructors IG Story: new post
week 18 27/04 - 03/05	KINGSDAY	IG Post: post kingsday workouts (to do outside) IG Story: repost workout FB: repost workout	IG Story: Stay fit			IG: Post on instructors IG Story: new post	Announce new date Giveaway tickets

Appendix J – Marketing Plan

Marketing Plan

1. Objective

Our marketing objective is to create knowledge in our target audience that we are creating the Fit Camp and make them aware of the date, location, time and what the event is about. Our second objective is to create desire in the people to want to attend the event. We plan to communicate these two messages using several tools.

2. Social Media

We are going to use two social media platforms: Instagram and Facebook as well as a website.

A) Facebook:

We created a Facebook page in which as a profile picture we put our logo and as cover page we put a picture that Geri created which represents the day of the event. We are going to post there information about the event such as the schedule of the day with times of each classes, information about the fitness instructors and we are going to

upload all of the posters and reminders that the event is coming, as well as an intro video. Every week until the day of the event-3rd of April we are going to post on the page some of the content starting as of 22nd of February

B) Instagram:

On Instagram, we are going to upload promotion posts, notification posts, uploading quizzes on stories, creating highlights about every different sport that is going to be at the fit camp as well as information about the instructors and links in the bio to the website where they can buy the tickets. The content will start on 22nd of February.

C) Website:

The website is going to be the main platform where we are going to promote the event and upload more detailed information about the classes, the program, the instructors and short videos that depicts briefly, what the visitors should expect. Moreover, there is going to be a page where everybody can sign-up for the classes and decide which one to attend. Furthermore, from the site people can buy the tickets and contact us. The website is going to be the most visual social media platform that we are going to use. On the website we are going to post weekly news, updates and notifications like: "2 weeks left, hurry and buy a ticket!".

Media Planning:

10.03- 3 posters for the event. So one row of posters. Give some flyers to people and hang posters. Promotion video

12.03- one post about the information about the tickets(one row)

14.03-one post about the yoga class, one post about the instructor, the history of the activity

16.03-one post about the boxing class, one post about the instructor, the history of the activity(one row) and one story about basic fit and one story about the up-coming face-to-face ticket sale(17) and add smth like tag your three best friends and we would let you know who is the winner(give away)

17.03-story about the tickets sale

19.03-stories and videos of instructors, a post about the program of the day

21.03-one post about the circuit, one post about the instructor, the history of the activity

23.03-one post about booty and abs, one post about the instructor, the history of the activity and one story about decathlon

24.03-one post about the Q and A and one story where they can send their questions

26.03- one post about the pump, one post about the instructor, the history of the activity and one story about bress

27.03- one post about the x-core one post about the instructor, the history of the activity

29.03- one post about the sponsors-basic fit, decathlon, kick fit

30.03- one post about the sh'bam one post about the instructor, the history of the activity

31.03-one post grit one post about the instructor, the history of the activity

01.04-one post about the location-the chapel-photos of the chapel

02.04-one post about the goodies-the merchandise

03.04-stories during the event

Appendix K – Assessment Criteria

Assessment Criteria 'Fit Camp 2020'

Team members:

Ema Nikolaeva(183603)

Gergana Kircheva(180938)

Marijn Oosterveen(181124)

Cordula Newrkla(194573)

Isa Zaman(181376)

Criterion	Poor	Sufficient	Excellent
Product 1 Event value	The event failed: <ul style="list-style-type: none"> ●During the whole event it was chaotic/no organization ●Not enough volunteers ●The equipment broke and refused to work 	The event was fine: <ul style="list-style-type: none"> ●everything went according to the plan ●everybody from the staff had a call sheet and was on time ●everybody from the staff knew their role ●Little difficulties with the equipment 	The event was excellent: <ul style="list-style-type: none"> ●There was no stress during the event and it went smoothly ●We were on schedule ●No problems with the equipment ●No problems with the volunteers and the staff ●The organization was perfect
Product 2 Guests value	The guests didn't enjoy the event if: <ul style="list-style-type: none"> ●Went home early, attending only one class ●Were complaining all the time to the staff ●Looked bored and annoyed 	The guests enjoyed the event to some point if: <ul style="list-style-type: none"> ●participated in least 3 of the classes ●Stayed until the end of the event ●evaluated the event as good 	The guests adored the event if: <ul style="list-style-type: none"> ●There were no complaints during the whole event ●Looked entertained and happy ●Didn't want the event to end ●Went to the staff to congratulate them how they are handling the event ●Were enthusiastic about the organized activities ●evaluated the event as excellent,exceeded their expectations and talked about the event for a long time
Product 3 Event organizers value	We as a team did a poor job working at the event if:	We as a team did a sufficient job working at the event if:	We as a team did an excellent job working at the event if:

	<ul style="list-style-type: none"> ●we didn't know our role and job during the event ●we didn't come on time and were really late ●we didn't know the position of every object in the chapel ●we didn't know how to work with the equipment ●we didn't know the schedule and weren't following it ●we didn't explain in detail what we want from the volunteers, the video maker. ●We weren't able to help the guests if they had any problems or questions ●we weren't able to help the instructors if they had any questions or needed something ●we weren't communicating properly throughout the day 	<ul style="list-style-type: none"> ●we managed to do our job at the event even though we might have had small difficulties ●we followed the schedule and were on time with everything ●we knew the position of every object ●we were familiar with the floor plan ●every staff member knew his job ●we were able to help the guests if they needed to ●we were able to help the instructors ●we explained to all the volunteers what we want from them and the videographer and gave them call sheets as well ●we knew how the equipment worked 	<ul style="list-style-type: none"> ●we didn't have any problems or difficulties during the event ●we had taken every precaution we had to ●we communicated with each other during the whole day ●we did our own responsibilities perfectly ●There wasn't a moment when we didn't know what we had to do now
Product 4 Pre-organization of the event	<p>We did a poor job at pre-organizing the event if we:</p> <ul style="list-style-type: none"> ●didn't find any volunteers ●didn't had a person to film the after movie ●didn't find the equipment we were supposed to ●ran out of money and didn't sell as much as tickets as we should have ●didn't provide first aid 	<p>We did a sufficient job at pre-organizing the event if we:</p> <ul style="list-style-type: none"> ●had few volunteers, but not enough ●one of us had to film the after movie ● had some of the equipment, but not one we wanted to ● had some budget but not a lot ●had first aid ●had only one sponsor ●had a floor plan 	<p>We did an excellent job at pre-organizing the event if we:</p> <ul style="list-style-type: none"> ●had even more volunteers that we needed to ●hired a professional video maker ●had all the equipment we needed to ●we had some money left from the budget ●had a lot of cool sponsors ●had a detailed floor plan ●had detailed call sheets

	<ul style="list-style-type: none"> ●didn't find any sponsors ●didn't have a floor plan ●didn't find all the instructors we needed ●didn't have a script ●didn't have call sheets ●didn't create social media accounts ●didn't create a website ●didn't promote the event ●didn't sell any tickets 	<ul style="list-style-type: none"> ●found some of the instructors ●had call sheets ●had a script ●created only one social media account ●promoted the event to some point ●sold half of the tickets we predicted we would sell 	<ul style="list-style-type: none"> ●had a detailed script ●created all social media accounts that we had to ●promoted the event on all social media platforms and even face-to-face promotion ●sold all tickets we wanted to sell
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Appendix L – Instructors Announcement



Hi All,
Super dat jullie een deel willen uitmaken van Fitcamp X BUas 2020. We gaan er een feestje van maken!

