



PRactical ADVANTAGE COMMUNICATIONS

PUBLIC RELATIONS AND ADVERTISING
A STUDENT-RUN AGENCY
CALIFORNIA STATE UNIVERSITY, FULLERTON

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Executive Summary

PRactical ADvantage Communications is a student-run Public Relations and Advertising agency in the communication department at California State University, Fullerton. They work with real-world clients, which allows them to give students hands-on experience planning, developing, and executing communication campaigns. They give students the best possible preparation for careers in the communication professions. PRAD helps local companies, nonprofits, and small businesses improve their public relations and marketing techniques while allowing students to gain real-world experience as future communications professionals.

Although PRAD is well known at school, they are not well known outside of campus. It is known as a student-run agency but also wants to be known as a professional PR agency. To attract clients, we plan to revamp the website and social media to be more client-focused and less student-focused.

The goal of our campaign is to increase awareness of PRAD. We want to increase awareness of the student-run agency while increasing the list of clients wishing to work with us. We want to bring in local companies, nonprofit organizations, and small businesses. We want to reach them and bring awareness about PRAD by presenting at a WeWork building where many start-up companies and businesses reside.



Meet the Team



Brianna Gallegos Abarca

Brianna is a current senior at California State University, Fullerton. She is pursuing her bachelor's degree in communications with a concentration in public relations. Brianna is currently working for the Newport Beach Film Festivals Mexican Spotlight as an event planner as well as working on social media marketing for the Mexican Spotlights Instagram.



William Zhao

William is a senior at Cal State Fullerton and is pursuing a B.A in communications with an emphasis in advertising. His passion for media and brand strategy has led him to seek a career in advertising. To advance his career, he has worked with multiple organizations to develop his time and project management skills.





Danielle Lopez

Danielle is currently completing her fourth year at Cal State Fullerton and has studied advertising and marketing vigorously throughout her studies. She is a communications major with a concentration in Advertising, with the hopes of obtaining her degree and continuing in the field of Advertising and Sales.



Piper Randall

Piper is a senior at California State University Fullerton. She has worked in social media marketing for 2+ years and has been an Executive Producer for startup companies organizing media, producing podcasts and online events, and overseeing company marketing online. She has also studied at FilmEd Academy of Arts for 2 years learning proper film production with state-of-the-art equipment. In addition, she has also been an assistant editor for Tai Randall Photography, working in organizing media, compiling video edits, and producing content.





Ivan Garcia

Ivan is a fourth-year student at California State University, Fullerton, majoring in Communications with an emphasis in Advertising. He is currently a social media intern and aspires to continue developing ideas and transforming them into engaging content in the advertising industry.



Client Overview

PRactical ADvantage Communications is a student-run advertising and public relations agency located at California State University, Fullerton. The agency is a COMM 474 capstone course for students majoring in communications with a concentration in advertising, entertainment & tourism communications, or public relations. The agency works on a semester basis, meaning a client cannot work with the agency if the school term is on break.

PRAD was founded in 2011 by Doug Swanson with the purpose of helping student professionals gain real-world experience by working with real clients. Since 2011 they have graduated more than 1,000 communication undergraduates into the communication professions.

Students work in groups with real-world companies to solve a problem they are having. PRAD allows students to put what they learned throughout their last three college years into real-world experience. Students use hands-on experience planning, developing, and executing communication campaigns for their clients and tracking the success of their campaigns.

PRactical ADvantage has won three awards, the 2013 PR News “A-List” Agency of Excellence Award, the 2017 Marcom Gold Award Winner, and the most recent award from the Orange county PR agency, winning the 2022 PROTOS Award, which honors Orange County's top PR professional, programs, and campaigns.

PRactical ADvantage is not just training students. They are training future communications professionals. PRactical ADvantage students extensively research their clients to ensure they have the necessary information to improve their quality. PRAD helps companies



enhance their public relations and marketing techniques while gaining real-world experience as future communications professionals.

There has recently been a change of faculty. The old advisor for PRAD was Doug Swanson, and the new faculty advisor is Ken Hagihara. Ken is a member of the PRSA College of Fellows; he is the president of Integrity Public Relations, Inc., a full-service agency that provides comprehensive marketing services to companies in the technology and non-profit industries. So it's safe to say that the new advisor for PRAD knows what he's doing.

Ken has informed us that there has been a lack of awareness for PRAD. He also mentioned that he wants clients to take the agency seriously and look at us as a real PR agency. For the most part, the clients that Ken has been able to get for the class have been clients he knows in one way or another. The ultimate goal is to create awareness of PRAD as a real professional agency and attract local and new clients for PRAD.



Research

SWOT Analysis

Strengths

PRAD is an agency that has had a variety of clients. From tech companies to nonprofits, students have been given opportunities to gain marketing experience for many companies. PRAD effectively provides quality communication tools to maintain quick and accessible communication between the teams and their clients. In 2013, 2017, and 2022, PRAD was recognized for its efforts in winning awards and being deemed the “top professional” in the PR and Advertising agency. The agency itself is highly sought after by students, resulting in them being committed to the agency and their clients. Led by a PR professional who has been in the industry for over two decades, the teams are managed by a practiced individual who aids in students becoming self-sufficient in their marketing efforts. The program allows you to encounter clients from different backgrounds. This will enable students to pull from their diverse expertise and apply it in their campaigns.

Weaknesses

PRAD, like any other agency, has weaknesses that can affect its overall efforts. The structure of the class involves 20 students that are divided into 4 teams of 5. These teams then work for 15 weeks on a campaign for the selected client. Once the semester ends, new students join and either team up with the same clients as the semester prior or begin working with new clients. This constant of changing members every semester can provide difficulties in



client-agency relations as there is a lack of consistency in members. While these campaigns are being developed, they also have a sense of unpredictability. Results are never guaranteed, and plenty of issues can arise over the course of the campaign that may cause bumps in the road. Students who rarely have professional experience in marketing before joining the class can cause many delays or complications throughout the campaign process. These students have studied the program for the last 3 years but have yet to implement their knowledge into such a program.

Despite PRAD being in business for the past 11 years, it has a very small reputation. The program is not widely known, and has trouble reaching out to new clients because of it. There is also little effort to increase their presence in the media, such as social media, news reports, etc. Their website also has navigation that can confuse its visitors and has not been revamped in years.

Opportunities

Due to PRAD's lack of reputation, there are many opportunities for outreach that can increase the overall awareness of the program. Utilizing strategies such as email marketing, social media, and PR events at local businesses are significant ways the agency can increase its acknowledgment. Companies that are startups, nonprofits, or even small businesses that have been around for a long time; all fit the idea of an audience that PRAD wants to increase its awareness to. By hosting a PR event at a community workspace full of businesses or implementing a social media campaign that would aid in the overall brand personality, companies can educate themselves on who PRAD is and what they can do for their business.

Specifically, by tapping into nonprofits and startups whose budgets are small, PRAD can use their efforts to signify their low cost and overall function. Students work in the program to



gain experience and add it to their resumes when applying for their future careers. Their clients get affordable marketing that is of the same quality as a “real-world” agency for a significant decrease in overall cost, which would allow them to fit PRAD into their budgets.

