

EVENT PROPOSAL

FINANCE CLUB

Event Name: RESEARCH CHALLENGE

1.0 DESCRIPTION

Open Ceremony

Date: Monday, 30 June, 2014

Time: 4:00PM to 6:00PM

Location: Melbourne Theatre

Expected Attendance: +100 RMIT students

Research Challenge Meetings with Advisor

Date: Saturday, 12th July 2014

Time: 3:00PM to 5:00PM

Location: 1.2.21

Expected Attendance: 50 – 60 RMIT students

Research Challenge Meetings with Representative of a subject company

Date: Saturday, 19th July 2014

Time: 4:00PM to 6:00PM

Location: 1.2.21

Expected Attendance: 50 – 60 RMIT students

Closing Ceremony

Date: Friday, 22 August, 2014

Time: 3:00PM to 5:00PM

Location: Melbourne Theatre

Expected Attendance: 50 - 60 RMIT students

Key message of the event: the event brings opportunities to experience in research challenge of Finance industry and promote not only academic knowledge in Finance but also soft skills over the event.

Key objects for the event: help all RMIT students to get higher position in real challenge.

2.0 MANAGEMENT STRUCTURE (who are team leaders and tasks of each team)

Name	Position	Contact #	Email
Nguyen Xuan Bach	Supervisor	0908 661 584	s3357801@rmit.edu.vn
Huynh Thai Uyen Khanh	Project Leader	0988 015 526	S3411900@rmit.edu.vn
Mai Quy Sang	Assistant	0904 619 135	S3410254@rmit.edu.vn
Nguyen Nhat Long	Assistant	0909 708 508	s3426379@rmit.edu.vn

3.0 PURPOSE

Research Challenge is an event introduced to RMIT students who are interested in and thirsty for valuable practical experiences in the financial industry. It creates chances for RMIT students to approach service/consuming company, analyse and evaluate its financial sector through researching and reporting. The event hosted by Finance Club also provides the overview process how to utilize financial theories from university that enables the comprehension and fundamental of finance, economics, management, and investing concepts, including essential skills for applying investment process.

The event will last for 8 weeks, from 30 June to 22 August, 2014 (week 3 to 10). During this time, there are 4 meetings (2 with mentors, 1 with advisor and 1 with the Representative of the Subject Company) to get necessary information and instructions in the whole process to do report. After submitting report on Friday week 8, the best 5 teams will be announced and continue competing with each other by presentation through report on Friday, week 10. Then, the closing ceremony will be provided on the same day to reveal winners and their share experiences through small party at the end.

The project aims to provide students, especially those who pursuit Bachelors of Economics and Finance, a practical learning method by utilizing their understanding and necessary skills of financial markets, economics analysis, management strategies and mathematical abilities in a real-life activity. From the event, students are expected to gain valuable experiences and reinforce the following essential skills and concepts like critical thinking; economics analysis;

risk anticipation and measurement; management; independent research; and presentation skills as well.

4.0 DESCRIPTION OF THE EVENT

Open Ceremony

Purpose: Introduce about RC, Advisors, Mentors, Subject Company and Sponsors

Applicants: total 24 teams with 5 students /team and only for RMIT Vietnam SGS's students.

Meetings during event

Meeting provided by Organizers

Time: week 4 & 5 (Saturday 12th & 19th July, 2014)

Venue: 1.2.21

These sessions would take approximately 2 hours with Advisor and Subject Company of Representative that all teams discuss about the content, structure, presentation and technical skills of the Report. Moreover, all questions would be answered by Representative of Subject Company.

Meetings arranged by the teams themselves with Mentors

Each Mentor will be assigned from 3 to 5 teams.

- a) The Mentor is only permitted to give each team no more than 3 hours consulting. The meeting will be arranged between the teams and the Mentors themselves.
- b) The Industry Mentor will be selected by the Local level Host.
- c) The Industry Mentor may review the Team's written report, but may only provide comments.
- d) Industry Mentors are not permitted to perform any research or write any portion of the report.
- e) Students may not receive assistance from additional finance industry professionals.

Closing ceremony

Competition: presentation from 5 best teams

Attendance includes: 5 best teams, Panel of Judges, Mentors, Advisor, Sponsor and the other teams as audience.