Hieronder vind je het schema. Je wordt minimaal **30 minuten** voor het begin van je les verwacht. Graag even melden bij **Isa Zaman**. Voor iedereen zetten we een +1 op de lijst. Neem ook je eigen muziek mee en check of de informatie hieronder correct is. Mocht je extra informatie nodig hebben of nog iets onduidelijk zijn, dan horen we het graag!

Time	Activity	Responsible	Music
10:00	Start	Team	
10:00 – 11:00	Yoga	Alexandra	Music = ?
11:00 – 12:00	Boxen	Kickfit	Phone
12:00 – 12:30	Bootcamp	Lotte ?	Music = ?
12:30 – 13:00	Seminar/ Q&A	Sander	N/A
13:00 – 13:30	Booty & Abs	Saul	Phone
13:30-14:30	Pump	Mariska	Phone
14:30-15:30	Xcore	Sam	Phone
15:30 – 16:30	Sh'Bam	Timo	Phone
16:30 – 17:00	Grit	Timo	CD
17:00	End	Team	

Adres:
Chapel / Kapel BUas
Monseigneur Hopmansstraat 2, 4817 JS Breda

Contact:
Nu: Sam van der Laan
Dag van het event: Isa Zaman (06-52876446)

Datum:
Vrijdag 3 April

Tot dan!
Fitcamp Team

Appendix M – Meeting Agendas

WEEK 1

Date: 04.02.2020

Time: 9:00

Location: Monseigneur Hopmansstraat 2, Frontier Building 3.002 Production House

Attendees: Marijn Oosterveen, Gergana Kircheva, Ema Nikolaeva, Cordula Kyra Newrkla

IDs: 181124, 180938, 183603, 194573

Department: Design experiences

Group: FitCamp X BUAs

AGENDA ITEMS:

- Group division
- Contract
- Breakdown structure
- Logo and Design for FitCamp X BUAS
- Website Design
- Social Media Accounts
- Sponsors
- Workspace Teams
- What's App Group

WEEK 2

Date: 11.02.2020

Time: 9:00

Location: Monseigneur Hopmansstraat 2, Frontier Building 3.002 Production House

Attendees: Marijn Oosterveen, Gergana Kircheva, Ema Nikolaeva, Cordula Kyra Newrkla

IDs: 181124, 180938, 183603, 194573

Department: Design experiences

Group: FitCamp X BUAs

AGENDA ITEMS:

- Sponsors
- Ticket Price and Packages
- Timetable
- Marketing Plan
- T-Shirt and Hoodie Design
- Design of Invitation and Poster
- Legal Issues

WEEK 3

Date: 18.02.2020

Time: 10:00

Location: Monseigneur Hopmansstraat 2, Frontier Building 3.002 Production House

Attendees: Marijn Oosterveen, Gergana Kircheva, Ema Nikolaeva, Cordula Kyra Newrkla, Isa Zaman

IDs: 181124, 180938, 183603, 194573, 181376

Department: Design experiences

Group: FitCamp X BUAs

AGENDA ITEMS:

- Sponsor List
- Supplier List
- Social Media Plan
- Marketing
- Instructor Contact
- Legal Issues
- Concept
- Social Media Content

WEEK 4

Date: 05.03.2020

Time: 10:00

Location: Monseigneur Hopmansstraat 2, Frontier Building 3.002 Production House

Attendees: Marijn Oosterveen, Gergana Kircheva, Ema Nikolaeva, Cordula Kyra Newrkla, Isa Zaman

IDs: 181124, 180938, 183603, 194573, 181376

Department: Design experiences

Group: FitCamp X BUAs

AGENDA ITEMS:

- Event Script
- Callsheets
- Floorplan
- Volunteers

WEEK 5

Date: 10.03.2020

Time: 10:00

Location: Monseigneur Hopmansstraat 2, Frontier Building 3.002 Production House

Attendees: Marijn Oosterveen, Gergana Kircheva, Ema Nikolaeva, Cordula Kyra Newrkla, Isa Zaman

IDs: 181124, 180938, 183603, 194573, 181376

Department: Design experiences

Group: FitCamp X BUAs

AGENDA ITEMS:

- Sponsor Update
- Callsheet and Script
- Risk Management
- Ticket Sales
- Budget
- Equipment

WEEK 6

Date: 17.03.2020

Time: 10:00

Location: Online Chat Group on Microsoft Teams

Attendees: Marijn Oosterveen, Gergana Kircheva, Ema Nikolaeva, Cordula Kyra Newrkla, Isa Zaman

IDs: 181124, 180938, 183603, 194573, 181376

Department: Design experiences

Group: FitCamp X BUas

AGENDA ITEMS:

- Contact Suppliers/ Partners
- Postpone notice
- Logo
- Social Media Plan
- Volunteers
- Script
- Callsheet

Appendix N – Meeting Minutes

WEEK 1

Date: 04.02.2020

Time: 9:00

Location: Monseigneur Hopmansstraat 2, Frontier Building 3.002 Production House

Department: Design experiences

Group: FitCamp X BUas

ATTENDANCE

Attendees: Marijn Oosterveen, Gergana Kircheva, Ema Nikolaeva, Cordula Kyra Newrkla,

Members not in attendance: -

AGENDA ITEMS:

- I. Group division
- II. Contract
- III. Breakdown structure
- IV. Logo and Design
- V. Website Design
- VI. Social Media Accounts
- VII. Sponsors

ACTION ITEMS:

- I. Sam van der Laan gave a briefing to the team on the upcoming new project. Everyone was really excited to start this new challenge.
- II. Group division is as follows:
 - a. Sales Manager: Marijn
 - b. Technical Director: Marijn
 - c. Artist Manager: Isa and Ema

- d. Production Manager: Ema
- e. Marketing & PR Manager: Geri
- f. Sponsor Manager (catering, equipment): Cordula
- III. Ema will do the contract.
- IV. Marijn will do the website and social media accounts
- V. Gergana will start on the design and a logo for FitCamp
- VI. Cordula will reach out to sponsors

WEEK 2

Date: 11.02.2020

Time: 9:00

Location: Monseigneur Hopmansstraat 2, Frontier Building 3.002 Production House

Department: Design experiences

Group: FitCamp X BUAs

ATTENDANCE

Attendees: Marijn Oosterveen, Gergana Kircheva, Ema Nikolaeva, Cordula Kyra Newrkla,

Members not in attendance: -

AGENDA ITEMS:

- I. Sponsoring
- II. Ticket Price and Packages
- III. Timetable
- IV. Marketing Plan
- V. T-Shirt and Hoodie Design
- VI. Design
- VII. Legal Issues

ACTION ITEMS:

- I. Cordula will continue approaching possible sponsors and finding retailers to buy T-Shirts and Hoodies from. She approached XXL Nutrition, Smoothie Company, Nutrition&Sante, BicepPapa via E- Mail and Shake House via Facebook without a response.
- II. Marijn will work on and improve the website as well as finding an online ticket sales page.
- III. Ema starts working on our marketing plan. What content and when content will posted on social media and our main platform, our own website.
- IV. Geri will design "Save the date" invitation posters
- V. Marijn will text a Legal Expert from BUAS to help us with all necessary legal issue

