



# FINAL REPORT



# CITYSTUDIO

---

## NORTH VANCOUVER



**PREPARED FOR:**  
**ADELE THERIAS, CITYSTUDIO PROJECT LEAD**  
**APRIL 12, 2021**

**PREPARED BY:**  
**Karen Ha**  
**Kiona Graham**

# EXECUTIVE SUMMARY

---



The purpose of this final client report is to provide Adele Therias, Project Lead of CityStudio North Vancouver, with the summary and evaluations of all work produced during the project. This work was conducted to increase awareness and the turnout of its HUBBUB digital project showcase, occurring on Thursday, April 29.

The report consists of the revised strategies and tactics from the initial public relations plan. The two strategies are to increase brand awareness by using social media platforms and to increase community relations by educating the community about the City of North Vancouver's strategic goals. In addition, this report expands on results and measurements of each strategy and tactic.

There were three key messages for this campaign: setting students up for ultimate professional success, innovation by the community, for the community, and challenging the impossible for a greener future. All content created and distributed incorporates these key messages.

This report includes a thank you note to the client, Adele Therias, and a summary of our four client meetings.

The revised and detailed timeline of the project is also listed and concludes with samples of the content we've produced for CityStudio North Vancouver. Press releases for the event, created by Lumen Consulting, are also included in the appendices.

This final report was conducted on March 26 - 27, 2021; during the 10th week of the 14-week long campaign. Results and measurements may have changed by the time this report has been viewed.

If a post-campaign report is desired, a new contract can be obtained upon request.

# TABLE OF CONTENTS

---

<b>01</b>	Executive Summary
<b>03</b>	Thank You
<b>04</b>	Strategies & Tactics
<b>10</b>	Results & Measurement
<b>20</b>	Client Meetings
<b>21</b>	Timeline
<b>26</b>	Work Samples
<b>34</b>	Appendices

# THANK YOU

**Dear Adele Therias,**

Thank you for giving us the opportunity to work with your organization. We are delighted to have been involved in creating marketing content for the HUBBUB digital project showcase.

We've loved having you as our client and admire how supportive you are. Your cooperation has helped our project run smoothly and we couldn't have asked for a better client for our first executed public relations plan.

CityStudio North Vancouver is dedicated to improving the community, and we can see why you are so passionate and enjoy your work.

It was a pleasure to e-meet you, and learn more about the work you and the organization does for the students of Capilano University and our community.

We look forward to see what the future holds for CityStudio North Vancouver and we hope to reconnect with you soon.

**Sincerely,  
Karen Ha and Kiona Graham**



# Strategy #1

---

## IMPROVE BRANDING AND INCREASE SOCIAL MEDIA AWARENESS

### TACTIC #1: SOCIAL MEDIA OPTIMIZATION

The social media campaign was launched using Hootsuite with posts on Instagram, Facebook and LinkedIn. CityStudio North Vancouver's social media profiles were optimized by implementing the three key messages, greater hashtag groups for all social media posts, and some of the new curated keywords from Semrush.

The reposts of user-generated content and curated content, via a *regram* app, from other profiles, were beneficial to increase posting consistency and to showcase community efforts that align with CityStudio North Vancouver's beliefs, interests and vision.



### CHANGES

The social media posts were not cross-posted from Facebook as it was deemed easier to primarily use Hootsuite and Instagram for the posting schedule.

For further optimization, the Linktree URL was also added to the Instagram and Facebook profile biographies.

### NEXT STEPS

The most important hashtag to continue to implement is **#NorthVanHUBBUB**. This hashtag will further grow the HUBBUB brand and will provide greater visibility for all past and future HUBBUB content on social media.

Reposts were loved by the profiles and their followers. This tactic increased social media engagement, as the original creators interacted with the posts and found success in reaching new followers.

## TACTIC #2: CREATE A CONTENT SCHEDULE

The content schedule was created on Google Sheets and was finalized 3 days before the launch. It was utilized throughout the whole campaign. It included the date, time, title of the post, type of post, caption, and hashtag groups. A total of 50 posts are on this schedule.



Content topics included HUBBUB marketing, past projects on IGTV, the showcase countdown, the goals of the City of North Vancouver, the giveaway contest and prizes: \$50 Amazon, \$25 DoorDash, \$25 Etsy. All posts were shared in the OneDrive folder.

### CHANGES

From a unanimous decision, the content schedule was pushed back from the first day of March to March 15th. Content regarding which projects will be showcased at HUBBUB #4 was also removed due to limited information.

The original content schedule had each post to be published at 11 am, however on March 25th, Hootsuite sent an email with the best posting hours for social media. We implemented the new tactics by Hootsuite to improve CityStudio's social media goals. *Refer to Appendix A on page 34 for more details.*

An additional incentive was added, upon the first week of launch, to incentivize the first 20 respondents to RSVP to HUBBUB, which included a \$20 DoorDash voucher.

### NEXT STEPS

A content schedule for future event launches is highly recommended to ensure all marketing tactics are used for a successful event turnout. This will also minimize the risk of forgetting content and content overlapping. In addition, a schedule will allow CityStudio North Vancouver to space out the types of content so each day is unique and different.

All future HUBBUB pitches should be posted under the series name: HUBBUB PITCHES. This will organize all the pitches to be easily accessible from the same location.

We recommend CityStudio North Vancouver to incentivize all future events to create excitement and to push attendees to RSVP sooner than later. Attendee incentives should have a minimum of 10-20 people. As single digits can be seen as limited by the audience and assume their chance of receiving the voucher is low and not worth it. All vouchers and gift cards should also be a minimum of \$20, for similar reasons.

