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Creating an Event Proposal for a Reinvented Product Using Generative AI

Ian Berry
University of North Dakota, ian.berry@UND.edu

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Creating an Event Proposal for a Reinvented Product Using Generative AI

Due Date:

[Insert Due Date Here]

Purpose:

The purpose of this assignment is to develop students' ability to plan and execute a comprehensive event proposal for a reinvented product launch.

Intent:

This task will help students understand the complexities of event planning, including setting objectives, identifying target audiences, and coordinating logistics. Engaging with this assignment will improve their strategic thinking and problem-solving skills, crucial for a career in public relations. Finally, by utilizing generative AI's writing capabilities, students' will also enhance their efficiency and creativity in drafting the proposal which can save time and energy as they begin to familiarize themselves with the professional world post-graduation. This assignment will align with the learning outcomes of the course, and it will also focus on professional communication and project management skills discussed in prior assignments. The recommended time for this assignment, from start to finish, should fill a week of class periods.

Background:

An event proposal in public relations is a comprehensive document that outlines the planning, objectives, strategies, and logistics for an upcoming event. It serves as a blueprint for how the event will be organized and executed, detailing everything from the target audience and event goals to the budget, timeline, and promotional tactics. The proposal aims to communicate the vision and purpose of the event to stakeholders, such as clients, sponsors, and team members, ensuring that all aspects are meticulously planned and aligned with the overall communication strategy. Effective event proposals help secure approvals, funding, and support by demonstrating a clear plan and anticipated outcomes.

Skills:

Provided below are the skills students will acquire that are essential to their success in public relations and professional life beyond school:

- Grasp the basics of event planning and proposal writing.
- Develop a detailed event proposal by applying learned strategies and leveraging generative AI tools.
- Assess the needs of a product launch and identify appropriate strategies and resources.
- Combine various elements of event planning into a cohesive proposal, utilizing AI to generate guides, ideas, and provide revisions when necessary to create strong writing habits.
- Evaluate different aspects of the event plan to ensure feasibility and effectiveness, using AI tools for data analysis and scenario planning.
- Students will do these in small groups of 3-4.

Knowledge:

This assignment will help students become familiar with the following important content knowledge in public relations:

- Event planning principles and strategies
- Audience analysis and engagement techniques
- Budget management and logistical coordination
- Promotion and communication strategies
- Ethical use of generative AI in professional writing

Task:

1. **Product to Unveil:** The product brand should remain the same for all groups, but each group will unveil a unique aspect, such as a new concept of the product. For example, the general brand topic could be a popular sports drink, but each group will want to unveil a reinvented flavor of that sports drink.
2. **Research and Analysis:** They will then use generative AI to assist in researching past successful *real-life* product launch events and identify the successful key components. Afterward, students will want to have generative AI help create an outline in which their group will complete with their own writing. Make sure to include the following criteria below in their proposal:
 1. **Define Objectives:** Clearly define the objectives of their product launch event, using AI tools to generate ideas and refine their goals.
 2. **Identify Target Audience:** Determine who the event is intended for and use AI to analyze audience preferences and engagement strategies.
 3. **Plan Logistics:** Develop a detailed plan for the event logistics, including venue, date, time, and necessary resources. Utilize AI for optimizing logistical details and resource allocation.
 4. **Create Budget:** Draft a comprehensive budget using AI tools to estimate costs and identify potential funding sources.
 5. **Develop Promotional Strategies:** Outline how they will promote the event through various channels, using AI to generate and test different promotional messages and strategies.
3. **Write Proposal:** Once students have finished compiling their research, objectives, audience analysis, logistics, budget, and promotional strategies, they will then fill out the outline to create a well-organized event proposal.
4. **Review and Revise:** Once they create their draft proposal, groups will review their proposal for clarity, coherence, and completeness. Revise as necessary, ensuring two crucial things:
 1. That AI-generated content is integrated ethically and transparently.
 2. That AI-generated content is factually correct with references and resources.
 3. That AI-generated content *and the group's writing* are integrated into one cohesive writing document void of spelling and grammar mistakes.

Ethical Responsibility of Using Generative AI:

Since these groups will be encouraged to use generative AI writing tools, it is crucial to adhere to ethical guidelines to avoid plagiarism and ensure that all work is original and properly credited. Generative AI can assist with research, drafting, and brainstorming, but it is essential to:

- **Verify Sources:** Cross-check AI-generated information with reliable sources to ensure accuracy.
- **Credit AI Assistance:** Clearly acknowledge the use of AI tools in their work where appropriate.
- **Avoid Plagiarism:** Do not present AI-generated content as their own original work. Use AI as a tool to enhance their own ideas and writing, not to replace it.
- **Maintain Integrity:** Ensure that their proposal reflects their own analysis and creativity. AI should support, not substitute, students' personal contributions.

The successful integration of AI should enhance the quality of their proposal while maintaining academic integrity and originality. The student group proposals will be graded based on its completeness, professionalism, and ethical use of AI tools. Reflecting on their use of AI will help them understand how to leverage these tools responsibly and effectively in their future professional work.

Criteria for Success:

The finished product should demonstrate:

- **Clear and achievable objectives:** The proposal should articulate the goals of the product launch and how they will be met.
- **Detailed audience analysis:** The target audience should be well-defined, with strategies for engagement.
- **Comprehensive logistics plan:** All logistical elements should be thoroughly planned and feasible.
- **Realistic budget:** The budget should be detailed and aligned with the event's needs and resources.
- **Effective promotional strategies:** The strategies should be creative and appropriate for reaching the target audience.
- **Professional presentation:** The proposal should be well-organized, clearly written, and free of errors.

Further Recommendations

Examples of successful event proposals can be found in industry case studies and sample proposals from public relations agencies. It is recommended to review and analyze these examples to understand how they effectively address the components outlined in this assignment and to further guide the instructor and direct students. It is also recommended to have a reflection after the assignment in which students will reflect and decompress on the completed work to identify what skills were strong and what may need refinement.