WEEK 3

Date: 18.02.2020

Time: 10:00

Location: Monseigneur Hopmansstraat 2, Frontier Building 3.002 Production House

Department: Design experiences

Group: FitCamp X BUAs

ATTENDANCE

Attendees: Marijn Oosterveen, Gergana Kircheva, Ema Nikolaeva, Cordula Kyra Newrkla, Isa Zaman
Members not in attendance: -

AGENDA ITEMS:

- I. Sponsor List
- II. Supplier List
- III. Social Media Plan
- IV. Marketing
- V. Instructor Contact
- VI. Legal Issues
- VII. Concept

ACTION MINUTES:

- I. Cordula will call XXL Nutrition, Pepp.fit, Health Advies and Body&Fit. Body&Fit rejected, Health Advies and XXL Nutrition are on hold, Pepp.Fit without response.
- II. Marijn will finish the website containing all legal issues, a privacy policy as well as general terms and conditons.
- III. Ema will finish the Marketing Plan containing detailed information on how we plan on spreading the word about Fit Camp on Social Media and our Website.
- IV. Ema will write a Press Release.
- V. Milena van Voorden will come and advise us on legal issues concerning FitCamp.
- VI. Geri will create content for social media such as pictures to post on Instagram stories and posts.
- VII. Isa will create textual content for the website on all sport activities.

WEEK 4

Date: 05.03.2020

Time: 10:00

Location: Monseigneur Hopmansstraat 2, Frontier Building 3.002 Production House

Department: Design experiences

Group: FitCamp X BUAs

ATTENDANCE

Attendees: Marijn Oosterveen, Gergana Kircheva, Ema Nikolaeva, Cordula Kyra Newrkla, Isa Zaman
Members not in attendance: -

AGENDA ITEMS:

- Event Script
- Callsheets
- Floorplan
- Volunteers
- Media Plan
- Marketing
- Proper implementation or cancel event

ACTION MINUTES:

- I. The question is asked if the event will be successful. We decided to implement all our plans in order to make the event possible.

- II. Marijn will improve the website and create a promotional video.
- III. Ema will write and upload a clearly structured and precise marketing plan as well as criteria assessment.
- IV. Geri will create visual content for our social media pages and promotion flyers which can be spread in school as well as externally in order to raise awareness.
- V. Ema will find an AV team which is available at the day of the event and able to make an aftermovie.
- VI. Marijn will send the promo video to BUAs so it can be shown on the screens on campus.
- VII. Cordula will create content to promote our partners and will keep looking for new sponsors.
- VIII. Cordula will write a letter to keep all partner and sponsors informed and give them instructions about the process and execution of FitCamp.
- IX. Isa will write a script for FitCamp.

WEEK 5

Date: 10.03.2020

Time: 10:00

Location: Monseigneur Hopmansstraat 2, Frontier Building 3.002 Production House

Department: Design experiences

Group: FitCamp X BUAs

ATTENDANCE

Attendees: Marijn Oosterveen, Gergana Kircheva, Ema Nikolaeva, Cordula Kyra Newrkla, Isa Zaman

Members not in attendance: -

AGENDA ITEMS:

- Sponsor Update
- Callsheet and Script
- Risk Management
- Ticket Sales
- Budget
- Equipment

ACTION MINUTES:

- I. Geri will create promotion flyers which can be spread in school as well as externally in order to raise awareness.
- II. Ema will find an AV team which is available at the day of the event and able to make an after movie.
- III. Marijn will send the promo video to BUAs so it can be shown on the screens on campus.
- IV. Cordula will write a letter to keep all partner and sponsors informed and give them instructions about the process and execution of FitCamp.
 - I. Marijn will improve the website and update it with all new information.
- V. Isa will write a call sheet for FitCamp. Further she will proofread the Dutch version of the letter for the sponsors.
- VI. Cordula will be present in the Yoga class at Bress to film content for our social media channels and promote participating in a Yoga class.

- I. Ema and Cordula will be present at Sh’bam at Basic Fit Chasseveld to create content for our social media channels and promote our event.

WEEK 5 – WHAT'S APP GROUP CHAT

Date: 12.03.2020

Location: Online Group Chat on What’s App

Department: Design experiences

Group: FitCamp X BUAs

ATTENDANCE

Attendees: Marijn Oosterveen, Gergana Kircheva, Ema Nikolaeva, Cordula Kyra Newrkla, Isa Zaman

Members not in attendance: -

WEEK 6

Date: 17.03.2020

Time: 10:00

Location: Online Chat Group on Microsoft Teams

Department: Design experiences

Group: FitCamp X BUAs

ATTENDANCE

Attendees: Marijn Oosterveen, Gergana Kircheva, Ema Nikolaeva, Cordula Kyra Newrkla, Isa Zaman

Members not in attendance: -

AGENDA ITEMS:

- Contact Suppliers/ Partners
- Postpone notice
- Logo
- Social Media Plan
- Volunteers
- Script
- Call sheet

ACTION MINUTES:

- I. Geri will design a new logo which does not contain “BUAs” and change the name to “FitCamp X Breda”.
- II. Marijn will update the website with all changes happening. Changing the logo and name as well as informing visitors about postponing the event until further notice.
- III. Ema will email all volunteers and keep them informed about changes and further details on Fit Camp.
- IV. Cordula will create a new media plan.
- V. Cordula will create captions for the Instagram posts.
- VI. Geri will create content for our social media channels.
- VII. Isa will contact all partners and sponsors and inform them about the newest guidelines by the government and our subsequent changes.

Appendix O – Progress Reports

PROGRESS REPORT

WEEK 1

Date: 04.02.2020

Time: 9:00

Location: Monseigneur Hopmansstraat 2, Frontier Building 3.002 Production House

Attendees: Marijn Oosterveen, Gergana Kircheva, Ema Nikolaeva, Cordula Kyra Newrkla

IDs: 181124, 180938, 183603, 194573

Department: Design experiences

Group: FitCamp X BUas

Past status	Present status	Future status
The group members were not yet divided into specific roles.	The tasks were split and allocated to every member.	The team members must stick to their roles and obligations and fulfill the tasks they are responsible for.
The group did not have a workspace in teams.	Gergana created a folder in teams.	The group should upload all the documentation regarding the project in the workspace.
The group did not have a contract.	Ema wrote a team contract and uploaded it to the workspace in Teams.	The group must stick to the rules written in the contract.
The group did not have a concept for the FitCampXBUas.	The group came up with separate concepts and several ideas.	The theme has to pitch the concepts in Week 2 to Bruce Hancock.
There was no planning schedule.	The team agreed on working with Trello for creating the task schedule. Marijn started filling in the tasks.	Each team member will mark the task that he/she is going to do.

Problems	Solutions
It was challenging to think of possible themes to follow, classes to offer and how to implement all our ideas.	After the help of Sam and her suggestions we had some instructors as well as guidance towards what we can do and what is not allowed.