### TACTIC #3: PAID PROMOTION

So far, Lumen Consulting has advertised 1 out of the 5 Instagram Advertisements to promote HUBBUB #4 and to target Canadians, aged 18-49 with interests in education, sustainability, entrepreneurs. The allocated budget of \$150 for all 5 campaigns has remained in place.



#### CHANGES

The first advertisement was not a HUBBUB teaser and was changed to a fully informative event post with all the event details with the goal of "more profile visits."

The advertisement target audience demographics were narrowed down from Canadians and the target audience interests were broadened and specified. It also included the pre-established interests, curated by CityStudio North Vancouver.



Instead of each advertisement running for 1 day at \$50, each advertisement ran for 2 days with a daily budget of \$25 per day, in hope of maximizing the potential estimated reach of 3,200-8,500 Instagram users.

## NEXT STEPS

We recommend incorporating Instagram Advertisement campaigns for all future events. If CityStudio North Vancouver incorporates five 2-day \$50 campaigns, they have the potential of reaching a minimum of 16,000 Instagram users and a maximum of 42,500 Instagram users. The target market age group should also be raised to a minimum of 16 years.

## TACTIC #4: EMAIL MARKETING



Lumen Consulting wrote an e-newsletter to advertise the HUBBUB event which included the recipients, an attention-grabbing the subject line and the body. The e-mail included a brief introduction to HUBBUB and what it is, and a call-to-action to RSVP to the free digital project showcase.

The e-newsletter was created on Google Docs and was forwarded to Adele to finalize and to distribute via Mailchimp. The list recipients for the e-newsletter were curated from gathering e-mails from the primary research survey recipients, from SurveyMonkey, that agreed to e-mail marketing.

## CHANGES

As requested by Adele, the e-newsletter subscription was removed since they already have an e-news subscription for alumni only. Therefore only one e-newsletter was created. E-newsletters regarding opportunities to stay in touch and to get involved with the community was omitted.



## NEXT STEPS

Due to the small list of e-mail recipients of Capilano University students, Lumen Consulting does not believe e-mail marketing is a necessary step to implement due to the limited reach. Many Capilano University students are also active on social media platforms.

# Strategy #2

---

## INCREASE COMMUNITY RELATIONS

### TACTIC #1: COMMUNITY ENGAGEMENT

A Linktree profile and URL were created by Kiona to be the one-stop click to CityStudio North Vancouver's website landing page and their Instagram, Facebook, LinkedIn, and RSVP to HUBBUB. Karen created a scannable QR code to access the Linktree website.

Once completed, Lumen Consulting created HUBBUB posters with the scannable QR code and printed 50 copies at Staples. Protective sheets and tape were also purchased on Amazon one week before distribution. The posters were distributed in North Vancouver, BC on March 19th in high foot-traffic areas: Lynn Valley, along Lonsdale Avenue from 23rd street to Esplanade, Lonsdale Quay and the Shipyards as a fun way to reach the secondary target market, North Vancouver locals and residents.



### CHANGES

The posters were not distributed at Edgemont Village, Capilano University, Harbourside, Queensbury and Phibbs Exchange due to time restraints and heavy traffic on the day.

### UNFORESEEN EVENTS

Three days post-distribution, we were saddened to learn that our posters had to be taken down immediately, as requested by CityStudio North Vancouver's liaison due to misunderstandings of the city's bylaws. Unfortunately this was our own mistakes and naiveness and we thank Adele for removing the posters in a timely manner.

We hope the posters can be redistributed for HUBBUB #4 and for future endeavours, a map of legal bulletin stations must be established prior to distribution.



# RESULTS & MEASUREMENT

## STRATEGY 1: BRANDING & AWARENESS

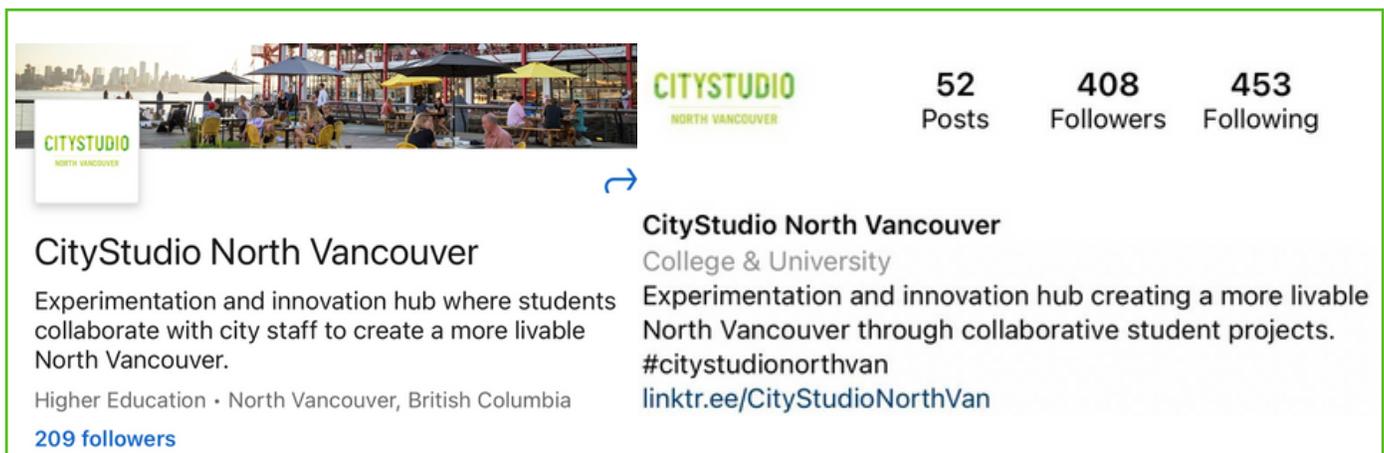
### TACTIC 1.1: SOCIAL MEDIA OPTIMIZATION