Award time for winners and best thanks with special gifts to event supporters (advisors and mentors)

5.0 PROGRAM

The core event would take place from the beginning of Week 2 to the end of week 10 in semester B. Below are detailed plan for RC:

Timeframe	Purpose	Descriptions
Week 2 23/6 – 29/6	Raising Awareness	Ask for 5 minutes of the lecture of different courses to introduce about RC. Mainly major Economics and Finance. Maybe Accountancy and Marketing as well
	Team Registration	Marketing Booth will be available for registration in Week 2. If Week 1 is possible, the booth will be there from week 1. Closing date for registration is Sunday Week 2.
Week 3 30/6 – 5/7	Opening Ceremony Monday 30 th June 2014	<p>Introduce about RC, Advisors, Mentors, Subject Company and Sponsors. Guest Speaker invited to talk about finance industry that related to this competition.</p> <p>Each mentor will take responsible for 3 teams to help them until week 8.</p> <p>Agenda:</p> <p>3:45 – 4:00 Welcome guests and audiences</p> <p>4:00 – 4:10 Introduce the event to the audiences</p> <p>4:10 – 4:30 Start welcoming speech, introduce sponsor (FTMS, Student Council), company (Dat Xanh Group) and advisors (Mr. Truong and Alumni)</p> <p>4:30 – 4:40 Guest speaker introduces about the finance industry related to the competition</p> <p>4:50 – 4:55 Introduce about the company that candidates are going to analyze FTMS introduce about CFA course that would support the candidate with the competition:</p> <p>4:55 – 5:10 Introduce the regulations, policies and rules of the competition</p> <p>5:10 – 5:20 Introduce mentors and their profiles to the</p>

		<p>audiences</p> <p>5:20 – 5:40 Allocate mentors to each team and let them have ice breaking time</p> <p>5:40 – 5:50 Q&A section for students to ask questions</p> <p>5:50 – 6:00 Tea break</p>
<p>Week 4 7/7 – 12/7</p>	<p>Meeting with Advisor Saturday 12th July 2014</p>	<p>All teams gathers with the Advisors to discuss about the content, structure, presentation and technical skills of the Report.</p> <p>Agenda:</p> <p>2:45 – 3:00 Welcome audiences and guests</p> <p>3:00 – 3:10 Introduce the purpose and content of the meeting</p> <p>3:10 – 3:15 Welcome speech of president</p> <p>3:15 – 4:00 Introduce the sponsor (FTMS) and advisor (Mr. Truong) of the competition Explanation and instruction of the competition from Mr. Truong (Section 1)</p> <p>4:00 – 4:20 Break: FTMS introduce about CFA course and hold game that let the audience have chance to win souvenir from FTMS</p> <p>4:20 – 4:45 Experience sharing and Q&A section for candidates to ask questions about their confusion (Section 2)</p> <p>4:45 – 5:00 Tea break</p>
<p>Week 5 14/7 – 19/7</p>	<p>Meeting with Subject Company Saturday, 19th July, 2014</p>	<p>All teams gather with the Representative of the Subject Company to ask Questions.</p> <p>Agenda:</p> <p>2:45 – 3:00 Welcome audiences and guests</p> <p>3:00 – 3:10 Introduce the purpose and content of the meeting</p> <p>3:10 – 3:15 Welcome speech of president</p>

		<p>3:15 – 3:20 Introduce the subject company (Dat Xanh Group)</p> <p>3:20 – 3:40 Introduction from the company</p> <p>3:40 – 3:55 Q&A section for candidates to ask questions about their confusion</p> <p>3:55 – 4:00 Tea break</p>
Week 6 – 8 21/7 – 2/8	Finishing Report and Submitting Deadline: Saturday 2 rd August 2014	Teams continues to write the Report Teams submit the report to the Organizer to the email: financeclub.rmit@gmail.com
Week 9 4/8 – 9/8	The Grading	The Graders would be Organizer (Advisor finalizes the result)
	Result Announcement and Presentation Workshop	Announce online via emails registered and have NO Presentation Workshop (Since RMIT students know about Presentation)
Week 10 11/8 – 16/8	The Winner Friday 22 nd August 2014	<p>Presentation Competition from 5 best teams</p> <p>Announcement of the winning teams</p> <p>Closing Ceremony</p> <p>Agenda:</p> <p>2:45 – 3:00 Welcome guests and candidates</p> <p>3:00 – 3:10 Start welcoming speech, introduce sponsor (FTMS, Student Council), company (Dat Xanh Group) and advisors (Mr. Truong and Alumni)</p> <p>3:10 – 3:15 Introduce the presenting teams to the audiences</p> <p>3:15 – 3:25 Start the presentation of first team</p> <p>3:25 – 3:30 Comment from judges</p> <p>3:30 – 3:40 Start the presentation of second team</p> <p>3:40 – 3:45 Comment from judges</p> <p>3:45 – 3:55 Start the presentation of third team</p> <p>3:55 – 4:00 Comment from judges</p>