WEEK 2

Date: 11.02.2020

Time: 09:00

Location: Monseigneur Hopmansstraat 2, Frontier Building 3.002 Production House

Attendees: Marijn Oosterveen, Gergana Kircheva, Ema Nikolaeva, Cordula Kyra Newrkla

IDs: 181124, 180938, 183603, 194573

Department: Design experiences

Group: FitCamp X BUas

Past status	Present status	Future status
The roles were divided.	Marijn started working on the website as well as finding an online selling platform to use and get the ticket sales platform.	We need to decide on the ticket website working.
Ema wrote and uploaded the contract in the Team workspace.	Ema will start working on the marketing plan.	We must implement our planned actions according to the marketing plan.
We decided on a logo and the theme we want to follow.	Geri will start designing posters, invitations and "save the date" posters.	Geri needs to come up with content for our social media pages.
The team agreed on working with Trello for creating the schedule. Marijn started filling in the tasks.	Cordula will start looking for sponsors and possible partners.	Cordula and Ema will find sponsors and instructors.

Problems	Solutions
It was difficult to find fitting sponsors and partners especially because often we got no answer.	Calling the company's, we want to collaborate with, and Sam helped us out with the connections she had.

WEEK 3

Date: 18.02.2020

Time: 10:00

Location: Monseigneur Hopmansstraat 2, Frontier Building 3.002 Production House

Attendees: Marijn Oosterveen, Gergana Kircheva, Ema Nikolaeva, Cordula Kyra Newrkla, Isa Zaman

IDs: 181124, 180938, 183603, 194573, 181376

Department: Design experiences

Group: FitCamp X BUas

Past status	Present status	Future status
The website was created.	Marijn will upload all the content on the website.	Information on all the instructors and classes need to be online.

Rules and guidelines were discussed.	Milena van Voorden came to help us out concerning legal issues at the event.	Marijn will write a privacy policy as well as general terms and conditions.
Social Media Channels were created.	Geri will start posting on our social media page.	New content needs to be created in order to promote our event.
Classes have been chosen and set.	A provisional schedule for day of the event will be created. Isa will start working on textual content about the various classes for our website.	The created content needs to be shared.

Problems	Solutions
-	-

WEEK 4

Date: 05.03.2020

Time: 10:00

Location: Monseigneur Hopmansstraat 2, Frontier Building 3.002 Production House

Attendees: Marijn Oosterveen, Gergana Kircheva, Ema Nikolaeva, Cordula Kyra Newrkla, Isa Zaman

IDs: 181124, 180938, 183603, 194573, 181376

Department: Design experiences

Group: FitCamp X BUas

Past status	Present status	Future status
The roles were divided but no one had clear instructions on their task.	We discussed what needs to be done in order for our event to still be successful and allocated clear responsibilities to every team member.	Marijn will need to improve the website and create a promotional video. Cordula needs to create content to promote our sponsors, keep looking for sponsors and keep the documents on teams up to date. Isa needs to write a script for FitCampXBUas. Ema needs to upload a precise marketing plan, find an AV team and the criteria assessment. Geri needs to create content and promote our social media platforms.

Problems	Solutions
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A not very clear task division made no one feel responsible especially because the day of the event is very soon.	With Sam's help we tried to figure out what needs to be done and divided all activities into doable tasks with one responsible person.
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WEEK 5

Date: 10.03.2020

Time: 10:00

Location: Monseigneur Hopmansstraat 2, Frontier Building 3.002 Production House

Attendees: Marijn Oosterveen, Gergana Kircheva, Ema Nikolaeva, Cordula Kyra Newrkla, Isa Zaman

IDs: 181124, 180938, 183603, 194573, 181376

Department: Design experiences

Group: FitCamp X BUAs

Past status	Present status	Future status
No tickets sold.	Not enough promotion. Geri will design flyers. Marijn will send the promotional video to BUAs.	Flyers need to be spread on campus and also externally. BUAs will show the video on the screens at the campus.
The asked AV teams were not available.	A new AV team must be found to make an after movie.	Ema will contact further teams and ask them if they are available to help us out.
Lack of content on social media.	New content will be created and shared.	Geri will create new content for posts. Ema and Cordula will be present at classes and film parts in order to promote our event and all the classes we offer on social media.
No clear schedule for the day of FitCamp.	Isa writes a script and floorplan.	Isa will make a call sheet for the whole team including volunteers and instructors.

Problems	Solutions
-	-

WHAT'S APP GROUP CHAT

Date: 12.03.2020

Location: Online Chat Group on What's App

Attendees: Marijn Oosterveen, Gergana Kircheva, Ema Nikolaeva, Cordula Kyra Newrkla, Isa Zaman

IDs: 181124, 180938, 183603, 194573, 181376

Department: Design experiences

Group: FitCamp X BUas

Due to the rapid spreading of the Covid-19 virus, schools are being closed and events need to be cancelled or postponed. For this reason, we informed our target audience on our social media channels about the newest guidelines and developments that the event must be postponed.

Problems	Solutions
Covid-19 virus Regulations by the government regarding events	Postponing the event until further notice Informing all instructors, sponsors, participants and possible partakers about the circumstances and the postponement of Fit Camp

WEEK 6

Date: 17.03.2020

Time: 10:00

Location: Online Chat Group on Microsoft Teams

Attendees: Marijn Oosterveen, Gergana Kircheva, Ema Nikolaeva, Cordula Kyra Newrkla, Isa Zaman

