

TRU Global Adventure Expo

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About the event

The TRU Global Adventure Expo is a creative campus event idea designed to celebrate the different cultures present at TRU and encourage understanding of the world. Instead of the typical cultural expos usually carried out, the campus will be transformed into a living "cultural theme park" that has multiple zones representing different continents and countries through this unique event. The event's main goals are to, Promote cross-cultural awareness among students, give local and international students a platform to convey their heritage in an interesting way and ,Create an unforgettable, educational experience that goes beyond static displays. TRU students, professors, staff, and local community members are among the intended audience. The event is intended specifically for those interested in global cultures, international relations, and learning through experience. The expo is an inclusive event that covers most of the campus, appealing to a wide range of age groups and interests with a number of participatory events and activities.

The TRU Global Adventure Expo is planned for the fall semester of 2024. The academic calendar and campus availability will be used to decide the precise date, time, and length of the event. To encourage as many people as possible to attend, the event will possibly run from 8am to 5pm. The event will use different buildings on campus to create an exciting global experience. Two main entrances, likely at the Campus Activity Centre and the Old Main building, will serve as "immigration checkpoints" where guests receive their Global Passports. A map of the campus showing the locations of the several continental zones will be included on these passports. The global passport idea was inspired by the 'passport' system used at Disney's Epcot World Showcase.

Continental zones will be established in different campus buildings:

- Old Main: North America
- Arts and Education: Europe
- Science Building: Asia
- International Building: Africa
- Brown Family House of Learning: South America

The concept of changing campus buildings into continental zones is inspired by museum experiences such as those at the National Museum of Natural History in Washington, D.C.

Key features of the event

Each building will have themed Cultural Rooms representing different countries. Guests will have their passports stamped upon entering these rooms, which include cultural displays, fun cultural themed activities, and food mini food trucks unique to each country.

Cultural Challenge Stations will be set up within each room, offering easy, engaging activities like language lessons or traditional games respective to each country. Every building will have a Global Cuisine Food Truck parked at the front of the building,

serving affordably priced real food from the different countries represented in the respective continent the building represents. Cultural Challenge Stations were inspired by exhibits at scientific museums like the Exploratorium in San Francisco.

A few rooms will have Virtual Reality Tours available, showcasing well-known sights with VR equipment loaned from the TRU IT department. An International Music and Dance Stage will be set up in the Campus Commons, with performances by student groups. The Arts and Education building will host Multicultural Art Workshops, which will offer engaging activities led by student volunteers to make basic crafts influenced by many cultures.

We're going to call the TRU Global Adventure Expo "Passport to the World: Your Campus Journey Begins Here." This slogan emphasizes the realistic travel-like experience of the event while highlighting its educational significance. The marketing strategy will focus on student-friendly digital platforms including Instagram, TikTok, and the official social media accounts of the university. Using the hashtag #TRUGlobalJourney, we'll produce a number of teaser videos highlighting the various cultural experiences that are offered at the exhibition.

Marketing and Promotion

PR strategies will include collaborating with local media outlets for pre-event coverage and encouraging them to attend the expo firsthand. We will also collaborate with campus peer mentors and student ambassadors to promote the event through their networks. To generate excitement, we'll host a series of mini-events leading up to the expo, such as international cuisine tastings and cultural workshops. These activities will serve as both advertising tools and opportunities for gathering feedback to improve the main event. The digital-focused marketing strategy, particularly the use of TikTok, was inspired by other successful university social media initiatives such as Texas A&M's #TAMUview.

Logistics and Operations

To ensure that all attendees have a pleasant and enjoyable experience, the TRU Global Adventure Expo must be carefully planned and coordinated. Staging components will be essential for transforming the university buildings into realistic continental zones. We'll need movable stages for performances, modular booth sets for cultural displays, and adjustable lighting systems to create different atmospheres in each space. Signage and navigational features will be required to direct visitors on the "global journey" throughout campus.

This event will require a large amount of equipment and technology. We'll need audiovisual equipment for presentations and performances, such as speakers, microphones, and projectors. Virtual reality stations will be set up with loaned VR headsets from the TRU IT department. Tablets or cellphones will be required for digital passport stamping in each cultural room.

Staffing requirements will be significant, but we'll use student volunteers to keep expenses down. We'll need a core team of event coordinators to oversee each continental zone, backed by student volunteers serving as cultural ambassadors, guides, and activity organisers. Technical staff will be required to manage the AV equipment and VR stations. Security staff will be stationed at entry points and patrolling the event to ensure public safety. Food truck operators will need to be organised, and we'll require a team to manage the Global Passport system at entry points.

Additional staff will be needed for setup and teardown, including decorators and AV technicians. We'll also have a team dedicated to waste disposal and cleanup throughout the event. First aid stations will be staffed by qualified professionals.

Conclusions and Recommendations

The TRU Global Adventure Expo takes a unique strategy for promoting cultural diversity on campus. By changing typical cultural fairs into an engaging, interactive experience, the event aims to engage students and the community in a unique and memorable manner. This concept's main strengths are its interactive parts, such as the Global Passport System, Continental Zones, and Cultural Challenge Stations, which promote active involvement and learning. However, numerous possible problems must be solved for the event to be successful. Coordinating several campus buildings and ensuring easy access between zones can be logistically challenging. To address this, we advocate developing an easily understood floor design, as well as training student volunteers to properly direct guests. Budget constraints may limit the reach of some suggested features, particularly Virtual Reality Tours.

To maximize the event's impact, the following are recommend the following:

- Create a marketing campaign that uses social media and university networks to increase interest and involvement.
- Allow student groups to take control of specific cultural facilities or programs, creating a sense of community involvement.
- Implement a feedback system during and after the event to collect information for future improvements.
- Consider making some event features, such as virtual tours or cultural seminars, available online to broaden the event's reach.
- Consider collaborating with local schools or community organisations to increase the event's reach and possibly acquire additional financing or resources.

By resolving these issues and following these ideas, the TRU Global Adventure Expo has the potential to become an iconic event that demonstrates TRU's passion to cultural diversity and international awareness.