

Serail Creativity Hub Design Competition

March 23, 2019 | 11:00 a.m. – 12:30 p.m.

Stakeholders / Target Audience:

Group 1 Stakeholders: Project Promoters	Group 2 Stakeholders: Design Contributors
<ul style="list-style-type: none"> Beirut Grand Serail PCM IDEAS Board and Team Media Partner: An Nahar Project Partners BDD 	<ul style="list-style-type: none"> Team Candidates from 8 universities (approx.. 100 persons): <ul style="list-style-type: none"> LAU (Lebanese American University) AUB (American University of Beirut) LU ((Lebanese University BAU (Beirut Arab University) USEK (The Holy Spirit University of Kaslik) NDU (Notre Dame University) PU (Phoenicia University) Alba (Lebanese Academy of Fine Arts)

Objectives & Expectations of Stakeholder Groups:

	Group 1 Stakeholders: Project Promoters	Group 2 Stakeholders: Design Contributors
Meeting Objectives	<ul style="list-style-type: none"> To engage with participants To highlight the importance of this PM initiative 	<ul style="list-style-type: none"> Be part of an exciting and historic opportunity Represent their universities Present their creativity and capabilities Gain exposure for their esteemed universities with stakeholders
Expectations	<ul style="list-style-type: none"> Technical Q&A Possibly, PM to pass by noon 	<ul style="list-style-type: none"> Q&A session Walkthrough the space

Public Timeline (add additional for specific event agendas):

Date	Item
Feb. 25, 2019	Introductory Meeting
March 9, 2019	Candidates Meeting
March 23, 2019	2nd Site Visit for Candidates
May 3, 2019	Design Submissions
May 6, 2019	Inform Finalists
May 8, 2019 - Full Day (tentatively also May 9, 2019 depending on the number of finalists)	Design Pitching
May 12, 2019	Online Voting Ends

March 23th, 11:00 a.m. - 12:30 p.m. 2nd Site Visit for Candidates

- **Seating Arrangement:** Standing Event
- **Location:** Serail, Cross-Vault Hall
- **Attendees:**
 - PM Saad Hariri
 - PM's Office, represented by Yasmina
 - IDEAS Board Members, representing Project Promoters and Jury members
 - The IDEAS team
 - An Nahar, as Media Partner and Jury member
 - Ezzat Kraytem, as Project Manager
 - Salim Ansari, as Lead Designer
 - Milad Abu Jaoude, as Serail Project Development Coordinator
 - The Deans of the 8 universities, or their representatives (list is being compiled)
 - Candidates (this time all candidates to have the opportunity to join)
- **Media:**
 - The PM's social media team.
 - Media coverage in full swing by An-Nahar.
 - Videos and pictures to be captured by IDEAS team and shared on social media and website.
 - Press release to be provided to Hani and Hajj Maarouf from the Serail.
 - Engage the international media agencies.
 - Engage the communication teams of Arabnet, BDD, and the universities.
- **Marketing:**
 - N/A
- **The Agenda:**

<u>Time</u>	<u>Item</u>
10:30 - 11:00 a.m.	Registration
11:00 a.m. - 12:00 p.m.	Q&A Session and Exploring the Room
12:00 - 12:15 p.m.	Photo Opportunity with the PM
12:15 - 12:30 p.m.	Coffee Break

- **Technical Requirements for Presentations / Speeches / Discussions:**
 - Sound system with two wireless microphones (one for speaker and one for audience).
- **Refreshments** to be handled by Serail

Metrics for Event Success (quantifiable, and with quantified goals, preferred):

- Number of teams participating
- Clarity of project introduction and expected details of deliverables