#### Completed Tasks

- Incorporated key messages and vision throughout branding
- Keyword search via Semrush
- Curated hashtag groups
- Decided which social media profiles to repost
- Added Linktree site to Instagram
- Used *Regram* app to repost user-generated content
- Used Hootsuite to schedule posts to Facebook, Instagram and LinkedIn
- Created new hashtag #NorthVanHUBBUB to brand the event

#### Optimized Social Media Profiles

March 26, 2021



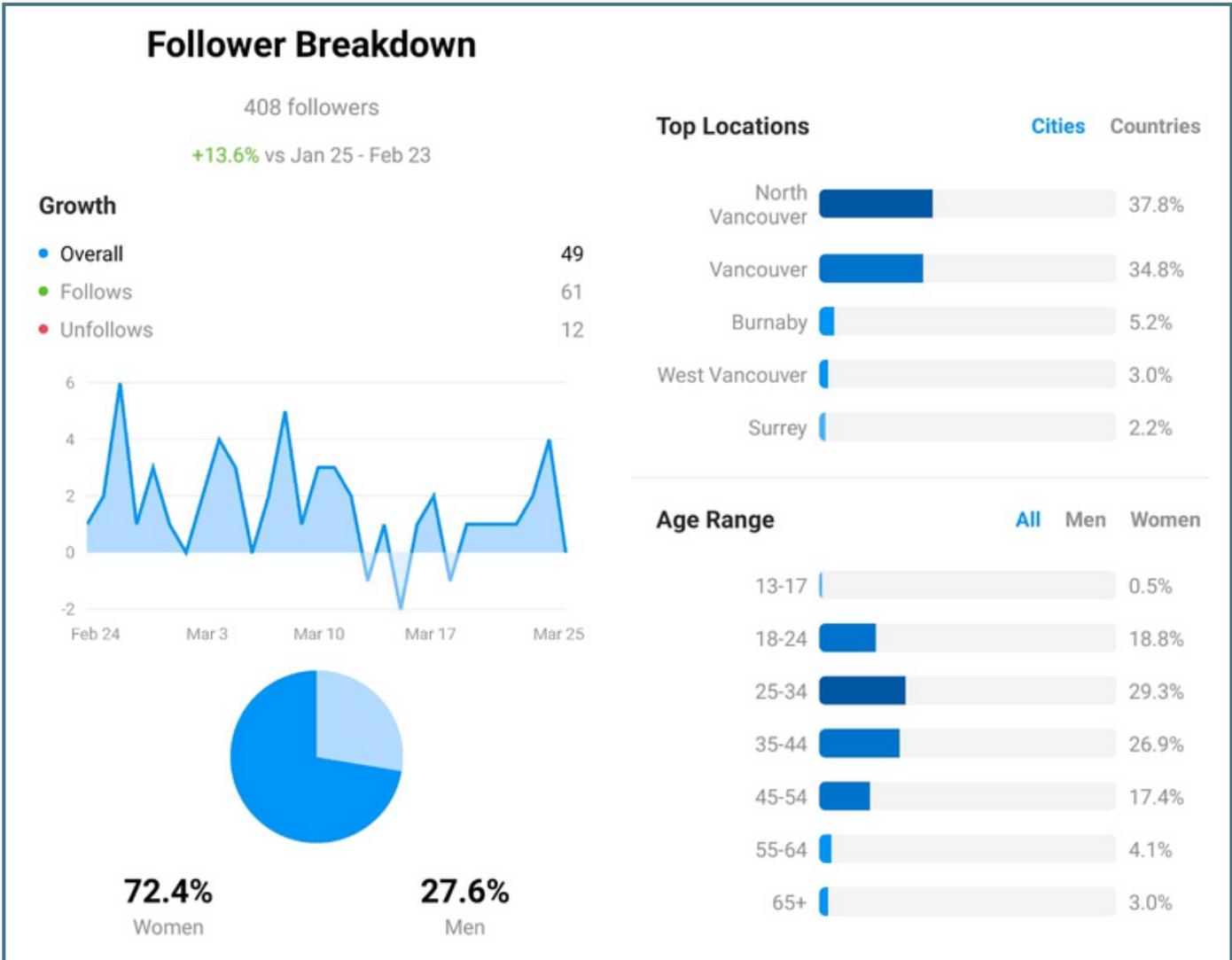
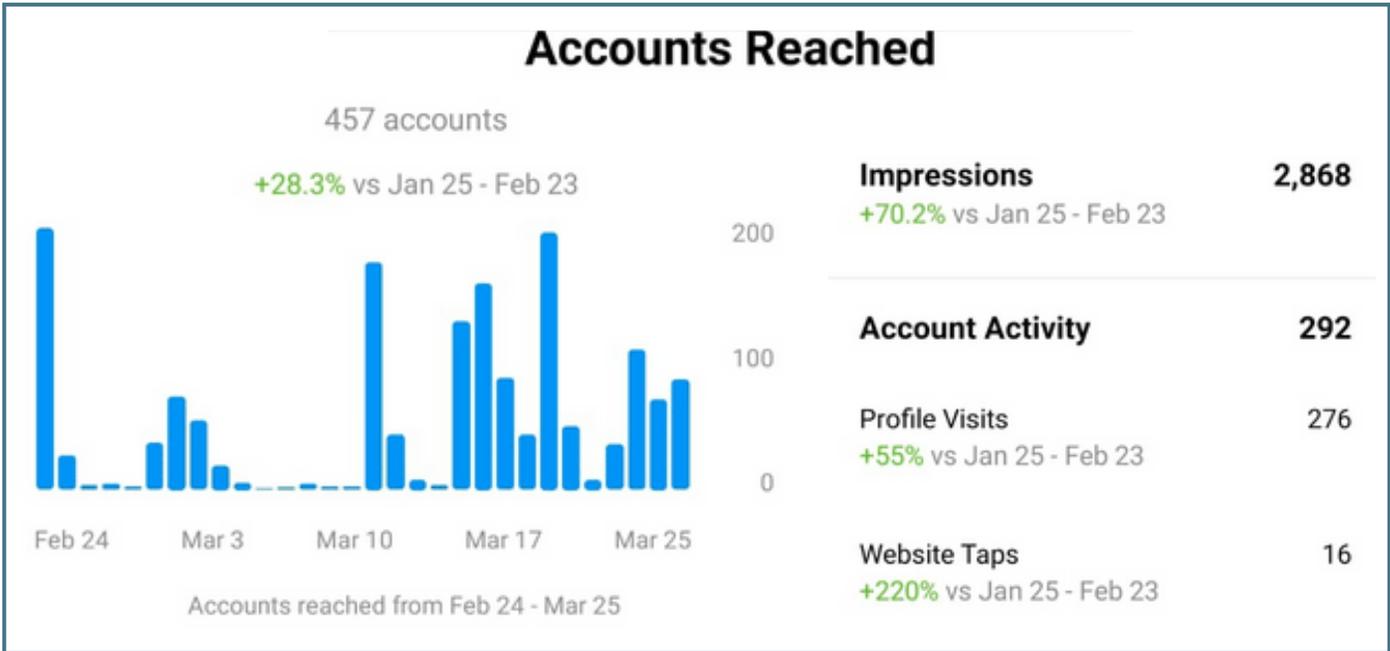
**CityStudio North Vancouver**  
 Experimentation and innovation hub where students collaborate with city staff to create a more livable North Vancouver.  
 Higher Education · North Vancouver, British Columbia  
 209 followers