4:00 – 4:10 Relaxing game with FTMS souvenir and scholarship information session from FTMS

4:10 – 4:20 Start the presentation of fourth team

4:20 – 4:25 Comment from judges

4:25 – 4:35 Start the presentation of fifth team

4:35 – 4:40 Comment from judges

4:40 – 4:45 Grading time

4:45 – 5:00 Announcement of the winners; advisor and FTMS give award and scholarship to the winners

> 5:00 Tea break

6.0 MARKETING PLAN

1. Marketing tool:

Activity	Description	Time
1/ Emailing to Finance Club members	<ul style="list-style-type: none"> • Introduction Mail: Emails (with poster) will be sent to Finance lecturers and Club members. • Remind Mail: Emails will be sent to students who registered and remind them to come to the work shop and also the timeline of event. 	Introduction mail: Week 1 Remind mail: Week 2
2/ Canteen standees in every tables	Canteen Standees (A5 size) in both Global Café and New Canteen.	Week 1 - Week 2
3/ Attaching flyers and posters	Posters (A2 size) and flyers (A5 size) will be attached on information board from level 1 to level 3 in Building 1. In addition, flyers will be also attached on the door of every classroom, student areas and studios in Building 1 and Building 2. Moreover, Finance Club members will give you a flyer when you pass by the marketing booth.	Week 1 - Week 2

4/ Speech class	<p>There will be speeches in Economics and Finance Class such as Price Theory, Macroeconomics 2, Quantitative analysis, Financial Markets, Law of Investments and Financial Markets, Personal Wealth Management, Risk Management, Investment, International Trade, International Finance, and International Monetary Economics. In these speech classes, 1 core member and 2 volunteers will be responsible for a speech and distribution of flyers among students in these classes. Teacher's permission must be arranged in advance.</p> <p><i>Note: Volunteer must be trained before doing the class speech.</i></p>	Week 2
5/ Informing the event on RMIT Intranet	<p>Information such as event time, avenue and content will be posted on the Intranet of RMIT to get attention of students and staff. Also, including in the headline is the poster of the event.</p>	Week 2
7/ Marketing Booth	<ul style="list-style-type: none"> • The booth will be set up from 9.00am to 3.00pm at the level 1 of Building 1 (Highland Coffee booth) to get attention from students. There will be cork boards decorated with flyers and posters and a small TV including information about the event such as what happen in the event, how to join, when the event starts. • At the booth, there are three volunteers and 1 one manager representing the club. Duration of each shift is 1.5 hours. 	Week 1 - Week 2
6/ Facebook	<ul style="list-style-type: none"> • Finance Club's Home page: There will be an advertisement, which includes all information about the event and an online poster posted in the Home Page of Finance Club Facebook • CFA Challenge's FB page: <i>Marketing team will create a separate FB page to promote this event and also create forum where participants</i> 	Sem A: Week 8 - Week 14 Sem B: Week 1 - Week 10

	<p><i>can find out and share many useful information of CFA</i></p> <p><u>FB plan for Marketing</u> <i>Week 3, Mon - Wed: FC members will try to share and invite likes to raise awareness of this page.</i></p> <ul style="list-style-type: none"> • Sem A <ul style="list-style-type: none"> ➤ Week 8 - 14: Introduce the event and workshop. Announce the valuable prize for winners. Provide some basic information about the CFA and the challenge. <u>1-2 post/day.</u> • Sem B <ul style="list-style-type: none"> ➤ Week 1 - 2: Introduce our work shop with more detailed information (agenda, benefits,...). Provide useful and also funny information. <u>2 post/day.</u> ➤ Week 3 - 9: Provide recommendation from advisor and program team to support participants. Also post some interesting information about the challenge. <u>1 post/day.</u> ➤ Week 10: Announce the best player of each week and the statistics of trading. Provide recommendations and post some interesting topic about stock. <u>1 post/day.</u> <p><i><u>Note:</u> To attract more readers, every post should not be too long. It must have a picture and a short paragraph of interesting information.</i></p>	
<p>7/ Monitor's wallpaper</p>	<p>The poster will be posted on the wallpaper of all PCs</p>	<p>Week 1 - Week 2</p>