Threats

Like any company has competitors, PRAD is not an exception. Multiple other student-run agencies have the same goals and audiences as PRAD. UCI has The Campus Agency, Chico State University has Tehama Group Communications, and Northridge University has Agency 398. All of these agencies also take on real-world clients. UCI’s agency has been in the business for over 40 years and has worked alongside multiple large corporations such as SodaStream, Google, and the NFL. Northridge’s Agency 398 has had experience working with the Los Angeles County Fire Department and The SoCal Sound, a local radio station.

There is also an increase in freelance marketers. These individuals are self-taught and take on other real-world clients with their online certification. As they increase their business, they alter their prices for the clients to be seen as more enticing and sign these businesses. The appeal of working with an individual and having a more personal connection between both parties is an inviting aspect to the client that freelance marketers can provide.



PEST Analysis

Political

Cal State Fullerton is based in Orange County, California. The state is known to lean towards a liberal side of views, while the county contradicts that and leans towards a conservative viewpoint. The university aligns its perspectives with the state's, being more liberal in their views and presence. With businesses based in Orange County being the target demographic for PRAD, there may be a complication in a difference of opinion with how the politics of the school and business owners in Cal State Fullerton interact. With the school being known to be liberal, conservative business owners in the country may not want to work with students who attend a school with opinions opposite theirs. Moreover, students may find it challenging to work alongside these business owners for the same reason.

Economic

A common discussion during the time this plan was written was regarding whether the United States had entered a recession. Many factors come into play to dictate whether that is true, and so far, it is proving false, but the line is coming close. There have been signs of a recession beginning, such as businesses cutting investments and individuals losing their jobs. Those do not prove to be the indicator that a recession has started, however. Despite this and the belief a recession is beginning, businesses and their owners may be more cautious about where their money goes. As seen at the beginning of the Covid-19 pandemic, an ample amount of small businesses and startup companies did not make it to the other side without permanently closing down. In fear of potentially reaching that point again with this idea of a recession, business



owners are likely to feel weary about allocating money towards a marketing company.

With PRAD's general framework and how the agency runs, enforcing that the agency runs on an "internship" idea for the students. No agency fee needs to be paid and the only money involved is what the company is willing to spend on its campaign. The students use the agency to provide job experience in the career world and the businesses receive high-quality marketing. This lower-cost solution is what business owners will see as an aid in this time of needing to be frugal in budgeting and investments for their companies.

Sociological

One of the main components of PRAD is that it is run entirely by the students in the class. As Cal State Fullerton is known to be a mostly commuter school, there is a sense that the students who attend are not as high in school spirit as other universities. However, to counteract this, Cal State Fullerton provides a multitude of clubs and organizations that can keep students involved in the school. PRAD specifically has a direct tie to PRSSA through the professor who has been a long-time member. PRAD itself attracts students who are more inclined to partake in clubs and activities. The agency also has an adjustment period built in to transition any students who may not feel they can dedicate as much time necessary to the class. The students who do make it into PRAD are all seniors in the Communications program and have been studying the subject for 3 years and are now equipped with the tools to begin learning in a hands-on environment.

Outside of the class, Cal State Fullerton has recently faced a scandal where a racial slur was graffiti on a dumpster at the University Village Apartments in September of 2022. In 2019, a



racial slur was printed on a fraternity's flyer. In the same year, sticky notes containing racial slurs and insults were plastered outside a student's dorm room, as reported by the Daily Titan, Cal State Fullerton's student-run news outlet. Having scandals like these tied to the school and its students can threaten the credibility and professionalism outside clients may see when considering PRAD for their marketing. Business owners who know about these events may be apprehensive about allowing PRAD to run campaigns on their behalf. These are a part of the reputation the school has in fear it affects the business's reputation or even their own personal one.

Technological

In the age of technology that surrounds everyday life, along come more ways that individuals can improve themselves through the internet. There is an influx of online certifications that can be given to anyone who signs up. This includes marketing, turning anyone who does not have prior experience in marketing or PR into one who is more knowledgeable in the subject. With this, PRAD's target audience can take these courses themselves and thus, have the means to market for their business without needing to outreach to a program such as PRAD. The base knowledge of marketing is now widely available to anyone who desires it.

Some programs now exist to aid in automated marketing to a certain extent. Programs such as Hootsuite, Convertkit, and Later are great marketing tools that take little time to learn. Marketing professionals and even PRAD students are familiar with the software but so can anyone. With the automated feature of these programs, businesses may find the appeal to utilize them without the help of an outside agency; however, they may still lack the industry knowledge and strategy that students in PRAD have been attaining over the past 3 years.



Problem statement

There is an overall lack of awareness of the PRAD program and the services it can provide for any business owner in search of marketing their establishment.

Key audiences

The primary audiences of PRAD would be those involving startup companies, nonprofit organizations, and small businesses. Due to the availability of PRAD and its overall system. The program's framework aligns with these kinds of businesses and their founders. The key audiences we wish to target are typically those with fewer connections than more giant corporations and having a smaller budget to allow for marketing and PR. Business owners of small, established businesses and startups are known to be less inclined regarding their marketing efforts as their budget plays a more significant role in their decision-making process. Because of this, they have a hard time with marketing, if they even take action toward it at all.

With small startups and small businesses, it is difficult to reach connections and find a marketing agency that will fit into their smaller budget and yield the desired results. By bringing PRAD to their awareness, these kinds of establishments can work with PRAD during a designated semester while also receiving the quality of work they are hoping for in a marketing agency. Without sending their business into the red zone when it comes to budget.



Planning

Campaign Goal

Increase brand awareness and attract new clients and interest in the Practical Advantage Agency by hosting an event to start up the business.

S.M.A.R.T Objectives

Objective #1 obtain 5 emails of potential clients as a result of our WeWork lunch and learn on November 17, 2022.

Strategy:

- Host an event at WeWork and get brand exposure to startup businesses and familiarize them with our student-run agency and what we provide to our clients
- After our presentation, we will have a few minutes to discuss further and connect with potential clients in one-on-one conversations, demonstrating our professionalism

Tactics:

- Create a PowerPoint presentation showcasing the background history of the agency, its accomplishments to date, and the service we offer
- WeWork has offered to create a poster for our lunch and learn event to post around the office building
- We provided sandwiches, chips, sodas, and cookies for anyone in attendance for our lunch and learn



- We brought ten PRAD mugs with our business card, a PRAD pen, and a Rice Krispie treat for the first ten attendees
- We will have a physical sign-in sheet and QR code on our phones for those interested in learning more or who want to partner with us

Tools:

- Google Slides
- Sandwiches, chips, sodas, cookies
- PRAD mugs with a PRAD pen, PRAD business card and Rice Krispie Treat inside

Objective #2 Implement email marketing into the website and obtain 5 email subscribers

- Strategy:

- Come up with attention-grabbing and interactive emails we want to send to the subscribers

- Tactic:

- Have a landing page on the website that encourages you to input your email for PRAD subscription

- Tool:

- Convertkit



Key Messages

Primary Audience:

- **Chief Executive Officer of a Startup Company within Orange County**
 - PRAD provides professional quality work by expanding marketing and PR efforts to help you achieve your desired business goals.
 - As a team, we develop SMART Goals to create a sturdy foundation for beginning a business and its advertising profile.
- **Director of Marketing/Non-Profit Administrator/Development Director for a Non-Profit Organization within Orange County**
 - We will create an outreach campaign to help bring awareness to your organization.
 - PRAD will dissect your organization to identify problems in order to create solid solutions to optimize your organization's overall performance.
- **Small local Business Owner of a restaurant or retail store within Orange County**
 - We can help increase the potential number of customers by doing extensive research to help figure out your business's authentic audience.
 - With primary and secondary research, PRAD learns how to target the right demographic to attract the correct audience to your company's storefront.