**CityStudio North Vancouver**  
 College & University  
 Experimentation and innovation hub creating a more livable North Vancouver through collaborative student projects.  
 #citystudionorthvan  
[linktr.ee/CityStudioNorthVan](https://linktr.ee/CityStudioNorthVan)

52 Posts    408 Followers    453 Following

# Instagram Analytics

March 26, 2021



## Results

March 26, 2021



Prelaunch: 326 followers  
Week 10: 408 followers

***An increase of 82 followers***



Prelaunch: 112 followers, 104 likes  
Week 10: 120 followers, 109 likes

***An increase of 8 followers  
and 5 likes***



Prelaunch: 183 followers  
Week 10: 209 followers

***An increase of 26 followers***

The first initial goal was to ***increase their following on Instagram by 25%, reaching a minimum of 400 followers by April 2021.*** This was exceeded and as of March 26th CityStudio North Vancouver has 408 followers.

The second initial goal was to ***increase their following on LinkedIn by 20%, reaching a minimum of 200 followers by April 2021.*** As of March 26th, CityStudio North Vancouver has surpassed the initial follower goal by 9 followers. After looking into this calculation, there was a mistake in that an increase in 20% meant 220 followers.

## TACTIC 1.2: CONTENT SCHEDULE

### Completed Tasks

- Created Google Sheets
  - Content table
  - Posting calendar
- Edited videos from OneDrive for IGTV
- Created RSVP incentive
- Created event countdown tactic
- Created IG giveaway contest
- Elements of content table:
  - date, time, title of post, type of post, caption, and hashtag groups
- Types of posts:
  - pictures, IGTV, stories
- Marketed past projects and HUBBUB event

# Instagram Analytics

March 26, 2021

Content Interactions		IGTV Video Interactions	20
173 interactions		-- vs Jan 25 - Feb 23	
+5.4% vs Jan 25 - Feb 23		Likes	18
<b>Post Interactions</b>	<b>151</b>	Comments	2
-5.1% vs Jan 25 - Feb 23		<b>Top Posts</b> <a href="#">See All</a>	
Likes	123	Based on interactions	
Comments	11		34 Likes Mar 11
Saves	1		25 Likes Mar 19
Shares	16		24 Likes Mar 15
<b>Story Interactions</b>			
-60% vs Jan 25 - Feb 23			
Replies	2		

## Results

- Reposts:** The user-generated repost from @thecityofnorthvancouver is the 3rd *Top Post* on Instagram with 25 likes.
- Shares:** @visitmonova shared one of CityStudio North Vancouver's HUBBUB posts to their story on March 16th.
- Engagement:** @enactuscapilano sent a thank you for the repost on March 11th.
- IGTV:** The first two IGTV videos, posted on March 17th and March 24th had a total reach of 163 and views of 69 views.

# TACTIC 1.3: PAID PROMOTION

### Completed Tasks

- Ad boosted 1/5 scheduled advertisements on March 26th
  - 2-day campaign
  - \$25 per day
- Developed ad target audience

## Instagram Analytics

March 28, 2021



Posted on 23/03/2021, 11:01

❤️ 20
💬 1
🔖 1

<p><b>Interactions</b></p> <p style="text-align: center; font-size: 24px; font-weight: bold;">15</p> <p style="text-align: center;">Promotion Clicks</p>	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">Visit Profile</td> <td style="text-align: right; width: 50%;">18</td> </tr> <tr> <td colspan="2" style="padding-left: 20px;">83% from promotion</td> </tr> <tr> <td style="padding-top: 10px;">Visit Website</td> <td style="text-align: right; padding-top: 10px;">1</td> </tr> <tr> <td colspan="2" style="padding-left: 20px;">100% from promotion</td> </tr> </table>	Visit Profile	18	83% from promotion		Visit Website	1	100% from promotion	
Visit Profile	18								
83% from promotion									
Visit Website	1								
100% from promotion									
<p><b>Discovery</b></p> <p style="text-align: center; font-size: 24px; font-weight: bold;">4,532</p> <p style="text-align: center;">People reached</p> <p style="text-align: center;">97% weren't following you</p> <p style="text-align: center;">93% came from your promotion</p>	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">Impressions</td> <td style="text-align: right; width: 50%;">7,369</td> </tr> <tr> <td colspan="2" style="padding-left: 20px;">84% from promotion</td> </tr> </table>	Impressions	7,369	84% from promotion					
Impressions	7,369								
84% from promotion									

## **Results**

This promotion had the Instagram goal of increasing profile visits. This goal was chosen to strengthen CityStudio North Vancouver's Instagram following while also directing them to the website from the Instagram profile.

