Interreg Co-funded by the European Union
NEXT Romania – Ukraine

Stefan cel Mare University of Suceava

Ivano-Frankivsk National Technical University of Oil and Gas

LIFECED

Event Mini-Project Showcase

[Event title]

[One-line tagline: what the event is, in a single sentence]

[Team name • member 1, member 2, member 3, member 4]

Course: Event creation – the incubator of ideas | cod ROUA00256

PITCH ROADMAP

What We Will Present

1. The need & our SMART objectives
2. Our event idea
3. Audience: segments & personas
4. Plan: partners, roles & budget
5. Communication & promotion
6. Evaluation & follow-up

STEP 1 • FROM WORKSHOP 1

The Need We Address

The problem / need our event responds to

[Describe the real commubbbbnity problem, need or opportunity in 1–2 sentences. Focus on the need, not the solution.]

Why it matters / who is affected

[Add a fact, figure or short insight that shows this need is real and important.]

STEP 1 • FROM WORKSHOP 1

Our SMART Objectives

Our event aims to:

1. *[SMART objective 1: Specific, Measurable, Achievable, Relevant, Time-bound – e.g. "attract X participants by [date]"]*

2. *[SMART objective 2: Specific, Measurable, Achievable, Relevant, Time-bound – e.g. "attract X participantsbb by [date]"]*

3. *[SMART objective 3: Specific, Measurable, Achievable, Relevant, Time-bound – e.g. "attract X participants by [date]"]*

STEP 2 • FROM WORKSHOP 2

Our Event Idea

Our event concept (working title + what it is)

[Describe the event in 1–2 sentences: what happens, what format (workshop, fair, festival, online…).]

How it answers the need

[Link the idea back to the problem.]

Why we chose it

[Feasibility, relevance, originality.]



STEP 3 • FROM WORKSHOP 3

Who It Is For: Segments

Primary segment

[The main group the event is designed for – and why it is the priority.]

Secondary segment(s)

[Other groups you will reach with fewer resources.]

STEP 3 • FROM WORKSHOP 3

Who It Is For: Persona

[photo / sketch]

[Persona name, age]

[occupation / situation]

Motivations *[why would they attend?]*

Barriers *[what might stop them?]*

Preferred channels *[where do they get information?]*

A message that works *[one line that would appeal to them]*

STEP 4 • FROM WORKSHOP 4

Our Plan: Partners, Roles & Resources

Key partners (give / get)

[Main institutions involved and the two-way value exchange.]

Roles & timeline

[Who does what, and key dates (reverse planning).]

Resources & draft budget

[Main fixed and variable costs; sources of income / support.]

Main risks & mitigation

[The few likely/serious risks and your contingency.]

STEP 5 • FROM WORKSHOP 5

Communication & Promotion

Core message

[The one consistent message, adapted per segment.]

Channels (per segment)

[Owned / earned / paid channels that reach each segment.]

Promotional materials

[Insert your social media post, poster and announcement here – paste the images you created in Workshop 5.]

STEP 6 • FROM MODULE 7

Evaluation & Follow-up

How we measure success

[Indicators (KPIs) linked to each SMART objective; output vs. impact.]

How we collect feedback

[Short survey, NPS question, who we ask and when.]

Follow-up actions

[Thank-you messages, sharing results, contacting partners, lessons learned, next steps.]

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Thank you!

[Event title – from idea to impact]

Questions & feedback welcome