Secondary Audience:

- **Communal workspace representatives (front desk receptionist)**
 - We are a student-run PR agency looking to take on real-life clients and aid them with marketing and PR.



- We want to connect with real-life professionals to help students build their PR experience.
- **PR Blogs**
 - California State University, Fullerton has an award-winning student-run PR agency that can help new clients achieve their business goals.
 - These soon-to-be graduate students get hands-on experience while providing professional quality work to their clients.
- **Daily Titan**
 - PRAD is the student-run PR Agency here at school, we offer clients extensive market research, promotional campaigns, and much more.
 - Become a PRAD client and work alongside student professionals that can help you leverage your business by planning, developing, and executing communication campaigns.



Implementation

Once we showed our client our plan, we made some adjustments that the client agreed with. After doing some research on who our target audience is, we came to the conclusion that our audiences are small businesses and startup companies. We decided to give a presentation at the Irvine WeWork building, an office space leasing company where many start-up businesses/organizations/companies reside. We got in contact with a representative from WeWork, and we set up a “lunch and learn,” which is a lunchtime event where we present about PRAD and have food set up for people to come and listen to us while they eat. This entire lunch and learn goal was to get companies interested in working with us. Throughout the presentation, we talked about the history of PRAD, what PRAD currently is, who is running PRAD, what we offer the client, and how both the student and the client benefit from PRAD.

We jumped into action researching previous clients and finding the best places to reach new clients. We decided to send out surveys to previous clients to get testimonials and find out what they loved about PRADs work to share that information from a client perspective. Our client also allowed us to read over previous clients' plans which allowed us to share what PRAD did for them with the companies that attend the lunch and learn. With the clients that PRAD tends to attract, we decided the best clients to reach out to were start-up companies and non-profit organizations. Many start-up companies do not have big teams and often have marketing on the back burner.

Creating a uniform to ensure PRADs students looked professional and cohesive was something we intended on doing from the beginning. We quickly started looking into polo t-shirt



designs with PRAD's logo embroidered into it. A little past halfway through the semester we were told we needed to use a provided list of vendors to buy our t-shirts, tumblers, and business cards. Our client also asked for a sample shirt before we purchased all thirty of the shirts. With our event coming up swiftly, we decided we did not have enough time to order the polos and instead we would buy ten name tags for our group's presentation at WeWork.

We were emailing employees of Gorilla Marketing and decided on the perfect name tag design that would work for us and our timeline. We were told after the details were finalized that the name tags would be too expensive, and instead we would all just dress professionally for our presentation.

We started to design a navy blue tumbler with PRAD's logo on one side, and a QR code that led to our Linktree on the other side. We planned to leave some of the tumblers behind, so other WeWork reps have the opportunity to scan the code and learn about PRAD. After learning about needing to use the approved list of vendors, we needed to find a new supplier for our tumblers and business cards. We were able to use DPS at Cal State Fullerton to print 100 business cards for our event, but we were unable to find a vendor for our tumblers. Because the tumblers didn't work out, we decided to take the leftover mugs that PRAD had to the WeWork event instead.

For the Lunch and Learn, we wanted to bring sandwiches, chips, drinks, and cookies to all the reps at WeWork. We ordered a catering pack from Subway that included four different types of sandwiches, a variety of different individual chip bags, and numerous soda options. The catering pack was intended to serve fifteen to twenty people, so everyone at our event was able to enjoy some lunch while they listened to us speak a little bit about PRAD.



Tactics Tools:

Some of the promotional efforts took place at the WeWork office building. Pam (the WeWork rep) printed a poster about our “lunch and learn” and hung it at the office in order to get the word out.



Some of the tools we used were linktree.com to group the PRAD website, Instagram page, and LinkedIn into one QR code. We then applied the QR code to the PRAD business card we handed out at the lunch and learn event. We used DPS at school in order to print cards.



We printed a physical sign-in sheet for companies that were interested in working with us. All they had to do was write the name of their company, and their contact info, and circle yes or no if they were interested in working with PRAD.

PRAD Sign in Sheet

Business/ Organization/ Company Name	Name	Email	Phone number	Would you be interested in working with us in the future? Yes/No?
				Yes No
				Yes No
				Yes No
				Yes No
				Yes No
				Yes No
				Yes No
				Yes No
				Yes No
				Yes No

We also created a digital version of a sign-up sheet. We used google forms and later on qrfy.com in order to create a QR code for that form. The digital sign-up sheet allowed the companies to give us more detail about their company.



Subway Platter, We Ordered



Classic Combo Sandwich Platter Bundle

\$107.14 (\$15.31 / person) serves 7

Each bundle includes 5 footlong sandwiches (1 Italian B.M.T, 1 Cold Cut Combo, 1 Turkey Breast, 1 Black Forest Ham & 1 Tuna). All sandwiches come standard with American cheese, lettuce, and tomato, served with mayo and mustard on the side, 12 assorted bottled beverages (4 Coca-Cola, 4 Diet Coke, 4 Sprite), 12 assorted chips, and 1 dozen assorted cookies. No substitutions.

Mugs we handed out at the WeWork event



Timeline

This is our proposed timeline, budget, and hours next to our actual timeline, budget, and hours.

Task	Actual Task	Proposed Date	Actual Date
Revamp Website	We did not revamp the website	October 3, 2022	N/A
Collect Client Testimonials	We were able to collect very few testimonials	October 3, 2022	November 7, 2022
Purchase Shirts & Event Materials	N/A	October 5, 2022	N/A
Flyers for WeWork Advertising	We did not print flyers, Pam the event coordinator took over	October 10, 2022	N/A
Continue Linktree	Completed Linktree	November 7, 2022	November 7, 2022
Build Email Marketing	N/A	November 7, 2022	N/A
Finalize WeWork Event Details & Catering	Completed	November 10, 2022	November 15, 2022



Purchase Remaining Drinks & Food	Completed	November 16, 2022	November 15, 2022
WeWork Event	Completed	November 17, 2022	November 17, 2022
Review Potential Clients from WeWork	Successful	November 19, 2022	November 19, 2022

Expense Budget

Item	Quantity	Proposed Budget	Actual Budget
Polo Shirts	30	\$800	N/A
Business Cards	100	\$50	\$17
Event Space	N/A	\$0	\$0
Sandwiches	Classic Combo Sandwich Platter Bundle x2	\$200	\$214.28
Water/Lemonade	N/A	\$75	N/A
Event Supplies	N/A	\$30	N/A
Tumblers	N/A	\$550	N/A



Convert Kit (Annually)	N/A	\$120	N/A
PRAD Mugs	10	\$0	\$0
Total		\$1,825	\$231.28

Labor

	Proposed Hours	Actual Hours
Team Meeting	120	142.37
Research	12	29.83
Strategic	20	12.38
Graphic Design	15	9.25
Writing/Editing	20	21.35
Total	187	215.18



Evaluation

Objective #1 obtain 5 emails of potential clients as a result of our WeWork lunch and learn on November 17, 2022.

One of the ways we got interested potential clients to give information about their company and what it was they were hoping to gain from PRAD was through a QR code placed on the last slide of our presentation. The QR code led to a sign-up sheet that they could fill out to become a potential client of PRAD. After our presentation, we walked around and had the QR code prepared on our phones. That way, when people came up and asked to learn more about PRAD, we could discuss further with them and show them the QR code for them to fill out our digital form. Those efforts resulted in three responses.