IDs: 181124, 180938, 183603, 194573, 181376

Department: Design experiences

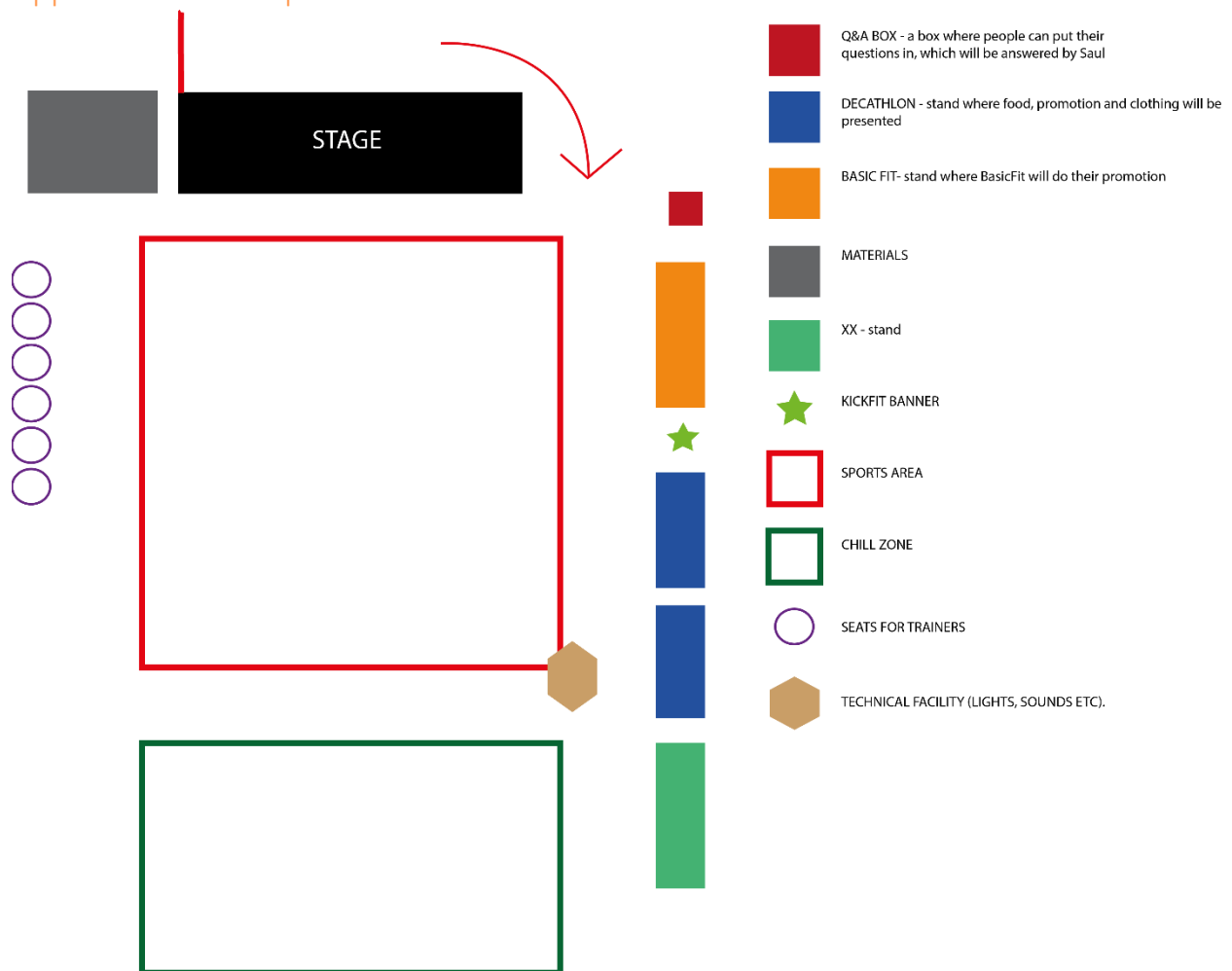
Group: FitCamp X BUas

Past status	Present status	Future status
Due to force majeure, unfortunate circumstances, the event has to be postponed until further notice.	A new date for the event has to be discussed as well as further steps.	Cordula will make a new social media plan and think of captions for the posts until the end of april. Geri will design new content for Instagram and delete old posts. Marijn will implement the changes on the website making sure the RIVM guidelines are being followed. Isa will contact all partners about the changes. Ema will email all the volunteers to make sure they are up to date.
BUas was part of the name and logo of FitCamp	"BUas" is not allowed to be part of the logo	Geri will design a new logo and change the name to "FitCamp X Breda". Marijn will edit the website, uploading the new logo, adapting the website and updating it with the newest information and guidelines.

No in depth planning of the day of the event.	Script and call sheets need to be written.	Sa will write a script and a new call sheet for the day of the event.
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Problems	Solutions
The Covid-19 virus is spreading faster than expected and it is not certain if the event will take place.	All parties involved need to be informed about all changes that are happening. Social Media should still be active.
The abbreviation "BUas" is not allowed to be part of the logo and name.	Changing the name to "FitCamp X Breda" and updating it on our website as well as all social media platforms.

Appendix P – Floorplan



Appendix Q – Emails to (alleged) sponsors



Dear Cordula,

Thanks for your e-mail. We are honored to get an invite for your event and we think the event would be a success for your school. Even though we looked at our agenda and it couldn't work out for us at the 3rd of April. We hope that you get some other people for the collaboration and make it a nice day!

I hope I informed you right.

Kind regards,
Met vriendelijke groet,
Jouw coach en persoonlijke adviseur
Romy

Health Advies Breda
info@healthadviesbreda.nl
076-5145384



Dear Cordula,

I've forwarded your message to our clubmanager.
She'll get in touch with you if she's interested.

Kind regards,

Kelly
Team Fitness Breda

-----Original Message-----

From: "Cordula Newrkla | Fit Camp Breda" <cordula@fitcampbreda.nl>
Sent: Tuesday, February 4, 2020 9:09am
To: breda@snapfitness.nl
Subject: FitCampXBUas

Dear Snapfitness - Team,

My team and I are students at Buas and are organising Fit Camp X BUas. A Fitness Day at Breda University of Applied Sciences on the 3rd of April 2020. Therefore we are looking for partners and would be glad if you would like to collaborate with us.

In order for our Fit Camp to be successful we are currently looking for equipment such as barbells, Elastik straps, weights etc. In return we can offer your logo on our website and social media channels as well as a market booth. We already have great and experienced instructors and would love for your Fitnesscenter to be present as well because we think you would be a great fit. We are open to your suggestions and happy to negotiate.

If you have any further questions please do not hesitate to contact me. Thank you very much in advance! I am looking forward to hearing from you.

With sporty greetings,
Cordula Newrkla
Organisation Fitcamp Breda 2020
m cordula@fitcampbreda.nl

▼  **FitCampXBUas**      
To info@healthadviesbreda.nl  Date 2020-02-18 11:43 ▼

Dear Health Advies,

As discussed on the phone my team and I are Second Year International Media and Entertainment Management Students at Breda University of Applied Science (BUas) and are organising Fit Camp X BUas. A Fitness Day open for everyone at the Campus of BUas on the 3rd of April 2020.

In order for our Fit Camp to be successful we are currently looking for partners and would be glad if you would like to collaborate with us. We already have great and experienced instructors and would love for you to be present as well and conduct shape analysis and trainings. In return we can offer your logo on our website and social media channels as well as promote your brand at our event.

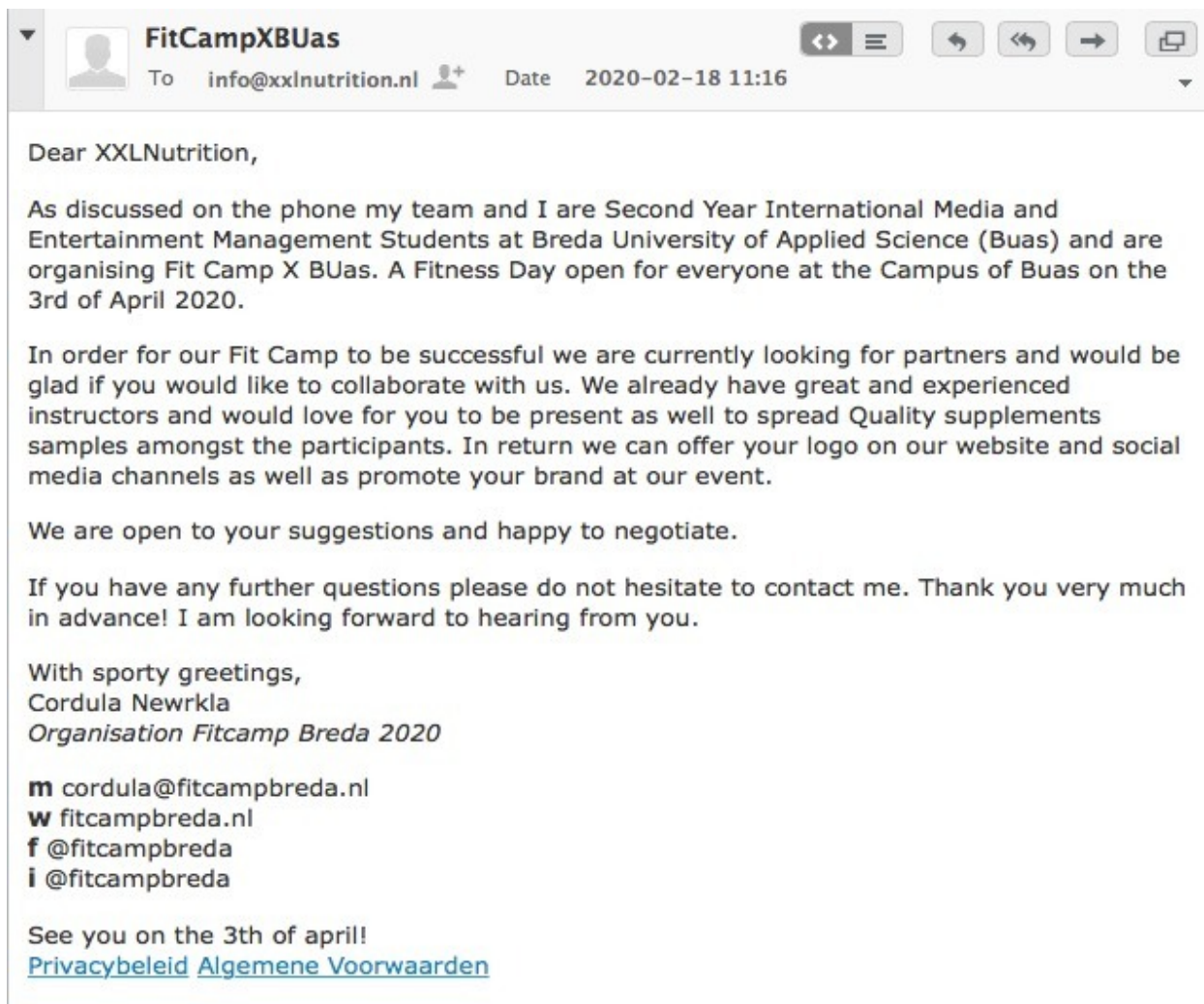
We are open to your suggestions and happy to negotiate.