2. Action Plan:

Sem A: Week 8 - 14						
Objectives	Mon	Tue	Wed	Thu	Fri	Sat
Marketing on Facebook	X	X	X	X	X	X

Sem B: Week 1						
Objectives	Mon	Tue	Wed	Thu	Fri	Sat
Canteen Standees, Poster and Flyers	X	X	X	X	X	X
Advertise via email to all RMIT students about the event	X					
Marketing booths on level 1(Highland coffee booth) of building 1	X	X	X	X	X	
Emailing to lecturers and current members	X					
Marketing on Facebook	X	X	X	X	X	X
Event listed on intranet website and desktop wallpaper	X	X	X	X	X	X

Sem B: Week 2						
Objectives	Mon	Tue	Wed	Thu	Fri	Sat
Canteen Standees, Poster and Flyers	X	X	X	X	X	X
Advertise via email to all RMIT students about the event	X					

Marketing booths on level 1(Highland coffee booth) of building 1	X	X	X	X	X	
Emailing to lecturers and current members	X					
Marketing on Facebook	X	X	X	X	X	X
Event listed on intranet website and desktop wallpaper	X	X	X	X	X	X

Sem B: Week 3 - Week 10						
Objectives	Mon	Tue	Wed	Thu	Fri	Sat
Provide information on Facebook	X	X	X	X	X	X

7.0 FACILITIES REQUIRED

Location: Booth next to Highland Coffee, Building 1
Name of event: **Research Challenge**
Date: Monday 16 June, 2014 to Friday 27 July, 2014
Duration: 6 hours per day
Time: 9:00 am – 3:00 pm

#	Item description	Quantity	Comment
01	Tables	4	Small, study tables
02	Chairs	5	Class room chairs
03	Laptop	2	We need computers for RMIT students experience the game initially and let them share opinions.
04	Electronic adapter	1	
05	Cork Board	1	The one that is used to stick posters
06	Speakers	1	

8.0 BUDGET (Actual income, actual expenditure, balance)

	QUANTITY	PRICE PER UNIT (VND)	TOTAL COST (VND)
PRICE & AWARD			
Cash			
Champion	X	██████████	(██████████)
1st Runner-up	X	██████████	(██████████)
2nd Runner-up	X	██████████	(██████████)
Trophies			
Champion	X	██████████	(██████████)
1st Runner-up	X	██████████	(██████████)
2nd Runner-up	X	██████████	(██████████)
Medals			
Medals for winners	X	██████████	(██████████)
SUBTOTAL			(██████████)
PRINTED MATERIALS & PROMOTION ITEMS			
Flyers (A5)	X	██████████	(██████████)
Posters (A2)	X	██████████	(██████████)
Banner (0.8m x 2m)	X	██████████	(██████████)
Candies			(██████████)
Colour Paper	X	██████████	(██████████)
T-shirts	X	██████████	(██████████)
SUBTOTAL			(██████████)
TEA BREAKS (Detail listed in below table)			
Opening Ceremony		██████████	(██████████)
Meeting with Advisor		██████████	(██████████)
Closing Ceremony		██████████	(██████████)
SUBTOTAL			(██████████)
GIFTS FOR ADVISERS, MENTORS (Detail listed in below table)			
Advisor		██████████	(██████████)
Mentors	X	██████████	(██████████)
SUBTOTAL			(██████████)

TOTAL EXPENSE

([REDACTED])

FUND

Registration fee per participant

X

[REDACTED]

[REDACTED]