We also created an additional QR code for our business cards that led to a reference landing page that contains PRAD's website, LinkedIn, and Instagram. 100 business cards were made and handed out during the presentation. In order to maintain awareness of our program at WeWork, we left 50 business cards behind for any individuals curious about the program, those who could not make it to the presentation, or those who had heard about the program after the event altogether.

We ordered catering from Subway to provide lunch for the workers at WeWork. We limited our event to a Lunch and Learn and brought sandwiches, chips, cookies, and drinks to promote attendance and give incentives to learn more about PRAD. Along with the lunch we provided, there were ten extra mugs in the PRAD supply room, which we were able to take to the event to give to the attendees of our Lunch and Learn. Inside the mugs, we put a Rice Krispie



Treat, a PRAD pen, and one of our business cards. People who attended our meeting were able to take a souvenir of PRAD with them as a reminder of our services. We were able to get about seven more people to listen to our presentation by offering the provided sandwiches we brought.

With all of our combined efforts of promoting the event, bringing lunch, and the thoroughness of our presentation, we were able to obtain four emails from people who were interested in PRAD. We also acquired an additional email from a company that was possibly inclined to work with us in the future.

Objective #2 Implement email marketing into the website and obtain 5 email subscribers

We had planned to create a landing page that would obtain interesting audience emails and get them into PRAD's email marketing subscription. We discussed our plans with the client and they decided against this objective. Our client does not have enough staff to keep the email marketing going throughout the next semester. Therefore this objective was not met.



Physical Inquiry Form Results

PRAD Sign in Sheet				
Business/ Organization/ Company Name	Name	Email	Phone number	Would you be interested in working with us in the future? Yes/No?
PR Verge	Matt Dodge	mattdodge@prverge.com	925-708-2600	Yes No
Service Mob	Caleb Cohen	caleb@servicemob.com	805-338-4862	Yes No
Boot Camp for New Dads	Alison Bishop	alison@dadsadventure.com	949-754-9067	Yes No
Reverse Logistics	Don Hennen	don.hennen@rev-log.com	510 917 2171	Yes No
Service Mob	Stephen Gillis	stephen@guuliam.com	972-817-9746	Yes No
				Yes No
				Yes No
				Yes No
				Yes No
				Yes No
				Yes No
				Yes No
				Yes No
				Yes No

Digital Inquiry Form Results

Questions
Responses 3
Settings

3 responses

Accepting responses

Summary Question Individual

Name of your Company/Organization

3 responses

Clearbooks CPA

Boot Camp for New Dads

serviceMob

Point of Contact Name

3 responses

Sugam Sharma

Alison Bishop

Stephen Gillis

Questions Responses 3 Settings

Point of Contact Email

3 responses

sugam@clearbookscpa.com

Alison@dadsadventure.com

stephen@servicemob.com

Best phone number to reach you at

3 responses

9492323691

949-754-9067 x1

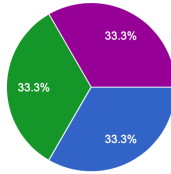
9728499746



How did you find out about PRAD

Copy

3 responses



- Networking Event
- Social Media
- Website
- Wework
- We Work presentation

If you answered social media, what social media platform did you find us from

0 responses

No responses yet for this question.

If you answered social media, what social media platform did you find us from

0 responses

No responses yet for this question.

Tell us a little bit about your company

3 responses

CPA Firm

BCND (aka Daddy Boot Camp) was started here in Orange County in 1990 and has served over 500,000 fathers-to-be since then. Princeton research has shown that when a first time father gets the support and info he needs during the months around the birth of his baby, he remains more engaged, confident and ready to deliver for his family.
<https://www.bootcampfornewdads.org/>

We would love to talk more about working with you.

ServiceMob is a B2B SaaS company operating in the customer service industry. We provide businesses analytics that help them drive operational efficiency and optimization. ServiceMob is a seed-stage startup headquartered in Irvine, CA.



Conclusion

Challenges & Lessons

Due to the lack of communication, we encountered many problems throughout our project. In the beginning, we spent over three weeks finding a vendor for the PRAD polo t-shirts and designing them. We also spent many weeks looking for tumblers and designing them to have them prepared for the WeWork event. About four to five weeks into the semester, our client told us that any purchases made with PRAD's money would have to be purchased through an approved list of vendors. We had looked through the approved list of vendors and connected with many places to see if they could have our polos made and embroidered before our event. One of the main places we were communicating with was Gorilla Marketing. We emailed back and forth with them to find a polo in our budget that met our standards and got there before our timeline.

We eventually decided that we would not have enough time to order the polos, so we decided to try and order name tags instead. We got a quote from Gorilla Marketing for ten silver engraved name tags that would make it before our event date, November 17, 2022. We gave our client the quote and ultimately decided that they were over budget. Eventually, we just decided to bring PRAD business cards and mugs and dress professionally.

The next problem we encountered was with the Digital Printing Services at Cal State Fullerton. Two of our teammates had gone to the library to place an order for 100 business cards, but the order could not be placed without attaching a Titan card to the order to pay for it. This was an issue because the order was supposed to be paid for by Jenny Amaro-Bussey from the Communications Department at Cal State Fullerton. There was also a lack of communication



from DPS because they did not fully explain to our teammates that the order would not be placed without a Titan card attached as the payment method. We sorted this problem out 2 days before our event when one of our teammates got on a phone call with Scott (the person in charge at DPS) and was able to send over our business card designs and Jenny's information. We got it sorted out, and he got our business cards within 24 hours.

The next problem we encountered was a cancellation of our event very close to the day of our WeWork event. Three days before we were supposed to have our lunch and learn event at WeWork, Pam (the WeWork representative) emailed us saying that some dates got mixed up and she had to cancel our event. Right away, we were all trying to come up with alternative places to host our event and the contacts of local businesses and nonprofit organizations. We would have reached out to the businesses and stopped by gifting PRAD business cards and mugs, and explaining a little about who PRAD is. The list below are nonprofits and businesses that we would have been reaching out to in person and over the phone, pitching why PRAD would be a great partnership and why they would benefit from working with us. A day later, Pam returned to us saying the event was back on. Therefore, our original plan proceeded accordingly.

Finally, we have reached the end of our campaign. As we mentioned in the previous paragraphs, we have been through many challenges individually and as a group to execute this campaign. We gained a few lessons from these challenges as a group. Although it didn't click to us at the moment, we know things could have been handled differently, looking at it from a better perspective. Some key takeaways from this experience were how much communication matters, time management, and always being prepared for the unexpected.



Communication is very important while running a campaign. We could have worked on ensuring we are digging in deeper and asking the right questions to our client. We learned that we need to double-check with clients if they have an approved list of vendors or vendors they commonly like to work with. As a group, we weren't aware that we needed to go through approved vendors from the client's list, so we wasted a lot of time looking for products we could not buy. For projects in the future, we learned it is important to discuss the budget, payment method, and vendors the client would like to use.



Time management was something we struggled with as a group. Since we had many ideas and visions for our campaign, it became a challenge when the topic of vendors was the only thing we talked about for weeks. Our team, looking back, agrees that we could have used all that time to do more research rather than just looking for polos and tumblers.