If you have any further questions please do not hesitate to contact me. Thank you very much in advance! I am looking forward to hearing from you.

With sporty greetings,
Cordula Newrkla
Organisation Fitcamp Breda 2020

m cordula@fitcampbreda.nl
w fitcampbreda.nl
f @fitcampbreda
i @fitcampbreda

See you on the 3rd of april!
[Privacybeleid](#) [Algemene Voorwaarden](#)



▼  **FitCampXBUas**      

To Info@biceppapa.nl  Date 2020-02-11 12:31 ▼

Dear Biceppapa Team,

My team and I are Second Year Students at Breda University of Applied Science (BUas) and are organising Fit Camp X BUas. A Fitness Day at the Campus of BUas on the 3rd of April 2020.

In order for our Fit Camp to be successful we are currently looking for partners and would be glad if you would like to collaborate with us. We already have great and experienced instructors and would love for you to be present as well to spread Quality supplements samples amongst the participants. In return we can offer your logo on our website and social media channels as well as promote your brand at our event.

We are open to your suggestions and happy to negotiate.

If you have any further questions please do not hesitate to contact me. Thank you very much in advance! I am looking forward to hearing from you.

With sporty greetings,

Cordula Newrkla
Organisation Fitcamp Breda 2020

m cordula@fitcampbreda.nl
w fitcampbreda.nl
f @fitcampbreda
i @fitcampbreda

See you on the 3th of april!
[Privacybeleid](#) [Algemene Voorwaarden](#)

**FitCampXBUas**

To info@rawfit.nl 

Date 2020-02-04 15:38



Dear RawFit Team,

My team and I are students at BUas and are organising Fit Camp X BUas. A Fitness Day at Breda University of Applied Sciences on the 3rd of April 2020.

In order for our Fit Camp to be successful we are currently looking for partners and would be glad if you would like to collaborate with us. In return we can offer your logo on our website and social media channels as well as a market booth. We already have great and experienced instructors and would love for you to be present as well because we think you would be a great fit.

We are open to your suggestions and happy to negotiate.

If you have any further questions please do not hesitate to contact me. Thank you very much in advance! I am looking forward to hearing from you.

With sporty greetings,
Cordula Newrkla
Organisation Fitcamp Breda 2020

m cordula@fitcampbreda.nl

w fitcampbreda.nl

f @fitcampbreda

i @fitcampbreda

See you on the 3th of april!

[Privacybeleid](#) [Algemene Voorwaarden](#)

▼  **FitCampXBUas**      

To info@followfitgirls.com  Date 2020-02-04 15:18 ▼

Dear Follow Fit Girls,

My team and I are students at BUas and are organising Fit Camp X BUas. A Fitness Day at Breda University of Applied Sciences on the 3rd of April 2020.

In order for our Fit Camp to be successful we are currently looking for partners and would be glad if you would like to collaborate with us. In return we can offer your logo on our website and social media channels as well as a market booth. We already have great and experienced instructors and would love for you to be present as well because we think you would be a great fit.

We are open to your suggestions and happy to negotiate.

If you have any further questions please do not hesitate to contact me. Thank you very much in advance! I am looking forward to hearing from you.

With sporty greetings,
Cordula Newrkla
Organisation Fitcamp Breda 2020

m cordula@fitcampbreda.nl

w fitcampbreda.nl

f [@fitcampbreda](https://www.facebook.com/fitcampbreda)

i [@fitcampbreda](https://www.instagram.com/fitcampbreda)

See you on the 3th of april!

[Privacybeleid](#) [Algemene Voorwaarden](#)

**FitCampXBUas**

To breda@snapfitness.nl 

Date 2020-02-04 15:09



Dear Snapfitness - Team,

My team and I are students at Buas and are organising Fit Camp X BUas. A Fitness Day at Breda University of Applied Sciences on the 3rd of April 2020. Therefore we are looking for partners and would be glad if you would like to collaborate with us.

In order for our Fit Camp to be successful we are currently looking for equipment such as barbells, Elastik straps, weights etc. In return we can offer your logo on our website and social media channels as well as a market booth. We already have great and experienced instructors and would love for your Fitnesscenter to be present as well because we think you would be a great fit.

We are open to your suggestions and happy to negotiate.

If you have any further questions please do not hesitate to contact me. Thank you very much in advance! I am looking forward to hearing from you.

With sporty greetings,
Cordula Newrkla
Organisation Fitcamp Breda 2020

m cordula@fitcampbreda.nl

w fitcampbreda.nl

f @fitcampbreda

i @fitcampbreda

See you on the 3th of april!

[Privacybeleid](#) [Algemene Voorwaarden](#)

 Refreshing...

▼  **FitCampXBUas**      
To contact@kickfit.nl  Date 2020-02-04 14:49 ▼

Dear KickFit - Team,

My team and I are organising Fit Camp X BUas. A Fitness Day at Breda University of Applied Sciences on the 3rd of April 2020. Therefore we are looking for partners and would be glad if we could collaborate with you.

In order for our Fit Camp to be successful we are currently looking for equipment such as barbells, Elastik straps, weights etc. In return we can offer your logo on our website and social media channels as well as a market booth. We already have great and experienced instructors and would love for your Fitnesscenter to be present as well. We are open to your suggestions and happy to negotiate.

Thank you very much in Advance!

