SERVICE WEEK

PROJECT DETAILS

22 – 29 January

Find out more
https://www.ntu.edu.sg
/giving/we-belong

Project Timeline

Item	22-26 Nov	29 Nov - 3 Dec	6- 10 Dec	13-17 Dec	20-24 Dec	27-31 Dec	3-7 Jan	10-14 Jan	17-21 Jan	22-29 Jan	31 Jan - 4 Feb
Confirm 22, 29 Jan Topics											
Confirm 29 Jan End Time & How Concurrent Sessions will be handled											
Confirm invite/guest list											
Draft Official Invitations - GOH, Speakers, VIP in-person guests, General Invitation (for public to register for online events)											
RVSP date for In-person attendance, monitor RSVP											
Registration 22 Jan: separate forms for In-Person and Online e.g. Homecoming		30-Nov									
Registration 29 Jan: Registration via Zoom		30-Nov									
Chinese translation											
Registration Deadline for Virtual Attendance (no closing date)											
Design assets for invitation & registration form											
Clear invitations with Marcomms & CCO											
Send out Official Invitations - GOH, Speakers, VIP in-person guests (e-invite)											
Liason with Presidents' Office & GOH											
Draft Speaking Points President											
Draft Speaking Points GOH											
Clear Speaking Points with Marcomms & CCO											
Send out Speaking Points							GOH (3 Jan)	President			
Event Logistics											
Venue (22 Jan) - Booked											
Admin Programme											
Speakers' Briefing											
Rehearsals											
On-site Registration, Staging, Seating plan for in-person guests											
Online Streaming Platform											
Confirm and Plan Launch Mechanism (22 Jan): physical or digital?		Marcomms to give design elements									
Confirm Emcee (22 Jan)		AE to confirm with EO									
Confirm Exhibit Details and Logistics SUGGESTION: remove immediately after event			confirm min. # of artpiece								
Confirm Exhibit Layout											
Digitally capture as to be show in TV screens in NTU SUGGESTION: Keep it simple e.g. rotating slides								Jan 12 - arteotk photos to be available			

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Publicity											
We Belong Launch EDM (including registration for 22 & 29 Jan)				17-Dec							
Next EDM				To yoU (Eng - Chi) 15 Dec We Belong Service			TBC We Belong 4 -Jan	TBC We Belong 14-Jan		TBC We Belong 25 or 26 Jan	
Adhoc EDM request from schools, etc - Suggestion: discuss offline											
Brochure											
Banner Design											
Banner Setup											
Social Media Plan											
Social Media during SW											
My Story Submission Form - monitor and follow-ups											
Thank you EDM											
Video 1											
Confirm storyboard & updated design illustrations											
Animation											
1st animation draft to be cleared internally											
Amendments											
Clear animation with CCO											
Upload to Sitefinity				15-Dec							
Video 2 & 3											
Update storyboards											
Clear storyboards with CCO		29-Nov: video 2	video 3								
Animation					receive all footages for video 2						
1st animation draft to be cleared internally								3-Jan: video 2, video 3 (template only)			
Final Video									video 2	To receive footages by 27-Jan	

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Website											
We Belong Website Launch		▓									
Update streaming links											
For FB (CITS work with CCO)											
For Website - Marcomms to Discuss with CCO, CITS, Vendor/ update on 10 Dec SW mtg											
Text Updates to Website, if any (ad hoc)		▓	▓	▓	▓	▓	▓	▓	▓	▓	
Service Intitaive/Projects											
Confirm outstading projects	▓	▓	▓								
Upload details to Zeles (as project details come in)	▓	▓	▓								
Liase with community partners, AAs, student clubs, etc. to ensure volunteers are informed and		▓	▓	▓	▓	▓	▓	▓	▓		
Organising Partners Briefing - Zeles, clocking hours etc.			▓	▓				▓			
Remind volunteers to sign up on Zeles								▓			
Remind AAs, student clubs (i.e. organising partners) to send you the list of volunteers								▓			
Remind volunteers to clock their attendance										▓	
Follow up with organsining partners and/or volunteers photos and videos from the service projects								▓	▓	▓	
Go onsite or participate online in respective service projects to take photos or videos (get photos, videos in advance for projects that are starting before SW)								▓	▓	▓	
Save all photos and videos in Teams								▓	▓	▓	
Post-event Briefing 04-Feb											04-Feb

Budget

Item	Amount in SGD	%
Event support, exhibit, event experience	$ 19,232.00	60%
Publicity and videography, volunteer recruitment (volunteer management app)	$ 11,709.72	37%
Spare parts for laptop refursbisments	$ 1,070.00	3%
Total	$ 32,011.72	100%

SAMPLE DESIGNS
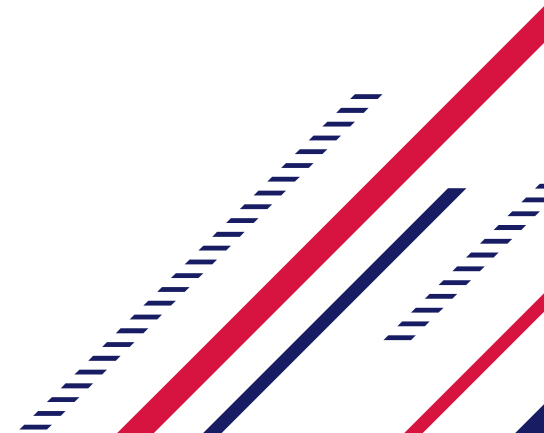
Background for Launch and Closing Events