Lastly, it's very important to always prepare for the unexpected. Never get too comfortable with your plan A, and be aware that something could go wrong at any second. An example would be when Pam, the event coordinator at WeWork, canceled on us the week of our event. We did not see that coming as a group, which threw us off our game plan. We quickly thought of a plan B which we didn't go through with because they reached back out to us and continued to let us go through with the event we originally had. Always have a plan B if things don't go according to plan.



Appendix

Client Contract

Client Services Agreement (CSA)

Client business name	Mailing address	Telephone
Practical Advantage Communications	2600 Nylwood Ave Suite 400 Fullerton, CA 92831	657-278-2236
Authorized contact person	Contact e-mail	Website
Kenneth Hagihara	khagihara@fullerton.edu	

Parties to the Agreement

This agreement confirms that the above business organization (hereafter referred to as Client) has retained **Practical Advantage Communications**, CSUF's student-managed advertising/ public relations/ event planning agency (hereafter referred to as Agency) to provide communication services and/ or event planning.

Students provide services while working under the guidance of agency instructor(s), during a semester-long campaign. The campaign is designed to benefit the Client and provide a strong conceptual and hands-on learning experience for students. Students conduct the campaign or event to meet the requirements of their capstone course. Students earn no compensation. The campaign project is ultimately a "service learning" experience and not "internship" or "employment."

Sponsoring clients that financially support the agency will be asked to approve a separate document regarding the sponsorship.

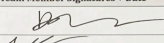
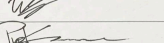
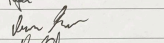
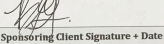
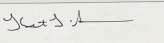
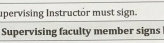
Timeline

Communication services will be provided during the academic term _____ and Agency offers no guarantee of extension of any services beyond the last day of that term. If Client and Agency agree to an extension of services into a subsequent academic term, a new agreement or supplement to this agreement will be drafted.

Consultation, Proposal, and Project

1

Signatures

Printed Team Member Names	Team Member Signatures + Date
Danielle Lopez	
William Zhao	
Piper Randell	
Ivan Garcia	
Brianna Gallegos Abarca	
Printed Client Representative Name	Sponsoring Client Signature + Date
Kenneth Hagihara	
All Team members, Client, and supervising instructor must sign.	
	Supervising faculty member signs here *
*Each instructor oversees a different section of the course, so only one needs to sign here.	

Distribution: Team is responsible for returning signed original to Agency.
Client should retain one signed copy.
A copy signed by all parties will be included in the Final Campaign Book.


Sponsoring Clients will receive a Sponsorship document and Invoice.

Revised 4/2022

5



Name Tag Estimate



GORILLA MARKETING
CREATIVE PROMOTIONAL SOLUTIONS

CSU Fullerton, PRAD
Danielle Lopez
2600 Nutwood Avenue
Suite 200
Fullerton, CA
United States, 92831

CSU Fullerton, PRAD
Danielle Lopez
2600 Nutwood Avenue
Suite 200
Fullerton, CA
US, 92831

QTY	DESCRIPTION	UNIT PRICE	EXTENSION
10	Express Name Badge Pricing Size: 1 1/2" x 3" Color: Silver metallic plastic Decoration Method: Full color • Decoration Location: Front, one side • Decoration Color: Full color logo • Run Charge: Up to 3 lines personalization included • Run Charge: \$ with personalization / \$ without • Setup Charge: Set up • Comments: Standard pin backing** Ship via 3-day	\$20.50	\$205.00
1		\$55.00	\$55.00
CONDITIONS & AGREEMENTS		SHIPPING INSTRUCTIONS & COMMENTS	
THIS ORDER SHALL NOT BE EFFECTIVE UNTIL ACCEPTANCE THEREOF BY GORILLA MARKETING AND SUCH ACCEPTANCE MAY BE EITHER BY NOTIFICATION TO CUSTOMER OR BY OUR COMMENCEMENT OF WORK ON THE MERCHANDISE ORDERED DUE TO THE PROCESS OF MANUFACTURING ITEMS TO CUSTOMER'S SPECIFICATIONS, OVERRUNNING OR UNDERLINES, OF NOT MORE THAN 10% WILL OCCUR. THESE WILL BE DEEMED ACCEPTABLE BY THE CUSTOMER AND BILLED ON A PRO-RATA BASIS. ALL CLAIMS MUST BE MADE IN WRITING WITHIN 10 DAYS OF RECEIPT OF SHIPMENT. ARTWORK, SEPARATIONS, DIES, PLATES, MOLDS AND EMBROIDERY TEMPLATES MADE BY GORILLA MARKETING SHALL AT ALL TIMES REMAIN THE SOLE AND EXCLUSIVE PROPERTY OF GORILLA MARKETING.		Artwork \$12.00 S&H \$84.00 Sub Total \$356.00 Tax 7.75% \$21.08 Total \$377.08 Deposit \$0.00 Balance Due \$377.08	
Name: _____ Signature: _____ Date: _____		CUSTOMER INSTRUCTIONS & COMMENTS Standard production time is 10-15 business days after artwork approval.	

Name Tag Design



[1] Express Name Badge / Metallic Plastic with Pin Backing

Display your full color logo and printed personalization on a beautiful metallic 1/16" plastic. Round corners are standard, however, square corners are available upon request at no charge. Base cost includes full color logo, 3 lines of printed personalization and jeweler's pinback, but we offer a variety of options including alternate attachments.

Quantity	10	25
Price	\$20.50	\$13.40
Additional Information and Options Available		
Colors:	Gold, Silver	
Sizes:	1 1/2" x 3"	
Decorating:	Full Color logo, 3 lines of personalization - 1 location	
Packaging:	Individually polybagged	
Production Time:	2-3 business days // Must ship via 2-day	
Setup Charges:	Set up \$55 // Proof \$12	
Special Pricing:	**Add \$2.50 for magnetic backing	



Subway Order Receipt

Your ezCater order #RCWMWZ from Subway on 11/17/2022 has been placed.

Status Updates

For status updates, visit your [Scheduled Orders](#) page in your ezCater account.

Change or Modify Your Order

You can modify your order online until 11/17/2022 at 07:00 AM.

[Modify My Order](#)

Questions? [Chat with us](#) or call us at 1-800-488-1803.

Order Number

RCW-MWZ

Customer

Brianna Gallegos

Date & Time

Thu 11/17/22 at 11:00 AM

Caterer – *Takeout Order!*

Subway #27688 (Subway Irvine Spectrum Center)
809 Spectrum Center Dr
Irvine Spectrum Center
Irvine, CA 92618

Food Items

Classic Combo Sandwich Platter Bundle × 2	\$214.28
Bread Type: Italian Bread	
Chips: Lay's® Classic Potato Chips, Doritos® Nacho Cheese Chips, Miss Vickie's Jalapeno Chips	
Cookie: Chocolate Chip Cookies, White Chip Macadamia Nut Cookies	

Sub Total	\$214.28
------------------	-----------------

Tip	\$0.00
-----	--------

Total	\$214.28
--------------	-----------------

Payment to ezCater or our payment processor constitutes payment to the caterer.

Thank you for using ezCater!

[Ready to place another order?](#) Choose from 103,000+ caterers and restaurants nationwide!



Qualtrics Satisfaction Survey Results

1

Q1 - What is the name of your company?

What is the name of your company?

BRDG bridge to connect

OLLI

2

Q2 - What year did you work with us?

What year did you work with us?