With sporty greetings,
Cordula Newrkla
Organisation Fitcamp Breda 2020

m cordula@fitcampbreda.nl
w fitcampbreda.nl
f @fitcampbreda
i @fitcampbreda

See you on the 3th of april!
[Privacybeleid](#) [Algemene Voorwaarden](#)

Dear My Life Breda Team,

My team and I are organising Fit Camp X BUas. A Fitness Day at Breda University of Applied Sciences on the 3rd of April 2020. Therefore we are looking for partners and would be glad if we could collaborate with you.

In order for our Fit Camp to be successful we are currently looking for equipment such as barbells, Elastik straps, weights etc. In return we can offer your logo on our website and social media channels as well as a market booth and your Fitnesscenter being present at the event.

We are open to your suggestions and happy to negotiate.

Thank you very much in Advance! I am looking forward to hearing from you.

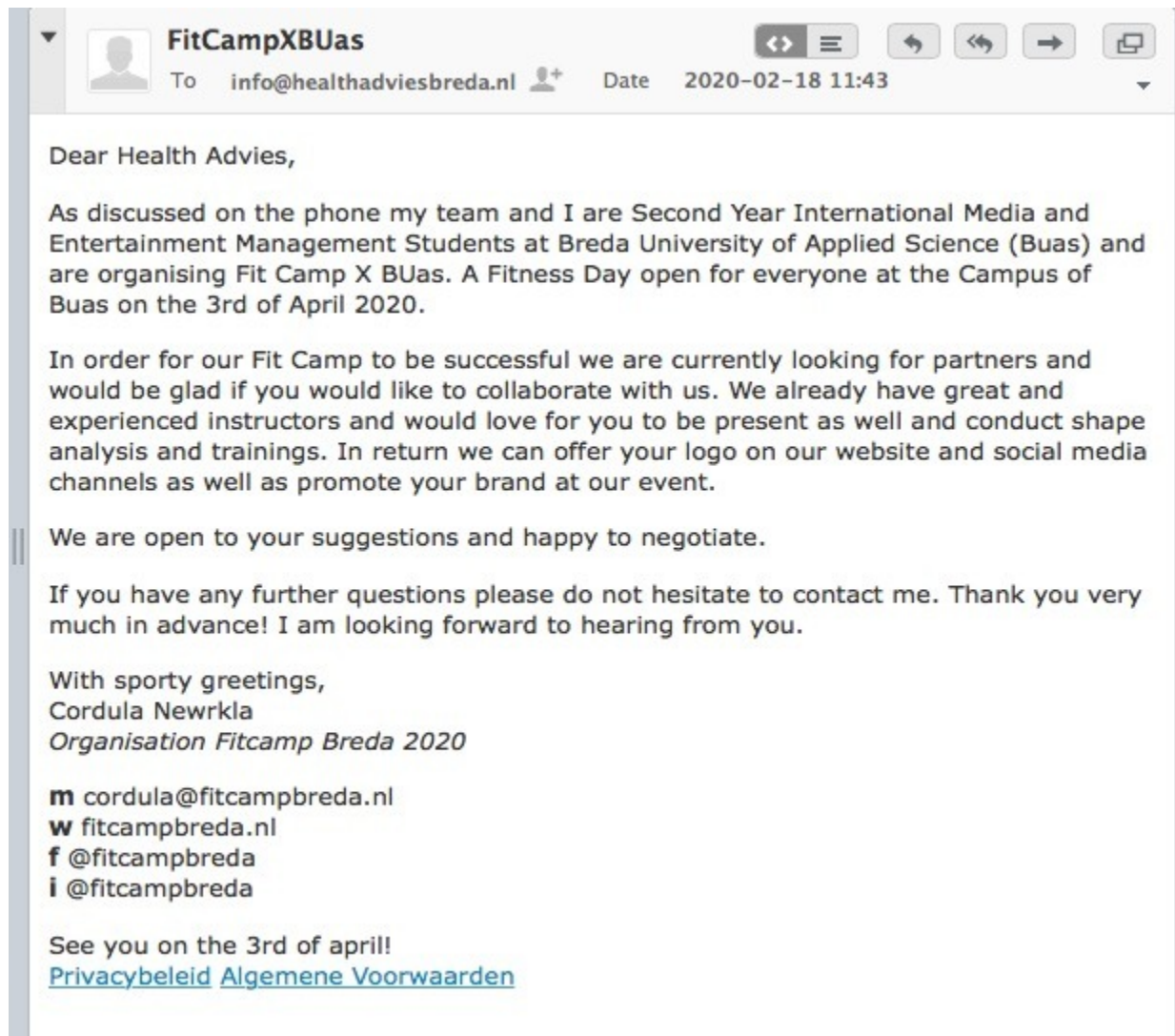
Kind regards
Cordula Newrkla

--

With sporty greetings,
Cordula Newrkla
Organisation Fitcamp Breda 2020

m cordula@fitcampbreda.nl
w fitcampbreda.nl
f @fitcampbreda
i @fitcampbreda

See you on the 3th of april!
[Privacybeleid](#) [Algemene Voorwaarden](#)



NootroFit

7. February 2020 at 09:04

N

Re: FitCampXBUs

To: Newrkla, Cordula (194573)

Oke,

Thanks for your response, so why us? I don't see you back in our customer base so I'm interested in hearing why specifically you want to work with us. Or are you just spraying every single supps company out there?

In terms of sponsorship, you are only looking for our attendance and potentially free product, if I'm correct?

How many students do you think will attend?

Best,
Lars

[See More](#) from Newrkla, Cordula (194573)

--

NootroFit

E-mail: info@nootrofit.nl

<http://www.nootrofit.nl>

Newrkla, Cordula (194573)

6. February 2020 at 15:08

CN

Re: FitCampXBUs

To: NootroFit



Hi Lars,

Thank you for your quick response. We are planning a day full of Fitness activities and already have several great instructors teaching for example boxing, LXR or Yoga classes. But we are still looking for sponsors and would love to partner up with your company since I think it would be a great fit. It would be a possibility to distribute products or product samples at the event and in return we can put your logo on our website/social media/at the event and there is also the possibility to be present on 03.04. with a market stand giving further information on your Company and the Supplements you sell. I hope this made things a bit clearer. If there are still questions please do not hesitate to ask.

All the best
Cordula

[See More](#) from Newrkla, Cordula (194573)

NootroFit

5. February 2020 at 13:10

N

Re: FitCampXBUas

To: Newrkla, Cordula (194573)

Hi Cordula,

What are you exactly asking for?

I'm not really sure what you and your friends are setting up and need assistance with.

Best,
Lars

[See More](#) from Newrkla, Cordula (194573)

--

NootroFit

E-mail: info@nootrofit.nl

<http://www.nootrofit.nl>

cordula

4. February 2020 at 13:53

C

FitCampXBUas

To: NootroFit

Dear NootroFit Team,

My team and I are organising Fit Camp X BUas. A Fitness Day at Breda University of Applied Sciences on the 3rd of April. Therefore we are currently looking for partners and would be glad if you would like to collaborate with us. We are open to your suggestions and happy to negotiate.

Thank you very much in advance! I am very much looking forward to hearing from you.

Kind regards

Cordula Newrkla

cordula

Sent - 194573@buas.nl 4. February 2020 at 13:42



FitCampXBUas

To: info@yogastudiobreda.nl

Dear Yogastudio Breda,

My team and I are organising Fit Camp X BUas. A Fitness Day at Breda University of Applied Sciences on the 3rd of April. Therefore we are looking for partners and would be glad if we could collaborate with you.