The target market was successful and the promotion reached the residents of British Columbia, aged 13-59.

The promotion received 15 clicks with 18 profile visits but only one website visit and no new followers.

The following Instagram promotions will have the Instagram goal of clicks. We believe this goal will be the most beneficial to generate the most leads for the HUBBUB event.

## **1.4: EMAIL MARKETING**

### **Completed Tasks**

- Curated list of recipients from SurveyMonkey data
- Created e-mail body, subject line and date of release on Google Docs
- Shared Google Doc with Adele to finalize and distribute

## **Results**

The email titled "It's Here — HUBBUB #4!" was successfully distributed on March 23rd by Adele. The number of RSVPs from the e-newsletter is unknown, however, on March 24th, HUBBUB #4 finally reached 20 confirmed attendees.

## RSVPS TO HUBBUB

### Completed Tasks

- Each HUBBUB post had a call to action to RSVP (on all social media platforms)
- Used #NorthVanHUBBUB on each post
- The Linktree URL has the HUBBUB RSVP link at the top
- WOM communication with friends, family, and peers at school and work

### Results

The initial goal was to **increase HUBBUB's attendance rate by 25% from the previous year, reaching a minimum of 200 RSVPs by April 2021.**

As of March 27, 2021, CityStudio North Vancouver has received 73 new RSVPs. The breakdown is the following:

Municipal + Partner Organization Staff	6
Elected Official	2
CapU Staff + Faculty + Leadership	41
CapU Student	17
General Public	8

Including the registers from HUBBUB #3, the total attendees comes to 230 attendees. Thus, the attendance rate objective has been exceeded, however, we are still welcoming people to register for the event and learn more about the city projects.

# RESULTS & MEASUREMENT

## STRATEGY 2: COMMUNITY RELATIONS

### 2.1: COMMUNITY ENGAGEMENT

#### Completed Tasks

- Created Linktree landing page
- Created HUBBUB posters
  - QR code with analytics
- Printed 50 copies at Staples
- Purchased tape and protective covers from Amazon
- Distributed posters on March 19th in North Vancouver

#### Linktree Landing page



## QR Code Analytics



**HUBBUB Campaign** Edit

Type: url  
Short-Url: <https://qr1.be/UL3Z>  
Created: 03/10/2021 13:59

- 9 scans from the date of distribution to the date of removal
  - March 19-21
  - 3 days total

Share on   **9 Scans**

## Results

There were approximately 3 scans per day. If this campaign was not disrupted, we predict there would have been approximately 100-120 total scans; if implemented for 6 weeks, which was the initial goal outlined in the PR plan.

## 2.2: #HASHTAG CAMPAIGN

### Completed Tasks

- Created #ILoveMyCity hashtag
- Created media content with tools from the City of North Vancouver
- Created a call-to-action
  - Q&A initiative for users to share their interests

## Call-to-Action

## Results

The call-to-action post is CityStudio North Vancouver's **2nd Top Post** on Instagram with 25 likes.

The post has 6 comments from users engaging with the post and sharing how they will contribute to the City of North Vancouver's goal: The Healthiest Small City in the World.

Laurie Prange also shared this post on LinkedIn.

Top Posts		
Based on interactions		
1		34 Likes Mar 11
2		25 Likes Mar 19
3		24 Likes Mar 15

# CLIENT MEETINGS

1

## **JANUARY 27 @ 12-12:30PM VIA MS TEAMS**

The first meeting to learn more about what the campaign should look like and what the HUBBUB digital project showcase is. A PR plan draft would be discussed in the next meeting.

2

## **FEBRUARY 5 @ 1-2PM VIA MS TEAMS**

The PR plan draft was presented and evaluated with Adele. Key revisions were made note of for the final PR plan copy.

3

## **FEBRUARY 24 @ 12-12:30PM VIA MS TEAMS**

The final PR plan was presented with the adjustments from both Jane and Adele. The scope of the timeline was also readjusted and pushed back by 2 weeks.