2022

2022

3

Q3 - Star Rating

Field	Min	Max	Mean	Standard Deviation	Variance	Responses
Overall Rating of PRAD	5	5	5	0	0	2
Communication Skills	4	5	5	1	0	2
Execution of Campaign	3	5	4	1	1	2



Q4 - How did you hear about us?



Field	Min	Max	Mean	Standard Deviation	Variance	Responses
How did you hear about us? - Selected Choice	3	3	3	0	0	2

Field	Choice Count
Ad	0
Social Media	0
Faculty	2
School website	0
Other	0
Total	2

Q5 - What did we do well on?

What did we do well on?

Faculty involvement in educating students.

Interviews; Class Visits; SWOT Analysis; Team Recommendations

Q6 - What can we improve on?


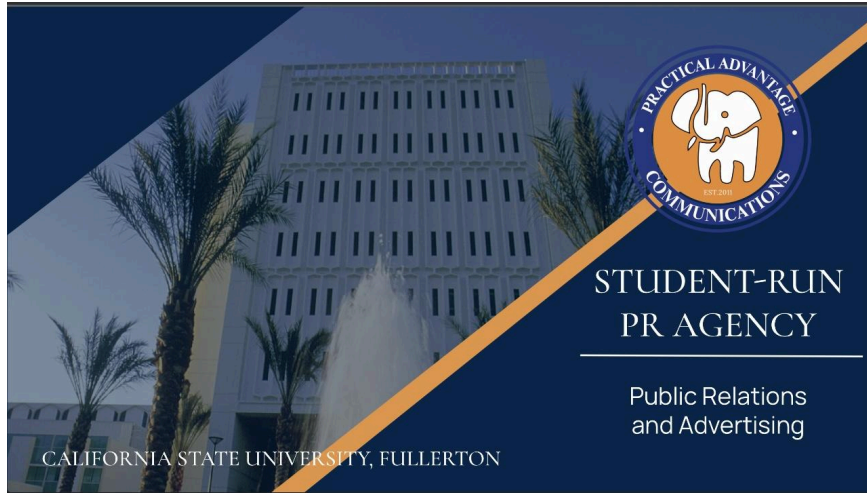
What can we improve on?

The consultation work simulation needs to incorporate the "sense of urgency".

The team did well considering the lack of opportunities to visit on-campus classes due to Post-COVID restrictions



WeWork Presentation




CALIFORNIA STATE UNIVERSITY, FULLERTON

**STUDENT-RUN
PR AGENCY**

Public Relations
and Advertising

Who is PRAD?



**PRACTICAL ADVANTAGE
COMMUNICATIONS**
PUBLIC RELATIONS AND ADVERTISING
A STUDENT-RUN AGENCY
CALIFORNIA STATE UNIVERSITY, FULLERTON

PRactical ADvantage Communications is
the student-run advertising and public
relations agency at California State
University, Fullerton.



OUR MISSION

We provide our students with real, hands on experience as well as provide professional-quality work for businesses who wish to expand their marketing and PR efforts in a way that will achieve their desired goals.

What We Offer

- Email Marketing
- Video Storytelling
- News & Press Releases
- Extensive Market Research
- Brand Auditing & Revamping
- Event Planning & Coordination
- Engaging Social Media Narratives
- Social Media Promotional Campaigns

PRAD History

- Founded in 2011 as a student-run agency
- During its first two years of operation, the agency has enrolled almost 200 students and conducted 56 campaigns for business and nonprofit organizations.
- PR News identified CSUF student-run advertising and public relations agency as among the nation's "Agency Elite".
- PRactical ADvantage Communications earned *honorable mention* for its Time Fox project management software training program



Founder
Doug Swanson



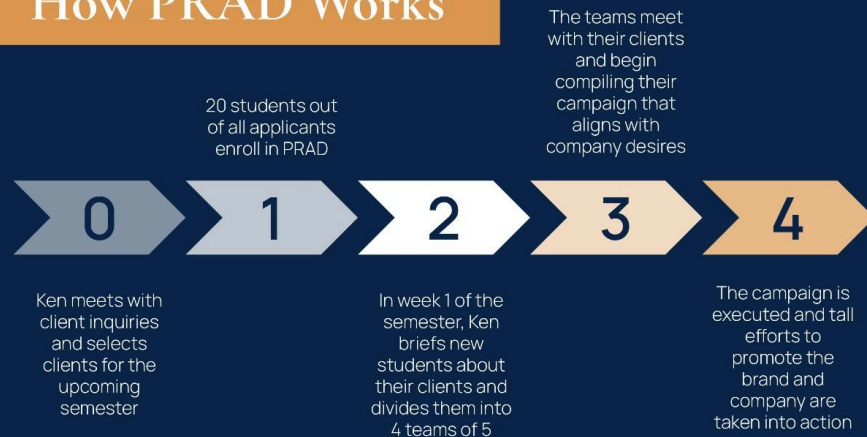
PRAD Today

- PRSA Fellow – Recognized as one of the “best of the - best” in the public relations field
 - Member of the PRSA College of Fellows
- Retired as a lieutenant commander in the United States Navy in 2020, wrapping up a career as a public affairs officer
 - Board of Directors - National Museum of the Surface Navy
- President of Award-Winning Integrity Public Relations, Inc.
 - He has been running Integrity Public Relations for 22 years
- The reason he calls PR firm “Integrity PR” is because he left a PR firm that did not have any.

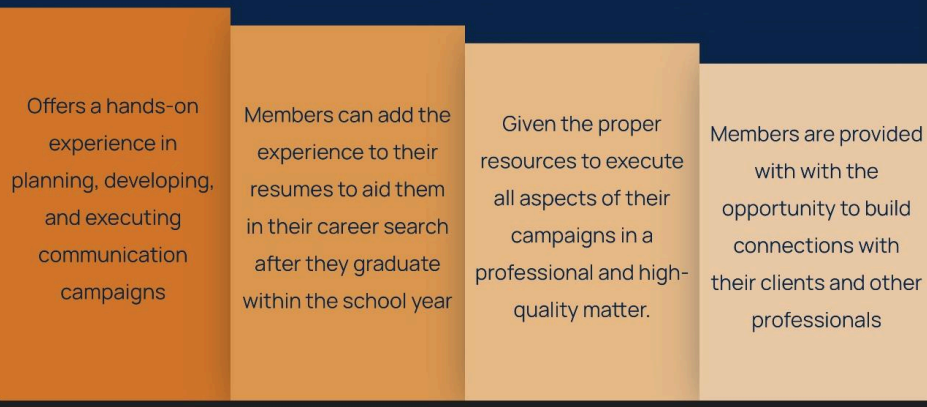


Faculty Advisor
Ken Hagihara

How PRAD Works



How PRAD Benefits its students



How PRAD Benefits YOU

Direct and effective communication is maintained throughout the entire process

Strategic communication planning from members who have been studying and working in the industry for 3+ years

Extensive marketplace research provided to ensure all parties are on the same page and can smoothly work together

Work alongside an award-winning agency that was the first student-run agency to win a PROTOS in 4 years against other Orange County agencies that have been in business for decades