In Order for our Fit Camp to be successful we are currently looking for equipment such as Yoga Mats. In return we can offer your logo on our website and social media channels as well as a market booth and your Studio being present at the event. We are open to your suggestions and happy to negotiate.

Thank you very much in advance! I am very much looking forward to hearing from you.

Kind regards
Cordula Newrkla

cordula

Sent - 194573@buas.nl 4. February 2020 at 13:27



FitCamp X BUas

To: advertising@basic-fit.com

Dear Basic Fit Team,

My team and I are organising Fit Camp X BUas. A Fitness Day at Breda University of Applied Sciences on the 3rd of April. Therefore we are looking for partners and would be glad if we could collaborate with you.

In Order for our Fit Camp to be successful we are currently looking for equipment such as barbells, Elastik straps, weights etc. In return we can offer your logo on our website and social media channels as well as a market booth and your Fitnesscenter being present at the event. We are open to your suggestions and happy to negotiate.

Thank you very much in Advance!

Kind regards
Cordula Newrkla

cordula

FitCampXBUas

To: info@blackandwhite.nu

Sent - 194573@buas.nl 4. February 2020 at 13:31

C

Dear Black& White Team,

My team and I are organising Fit Camp X BUas. A Fitness Day at Breda University of Applied Sciences on the 3rd of April 2020. Therefore we are looking for partners and would be glad if we could collaborate with you.

In order for our Fit Camp to be successful we are currently looking for equipment such as barbells, Elastik straps, weights etc. In return we can offer your logo on our website and social media channels as well as a market booth and your Fitnesscenter being present at the event.

We are open to your suggestions and happy to negotiate.

Thank you very much in Advance!

Kind regards
Cordula Newrkla

Appendix R – Instagram Posts









The RIVM has advised everyone
to cancel events with more
than 100 attendees.

Therefore we have decided to
postpone FitCamp X Breda to a
later date. Full statement and
contact details for questions
can be found on our website.







Appendix J – Risk Log

Risk Number	Category	Cause, Event, Effect	Probability	Impact	Solution	Required Action	Response Type
1	Technical Malfunction of playing sounds, music or the microphone	<p>Cause: Not properly checking and testing the equipment beforehand</p> <p>Event: Not being able to play sounds at the event</p> <p>Effect: The participants would not have music for their training as promised and the instructors would not be properly heard by everyone</p>	Low/Medium	H – Quality The attendees will not be satisfied with the event and we would have to suffer a bad reputation. They would probably not attend another one if the FitCamp would take place every year.	Before the event check and double check all technical materials and have contact details from a responsible employee of BUAs ready to contact in case of malfunctions.	Low/Medium	<p>Prevent: Check and double check all equipment.</p> <p>Contingency: When there is a technical malfunction we immediately need to contact technical assistance from BUAs.</p>
2	Volunteers do not show up on time or not at all	<p>Cause: They forgot or had a different date/ time in mind.</p> <p>Event: We (organisation team) and the other volunteers have a bigger workload.</p> <p>Effect: Being behind with setting up.</p>	Medium	H- Quality The guests may not be satisfied if there is a delay or some things do not work out as planned.	Check with all volunteers that date and time is correct. Write call sheets for them and make sure they read and understood it. Remind them.	Low	<p>Prevent: Check date and time with all volunteers. Make sure everything is clear for all parties. Set reminders.</p> <p>Contingency: When one of the volunteers does not show up, everyone else involved has a bigger workload and it has to be clearly defined who takes over which task of the missing volunteer.</p>
3	Instructors are not on time	<p>Cause: They forgot, have the wrong time in mind or traffic jam.</p> <p>Event: A class starts late.</p> <p>Effect: The class the instructor was supposed to teach will start late.</p>	Low/Medium	H- Quality Our guest will not be satisfied.	Making sure every instructor has read their call sheet carefully. Reminding them of the time of their class the day before and at that day of the event.	Medium	<p>Prevent: Invite the instructors for their specific class on their calendar. Set a reminder. Check with them that all the information was read and understood.</p> <p>Contingency: We need to stay in contact with them to make sure they are still coming and apologise to our attendees for the circumstances</p>

4	Instructors do not show up	<p>Cause: They forgot or an unforeseeable emergency happened.</p> <p>Event: A class can't be held. Or not by the announced trainer.</p> <p>Effect: The class the instructor was supposed to teach can't be held and an alternative class takes place or another instructor has to teach the class.</p>	Low	<p>H – Resources Most important part of the event is lost and can't be replaced easily.</p> <p>H- Quality Our guest will not be satisfied. It has impact on our reputation and maybe people will try to get their money back leading to financial problems.</p>	<p>Making sure every instructor has read their call sheet carefully. Reminding them of the time of their class the day before and at that day of the event.</p>	High	<p>Prevent: Invite the instructors for their specific class on their calendar. Set a reminder. Check with them so all the information was read and understood. Make sure date and time are feasible for both parties.</p> <p>Contingency: Stay in close contact with them to make sure they are still coming and apologise for the attendees for the circumstances</p>
5	Guest gets sick or hurt	<p>Cause: Not enough caution while executing the exercises. Unforeseeable reasons.</p> <p>Event: Call the ambulance or a doctor. Keep others calm.</p> <p>Effect: Some people might panic and/ or get scared. Doctors need to help out.</p>	Medium	<p>M – Quality The guests might blame us leading to mistrust of other guests and a bad reputation.</p>	<p>Make sure everyone follows the rules and uses the provided equipment only for its intended purpose. Have volunteers look after the guests to see if someone doesn't look or feel good.</p>	High	<p>Prevent: Check and ask if everyone attending the classes is healthy and physically as well as mentally stable to attend. Clearly state the rules of use of equipment.</p> <p>Contingency: States the rules again at the beginning of the event and make sure the guests know whom to contact in case they don't feel well.</p>
6	Too many people in the chapel	<p>Cause: Too many tickets are sold and not everyone signed up for the particular class.</p> <p>Event: Not enough space to execute the exercises. Crowded and the air gets bad.</p> <p>Effect: Not everyone will be able to take part in the class leading to not satisfied customers.</p>	Low	<p>H – Quality Our guest will not be satisfied. It has great impact on our reputation.</p>	<p>Check for sign-up class tickets. Offer them to make a break outside. Make sure some volunteers stand against the guest to clear the area, only let people with a valid ticket inside.</p>	Medium	<p>Prevent: Keep an eye on ticket sales. Have volunteers check all tickets on validity.</p> <p>Contingency: Make sure all tickets are valid and sign up classes are only attended by those who did so.</p>

7	Fire	<p>Cause: A guest doesn't stick to the rules of non smoking.</p> <p>Event: Smoke starts to rise and fire breaks out.</p> <p>Effect: Evacuate people and the event is cancelled.</p>	Low	<p>H – Resources The event needs to be cancelled. Some attendees might bear consequences due to the fire.</p>	Make sure everyone is evacuated, safe and healthy. Call the firefighters.	High	<p>Prevent: Make sure nobody smokes in the chapel and no open lights are available.</p> <p>Contingency: Possible emergency, avoid panic and keep everyone safe.</p>
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