SUBTOTAL

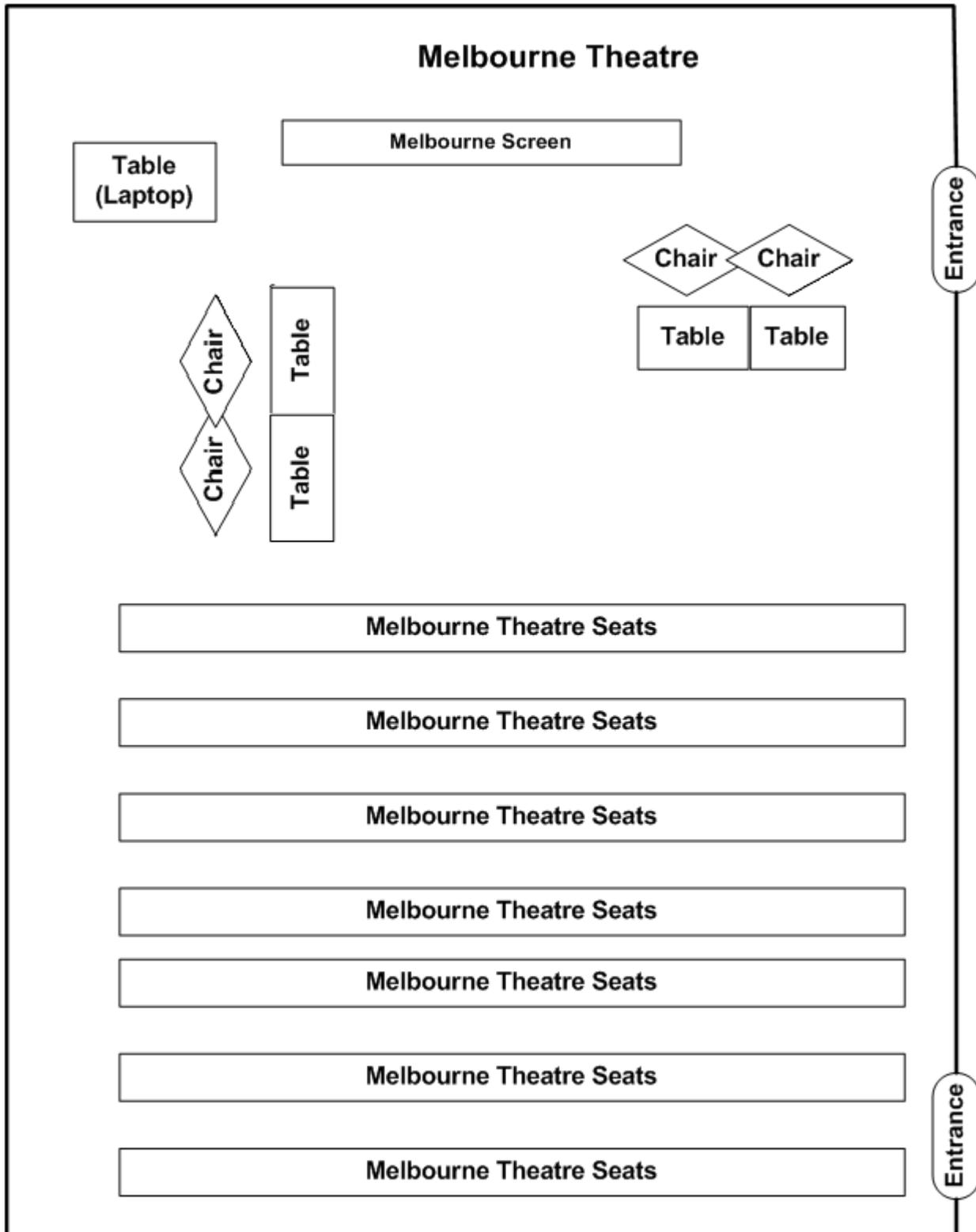
[REDACTED]

SPONSORSHIP NEEDED

[REDACTED]

Item	Quantity	Price	Uses
Flowers	X	[REDACTED]	Gifts for Advisors, Mentors
Pen	X	[REDACTED]	Gift for Advisors
Coke	X	[REDACTED]/bottle	Opening Ceremony, Meeting with Advisor, Closing Ceremony
Salty pies	X	[REDACTED]/pie	Opening Ceremony, Meeting with Advisor, Closing Ceremony
Sausages	X	[REDACTED]/sausage	Closing Ceremony
Sweet pies	X	[REDACTED]/pie	Closing Ceremony

	FTMS	[REDACTED]
Sponsorship details	Student Council	[REDACTED]
	Club repayment (reserve)	[REDACTED]
	TOTAL SPONSORSHIP	[REDACTED]



***Poster and flyers will be submitted at least 1 week before event. Otherwise, club cannot use any designed materials during event.**

10.0 AFTER THE EVENT (schedule & plan of cleaning, reports submission)

Official Event:

After the event, Club's executives will accompany guest speakers, sponsor representatives as well as lecturers of RMIT Vietnam and assist them carry any stuff (if needed) or offer transportation (taxi) and thank them for their participation. Logistic team will make sure that everything is clean and equipment returned (if needed). In the lobby, volunteers who set up tables will return any necessary equipment to original location and put all the garbage in the trash can.

Reports Submission:

Club's evaluation of Finance Club.

Club's reports submission to Sports and Recreation.

Contact: Company
 Opening Ceremony + Q&A Sessions