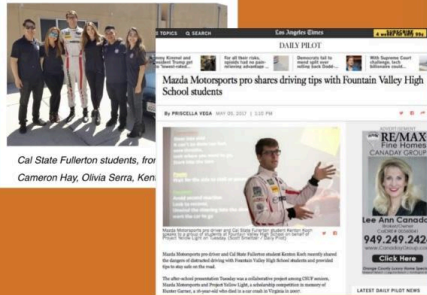
Members have the ability to rebrand, revamp, promote, raise awareness, fundraise, advertise, and complete their campaigns effectively

Our Previous Clients



CSUF students craft campaign against texting while driving

Wendy Fawthrop
PUBLISHED: May 9, 2017 at 9:25 p.m. |
UPDATED: June 5, 2017 at 4:46 p.m.
News

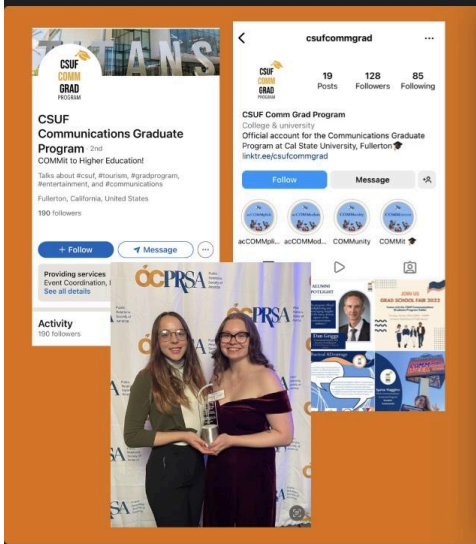


Cal State Fullerton students, from Cameron Hay, Olivia Serra, Kern

Our Work with MAZDA

- Worked with Mazdas motorsport team to educate young drivers about the responsibility they have behind the wheel
- Outreach campaigns to area high schools
- The story was picked up by *The Los Angeles Times* and the *Orange County Register*.





Our Work with CSUF Comm Grad

- There was a lack of awareness and a decreasing number of applicants
- Gave them a social media presence on Instagram, LinkedIn, Facebook, TikTok
- Started from 0 and gained 100+ followers on IG, and LinkedIn within the semester
- This team ultimately won a PROTOS award which honors Orange County's top PR professional, programs, and campaigns

Testimonials

"I offered them an open canvas and they Responded with great ideas and concepts"

"I am very impressed with their ideas and professionalism. The team had great questions and new ideas."

"We thoroughly enjoyed working with this team. They are enthusiastic and worked with little direction."



Interested in becoming a client?

Feel free to ask one of our members if you would like to learn more about our program and how we can work with you



WeWork Lunch n' Learn Event Pictures





Email Conversations to Coordinate the WeWork Event



Pam Smith <pamela.smith2@wework.com>
to WeWork, me, Pheenix ▾

Sep 22, 2022, 2:31 PM ☆ ↶ ⋮

Hi Piper,

It is nice to e-meet you! My name is Pam Smith and I am part of the community team at 200 Spectrum. I would love to speak with you more about getting an event set up! Is there a time or date that works best for you?

I am available tomorrow at 11 AM! Thank you again for your time and I look forward to hearing from you!

Best,

Pam

...

--

Pamela Smith
Community Associate
949-870-2279
wework.com

wework

For all the ways you work,
we're here



Piper Karren <piperkarren@gmail.com>
to Pam ▾

Sep 23, 2022, 1:56 AM ☆ ↶ ⋮

Hi Pam! I can speak with you tomorrow at 11am if you'd still like! if not i can do anything tomorrow before 2pm or after 3pm! i will also be with my full team on monday from 1-3:15 if you'd like to chat with us all there!

...



Pam Smith <pamela.smith2@wework.com>
to me ▾

Sep 23, 2022, 12:54 PM ☆ ↶ ⋮

Hi Piper,

Happy Friday! I apologize for just getting back to you! Are you available Monday at 2:30 PM?

Hope you have a great day!

Let me know if you need anything!

Best,

Pam

...





Piper Karren <pipermkarren@gmail.com>
to Pam ▾

Sep 24, 2022, 12:29 AM ☆ ↶ ⋮

We are available to meet monday at that time over zoom! during then i'll have my whole team with me that can sit in and all meet together!



Pam Smith <pamela.smith2@wework.com>
to me ▾

Sep 26, 2022, 9:43 AM ☆ ↶ ⋮

Hi Piper,

Hope you are doing well! Are you available at 2 PM? I apologize for the changes as I am the only one covering the building so my schedule has been changed.

Let me know if that works for you!

Best,

Pam



Piper Karren <pipermkarren@gmail.com>
to Pam ▾

Sep 26, 2022, 9:44 AM ☆ ↶ ⋮

yes that should be fine! i look forward to talking with you later!



Pam Smith <pamela.smith2@wework.com>
to me ▾

Sep 26, 2022, 10:03 AM ☆ ↶ ⋮

Hi Piper,

Wonderful! I have sent you a Google Calendar invite to confirm. Thank you again and look forward to speaking with you!

Best,

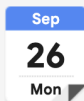
Pam





pamela.smith2@wework.com
to me

Mon, Sep 26, 9:46 AM



Cal State Fullerton Event x WeWork

When Mon Sep 26, 2022 2pm - 2:30pm (PDT)
Who pamela.smith2@wework.com*

Agenda

Mon Sep 26, 2022

No earlier events

2pm Cal State Fullerton Event x WeWork

No later events

When

Monday Sep 26, 2022 · 2pm - 2:30pm (Pacific Time - Los Angeles)

Join with Google Meet

Guests

pamela.smith2@wework.com - organizer
pipermkarren@gmail.com

[View all guest info](#)

Reply for pipermkarren@gmail.com

Yes No Maybe More options

Meeting link

meet.google.com/xzo-jajm-rqq

Join by phone

(US) +1 561-507-1716
PIN: 914451335

[More phone numbers](#)

Email Conversations Regarding Touring the Event Space

Touring WeWork Inbox x



Piper Karren <pipermkarren@gmail.com>
to Pam

Wed, Oct 5, 1:04 PM

Hi Pam! It's Piper from PRAD. My team and I were wondering if we could tour the space for our event this coming Monday, October 10.

We're so excited to meet with you!



Pam Smith <pamela.smith2@wework.com>
to WeWork, me

Thu, Oct 6, 10:04 AM

Hi Piper,

Hope you are doing well! Yes, you and your team can absolutely come to check out the space!

What time do you think would be best so I can expect you?

Thank you!

-Pam



--

Pamela Smith
Community Associate
949-870-2279
wework.com





Piper Karren <pipermkarren@gmail.com>
to Pam ▾

Sat, Oct 8, 4:50 PM ☆ ↶ ⋮

Hi! That's awesome! We were thinking of being there around 1:30pm on Monday if that is alright with you!



Pam Smith <pamela.smith2@wework.com>
to me ▾

Mon, Oct 10, 9:30 AM ☆ ↶ ⋮

Hi Piper,

Hope you had a great weekend! Would your team be able to come in around 2:30 PM?

Also, I wanted to double-check the dates we had brainstormed for the event. We do have an event that was confirmed for November 17th, Would November 10th work for you?

Thank you for your time and let me know if that works for you!

Best,

Pam



Pam Smith <pamela.smith2@wework.com>
to me ▾

Mon, Oct 10, 12:33 PM ☆ ↶ ⋮

Hi Piper,

Hope you are doing well! Just wanted to double-check that you are able to come to tour the building around 2 PM - 2:30 PM. Let me know if that works for you or if you need to reschedule the time.

Thank you!