Infographic (Post-Service Week)

OVER
60
SERVICE WEEK
PROJECTS

OVER
30
COMMUNITY
PARTNERS

OVER
50
NTU schools, student clubs, departments, and alumni associations supporting Service Week

CLOSE TO
600
VOLUNTEERS

OVER
3,300
VOLUNTEER
HOURS

CLOSE TO
6,000
BENEFICIARIES
from various community groups in Singapore and overseas

SOCIAL MEDIA ENGAGEMENT
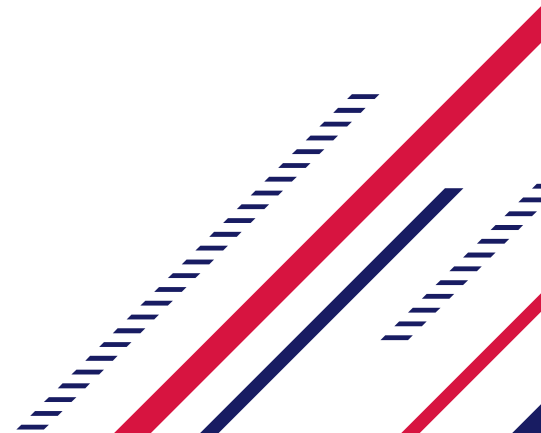
Facebook

Post (Brief name)	Date	Interaction	Reach	Impressions
NTU Service Week (SPMS)	Thu, 13 Jan	47	10543	10796
NTU Service Week (CTS)	Wed, 19 Jan	51	10968	11530
NTU Service Week (Launch + Panel)	Thu, 20 Jan	35	11757	12306
NTU Service Week (Project DATE)	Sat, 22 Jan	52	11982	12758
NTU Service Week (WSC)	Wed, 26 Jan	102	17998	19037
NTU Service Week (MAE student cuts nails for patients)	Thu, 27 Jan	64	11692	12143
NTU Service Week (Thank you post)	Fri, 4 Feb	120	17124	22209
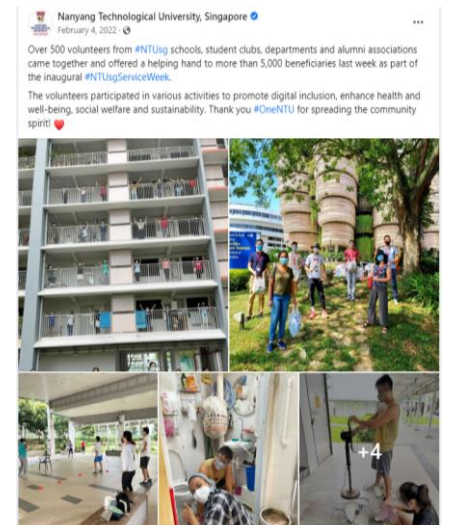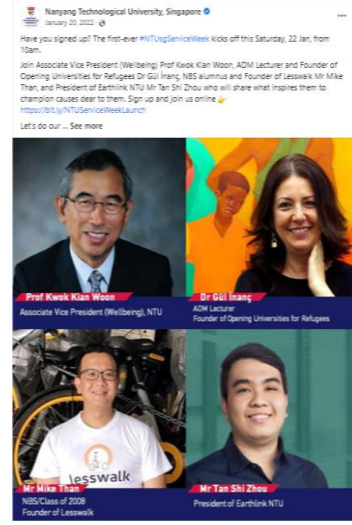
Instagram

Post (Brief name)	Date	Engagement	Reach	Impressions
NTU Service Week (launch panel)	Thu, 20 Jan	245	11347	12535
NTU Service Week (Project DATE)	Sat, 22 Jan	327	9127	11912
NTU Service Week (WSC)	Wed, 26 Jan	317	9735	11153
NTU Service Week (MAE student cuts nails for patients)	Thu, 27 Jan	322	8926	12310
NTU Service Week (Thank you)	Fri, 4 Feb	1007	15019	19036

LinkedIn

Post (Brief name)	Date	Engagement	Impressions
NTU Service Week (SPMS)	Wed, 12 Jan	74	14446
NTU Service Week (CTS)	Wed, 19 Jan	36	7535
NTU Service Week (launch panel)	Thu, 20 Jan	45	5935
NTU Service Week (launch + Project DATE)	Sat, 22 Jan	62	8780
NTU Service Week (Tulip - WSC)	Wed, 26 Jan	51	8275
NTU Service Week (MSE student cuts nails for patients)	Thu, 27 Jan	73	12702
NTU Service Week (Thank you)	Fri, 4 Feb	42	4633

FB & IG Stories

	NTU Service Week		NTU Service Week finale	
	IGS	FBS	IGS	FBS
Reach	2,184	765	4,408	1.4k
Impressions	2,199	-	4,434	-
Link clicks	19	3	4	5
Completion rate	14.08%	-	19.05%	-