4

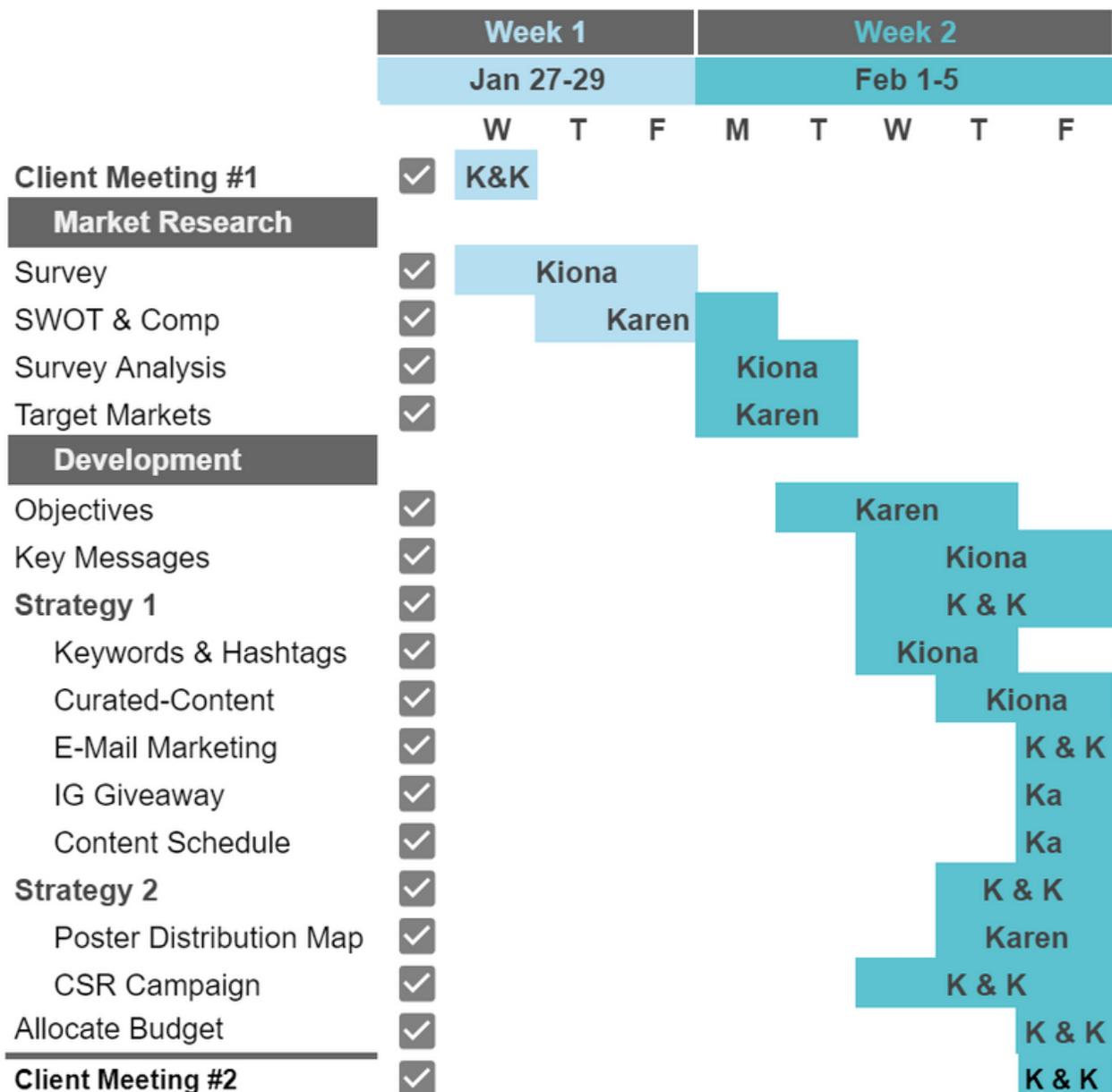
## **MARCH 4 @ 4:30-5:30PM VIA MS TEAMS**

The content schedule was presented and the themes and designs of each content post were reviewed.

# TIMELINE

## PHASE 1: RESEARCH AND PLANNING

The research and planning phase consisted of the first 2 weeks of the project and was conducted from January 27 to February 5. The draft PR plan was presented to the client on February 5.



# TIMELINE

## PHASE 2: IMPLEMENTATION

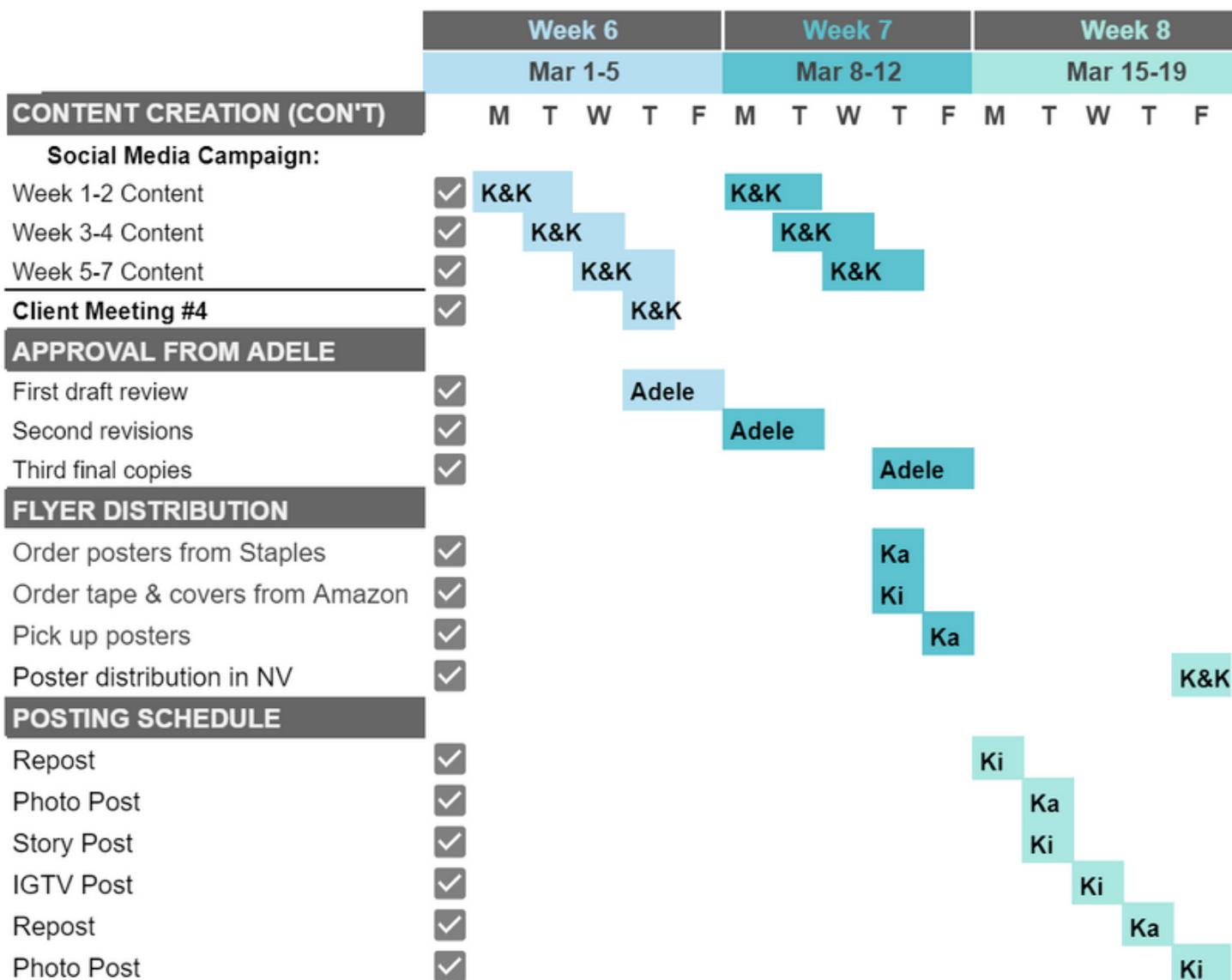
The implementation phase was a 6-week period consisting of creating content and client meetings. From the client meetings, we realized that the scope of timeline was out of reach and should be pushed back by 2 weeks.