-Pam



Piper Karren <pipermkarren@gmail.com>
to Pam ▾

Mon, Oct 10, 12:49 PM ☆ ↶ ⋮

That works well! I'll let my team know and we'll be there





Pam Smith <pamela.smith2@wework.com>
to me ▾

Mon, Oct 10, 12:53 PM ☆ ↶ ⋮

Hi Piper,

I apologize is there another day this week your team is able to tour? We had some unforeseen things fall on our calendar so I won't be able to give you a tour. I sincerely apologize. This Monday has been a little wild. Can we do it tomorrow at 2 PM or 2:30 PM?

Again, I apologize for the last minute change. Thank you!

Best,

Pam



Piper Karren <pipermkarren@gmail.com>
to Pam ▾

Mon, Oct 10, 12:54 PM ☆ ↶ ⋮

We won't be able to make it tomorrow but how about next monday?



Pam Smith <pamela.smith2@wework.com>
to me ▾

Mon, Oct 10, 12:56 PM ☆ ↶ ⋮

Hi Piper,

Next Monday will be perfect! Want to come at 2:30 PM?

Let me know if you need anything else!

Best,

Pam



Piper Karren <pipermkarren@gmail.com>
to Pam ▾

Wed, Oct 12, 1:28 PM ☆ ↶ ⋮

Hi Pam! We had some complications with scheduling on our end. Are you available to meet Monday October 24 between 1:30 and 2:45 or Wednesday, October 26 between 1:00 and 2:00?

Piper



Pam Smith <pamela.smith2@wework.com>
to me ▾

Oct 12, 2022, 2:22 PM ☆ ↶ ⋮

Hi Piper,

Thank you for reaching out! No worries at all! Monday, October 24th at 2:45 PM works perfectly! I will send you a calendar invite to confirm.

I look forward to meeting you and your team! Let me know if you need anything in the meantime.

Best,

Pam



Email Conversations About Final details for the Event at WeWork

Our Upcoming Event > Inbox x



Piper Karren <pipermkarren@gmail.com>

Tue, Nov 8, 8:00 AM ☆ ↶ ⋮

to Pam ▾

Hi Pam!

I figured now would be a good time to email you details to add to posters and such for our event coming up on the 17th. Here is everything I can think of right now that you may need but if you have more questions or need more details please let me know!

Our company name: PRactical ADvantage Communications (PRAD for short)

When: 12:00pm - 1:00pm (lunch-and-learn)

---> for this we will be serving Subway sandwiches

---> there will also be some swag that is first come first serve (I believe they will be mugs)

Our description: We are an award-winning student-run Advertising and PR agency based out of California State University, Fullerton which focuses on working with real-life clients to help achieve their marketing goals and provide their graduating students with an experience that can be applied to their future careers.

---> I have provided a PNG of a QR code you may include if you'd like which will allow them to view our website, social media, and more if they are curious to know more before the event.

If you would like to add something along the lines of: "If you feel your company could use a leg up in marketing, come and speak with PRAD to learn more about them, and how they can help you!" that would also be amazing!

Let me know if you have questions!

Piper



Pam Smith

Mon, Nov 14, 10:23 AM ☆ ↶ ⋮

to me ▾

Hi Piper,

Happy Monday! I hope you are doing well! Thank you for sending this over. I am so sorry, but we are going to have to reschedule the event. There is a conflict that came up that I unfortunately not change.

I apologize for the last-minute notice! I would still love to reschedule you for a time in December if your team is available! Would potentially be December 1st or December 8th work for you?

Again, I am so sorry for the last-minute change! Please let me know if you are able to reschedule!

Best,

Pam

...

--

Pamela Smith
Community Associate
949-870-2279
wework.com





Piper Karren <pipermkarren@gmail.com>
to Pam ▾

Mon, Nov 14, 10:49 AM ☆ ↶ ⋮

Hi Pam,

I'm really disappointed to hear that. is it possible we can keep the same time and date but do it at your other Irvine Spectrum location?

While this presentation is something to help our school it is also a final project for my team members and I that must be completed and turned in by next week. So we cannot delay the event

Please let me know if that will work



Pam Smith
to me ▾

Tue, Nov 15, 10:26 AM ☆ ↶ ⋮

Hi Piper,

Thank you for getting back to me! Good news! We were able to get your event on the calendar. I apologize for the back-and-forth this week.

When your team arrives feel free to park in the 200 Spectrum parking garage and we will validate your parking. Will you need any carts or anything to transport the food?

Let me know if you have any questions or concerns in the meantime! We look forward to having you in the space.

Best,

Pam



Piper Karren <pipermkarren@gmail.com>
to Pam ▾

Tue, Nov 15, 10:37 AM ☆ ↶ ⋮

Oh wonderful! I don't think we will need any carts but I will check with my team and get back to you. We also would love to know if posters and notice of our event has been made yet

Best,
Piper



Pam Smith
to me ▾

Tue, Nov 15, 11:21 AM ☆ ↶ ⋮

Hi Piper,

Thank you for getting back to me so quickly! Yes, your posters have been displayed throughout the space and we will blast it out on the day of the event!

I also created an individualized poster for your event so you are spot lighted. Let me know if you have any questions!

Best,

Pam



Our plan B (when Pam tried to cancel)

Pam (the WeWork representative) sent us an email 3 days before we were supposed to have our lunch n' learn event at WeWork saying that some dates got mixed up and she had to cancel our event. Right away we started coming up with a plan B. For our plan B, our group decided the best alternative option would be to contact local businesses and nonprofit organizations. The list down below are nonprofits and businesses that we would have been reaching out to in person and over the phone pitching why PRAD would be a great partnership to have and why they would benefit from working with us.

1. Barks of Love Animal Rescue

PO BOX 4156 Fullerton, Ca 92834

Email: RESCUE@BARKSOFLove.ORG

Ig: barksoflove

Website: <https://barksoflove.org/index.html>

2. Together We Rise (former foster adults helping foster youth)

560 W Lambert Rd, Brea, CA 92821

(714) 784-6760

Website: [about-us](#)

3. Orange county food bank



11870 Monarch St, Garden Grove, CA 92841

(714) 897-6670

Website: <https://capoc.org/oc-food-bank/>

4. Southern California blood bank

7 Corporate Park Suite 130, Irvine, CA 92606

(844) 380-5220

Website: https://scbloodbank.org/?utm_source=gmb&utm_medium=yext

5. Assistance League of Fullerton

233 W Amerige Ave, Fullerton, CA 92832

(714) 525-1041

Website: <https://www.assistanceleague.org/fullerton/>

6. Mary's Kitchen

Ig and Facebook: maryskitchenoc

P. O. Box 4247

Orange, CA

92863-4247

(714) 633-0444

Website: <https://www.maryskitchen.org>

7. One loves animal rescue and sanctuary.



PO Box 9935

Brea, CA 92822

United States

(657) 272-0964

Website: <https://oneloveanimals.org>

8. KidsWork

1902 W Chestnut Ave, Santa Ana, CA 92703

(714) 834-9400

Website: <https://kidworksoc.org/>

9. Orange County Rescue Mission

One Hope Drive Tustin, CA 92782

714-247-4300

info@rescuemission.org

Website: <https://www.rescuemission.org>

10. Big Brothers Big Sisters of Orange County

1801 E Edinger Ave STE 101, Santa Ana, CA 92705

(714) 544-7773

Website: <https://www.ocbigs.org/>