Some content was also either omitted, as stated in the tactics, or changed to a later date, hence why it's crossed out.

	Week 3 Feb 8-12					Week 4 Feb 15-19					Week 5 Feb 22-26				
	M	T	W	T	F	M	T	W	T	F	M	T	W	T	F
<b>CONTENT CREATION</b>															
Linktree & QR code	<input checked="" type="checkbox"/>			Ki											
Poster Draft	<input checked="" type="checkbox"/>			Ka											
<b>Social Media:</b>															
Event teaser	<input checked="" type="checkbox"/>						Ki							Ki	
CSR initiative	<input checked="" type="checkbox"/>							Ka						Ka	
Giveaway & updates	<input checked="" type="checkbox"/>						Karon							Karen	
Countdown posts	<input checked="" type="checkbox"/>						Kiona							Kiona	
<b>E-NEWS COPYWRITING</b>															
Event RSVP	<input checked="" type="checkbox"/>							Ki							
Giveaway & Reminder	<input type="checkbox"/>							Ka							
Client Meeting #3	<input checked="" type="checkbox"/>													K&K	

## PHASE 2: IMPLEMENTATION

The content creation was split up into 7 weeks for posting. Each content post needed its first, second, and final revisions, and approvals from Adele. The flyer distribution took place on March 19, with posting across North Vancouver. The first week of content posting is also included. The next 6 weeks of content posting also consist of a similar number and types of posts.





# TIMELINE

## CONTENT SCHEDULE

[Please click here to view the full content schedule](#)

The social media content schedule is a 7-week long calendar for all types of posting on all social media platforms, mainly Instagram. The content schedule was created on Google Sheets and follows a colour scheme for each type of post to keep organized (See legend).

The following is included for each post:

- Date
- Time
- Post type
- Name of the content post in the OneDrive
- Name(s) of person(s) responsible
- Caption
- Hashtags
- Additional Notes

Content Key:
Photo Post
IGTV/Reels
Instagram Ads
Story
e-Newsletter
Repost

All photo posts are published on the 3 social media platforms. Stories from Instagram are also shared on Facebook. Videos, reposts, and advertisements are solely posted on Instagram. Content is scheduled using the platform, Hootsuite, for posting.

SOCIAL MEDIA (CONTENT CREATION)										
WEEK 1 - MAR 15-19										
<input checked="" type="checkbox"/>	Monday, March 15	11:00	Kiona	City of North Vancouver	Repost to feed					#CityStudioNorthVancouver #CityStudioNorthVancouver #CaplanoUniv #CapU #CityofNorthVancouver #NorthVancouver
<input checked="" type="checkbox"/>	Tuesday, March 16	11:00	Karen	HUBBUB teaser #1	Photo	Create on Canva	"HUBBUB Post 1"	We are excited to announce our HUBBUB digital project showcase is coming to you this spring! Make sure to follow us and stay tuned for further details.		#CityStudioNorthVancouver #CityStudioNorthVancouver #CaplanoUniv #CapU #CityofNorthVancouver #NorthVancouver
<input checked="" type="checkbox"/>	Tuesday, March 16	11:00	Kiona	HUBBUB teaser #1	Story	N/A	(relay IG post to story)	Check out our new post! Exciting things to come!		#CityStudioNorthVancouver #CityStudioNorthVancouver #CaplanoUniv #CapU #CityofNorthVancouver #NorthVancouver
<input checked="" type="checkbox"/>	Wednesday, March 17	01:00	Kiona	Past Projects	IGTV/Reels	CSNV	Library Space: RoomReader	To get you excited about the new projects this semester, we wanted to remind you of the great projects we've had in the past! This is RoomReader, a sonic device placed to track how many people pass it. This is an innovative way to keep track of occupancy levels in these social distancing times. Be sure to attend HUBBUB #4 on April 29!		#CityStudioNorthVancouver #CityStudioNorthVancouver #CaplanoUniv #CapU #CityofNorthVancouver #NorthVancouver #UniversityStudents #Entrepreneurs #CityofNorthVancouver #VirtualIS
<input checked="" type="checkbox"/>	Thursday, March 18	11:00	Karen	North Van Arts	Repost to story					#CityStudioNorthVancouver #CityStudioNorthVancouver #CaplanoUniv #CapU #CityofNorthVancouver #NorthVancouver
<input checked="" type="checkbox"/>	Friday, March 19	11:00	Karen	City strategic goals	Photo	Create on Canva	"City strategic goals 1"	CityStudio North Vancouver supports the City of North Vancouver's strategic vision: The Healthiest Small City in the World. We love #NorthVancouver and #SustainableDevelopmentGoals. How will you contribute to a greener future? Let us know in the comments! @cityofnorthvancouver		#LoveMyCity #CityStudioNorthVancouver #CityStudioNorthVancouver #CaplanoUniv #CapU #NorthVancouver #ILove
WEEK 2 - MAR 22 - 26										
<input checked="" type="checkbox"/>	Monday, March 22	11:00	Karen	Enactus Capilano	Repost to story					#CityStudioNorthVancouver #CityStudioNorthVancouver #CaplanoUniv #CapU #CityofNorthVancouver #NorthVancouver
<input type="checkbox"/>	Tuesday, March 23	11:00	Karen	Posters in North Van teaser	Story	Take picture of posted poster (in person)	N/A	"eye emoji"		#CityStudioNorthVancouver #CityStudioNorthVancouver #CaplanoUniv #CapU #CityofNorthVancouver #NorthVancouver
<input checked="" type="checkbox"/>	Tuesday, March 23	11:00	Karen	HUBBUB teaser #2	Photo	Create on Canva	"HUBBUB Post 2"	CityStudio North Vancouver inspires students and optimizes their success through engaging and challenging work to prepare them for their future endeavours! Be sure to attend the HUBBUB digital project showcase happening on April 29 from 10 am - 12 pm. RSVP today!		#CityStudioNorthVancouver #CityStudioNorthVancouver #CaplanoUniv #CapU #CityofNorthVancouver #NorthVancouver
<input checked="" type="checkbox"/>	Tuesday, March 23	11:00	Adele	RSVP Newsletter	eNewsletter	MailChimp		(On Google Doc)		#CityStudioNorthVancouver #CityStudioNorthVancouver #CaplanoUniv #CapU #CityofNorthVancouver #NorthVancouver
<input checked="" type="checkbox"/>	Wednesday, March 24	11:00	Kiona	Past Projects	IGTV	CSNV	Community Safety: Mobile Detox Unit	#Teamwork at its finest! These Capilano students nailed their collaborative project last semester. We can't wait to share new projects at #NorthVanHUBBUB. Free RSVP! Link in bio		#CityStudioNorthVancouver #CityStudioNorthVancouver #CaplanoUniv #CapU #CityofNorthVancouver #NorthVancouver #UniversityStudents #Entrepreneurs #CityofNorthVancouver #VirtualIS #StudentProjects #Innovation #Collaboration #Community
<input type="checkbox"/>	Thursday, March 25	11:00	Karen	Tangible Poster in NV community	Photo	Take picture of posted poster (in person)	N/A	We're getting excited! Check out our posters across North Vancouver. Tag us when you see one!		#CityStudioNorthVancouver #CityStudioNorthVancouver #CaplanoUniv #CapU #CityofNorthVancouver #NorthVancouver #Shipyards #LynnValley #CityStudioNorthVancouver #CaplanoUniv #CityofNorthVancouver #NorthVancouver #NorthVan #FreeEvent!
<input checked="" type="checkbox"/>	Friday, March 26	11:00	Kiona	HUBBUB AD #1	IG AD			(promote HUBBUB showcase #4)		#CityStudioNorthVancouver #CityStudioNorthVancouver #CaplanoUniv #CapU #CityofNorthVancouver #NorthVancouver

# WORK SAMPLES

## PUBLISHED CONTENT: PHOTO AND VIDEO POSTS

**HUBBUB #4**  
DIGITAL PROJECT SHOWCASE  
APRIL 29, 2021  
10 AM - 12 PM

FREE ENTRY! RAFFLE PRIZES!  
EXPLORE CITY PROJECTS!

city of north vancouver CITYSTUDIO NORTH VANCOUVER CAPILANO UNIVERSITY

Liked by capoeiraachebrasil and others  
citystudionorthvan We are excited to announce our HUBBUB digital project showcase is coming to you this spring! Be sure to follow us and stay tuned for... more  
March 16

0:59

**LIBRARY SPACE**  
Connor Johst, Duncan Ford, Taylor Hillier  
Instructor: Banda Logawa  
In partnership with North Vancouver City Library

Watch IGTV Video CITYSTUDIO NORTH VANCOUVER CAPILANO UNIVERSITY

Liked by iamkarenha and others  
citystudionorthvan Library Space · To get you excited about the new projects this semester, we wanted to remind you of the great projects #CityStudioNorthVan has... more  
March 17

1:01

**COMMUNITY SAFETY**  
Cody Norton Steeple, Liam Stock, Valentina Ripanu  
Instructor: Laurie Prange Martin  
In partnership with North Vancouver RCMP

Watch IGTV Video CITYSTUDIO NORTH VANCOUVER CAPILANO UNIVERSITY

Liked by stephaniewells4 and others  
citystudionorthvan Community Safety: Mobile Detox Unit · #Teamwork at it's finest! These students nailed their collaborative project last semester... more  
View all 2 comments  
1 day ago

**CITYSTUDIO**  
NORTH VANCOUVER

HUBBUB #4

Digital Project Showcase  
April 29, 2021  
10 AM - 12 PM PST

FREE ENTRY! RAFFLE PRIZES! CITY PROJECTS!

city of north vancouver CITYSTUDIO NORTH VANCOUVER CAPILANO UNIVERSITY

Liked by serenabonneville and others  
citystudionorthvan CityStudio North Vancouver inspires students and optimizes their success through engaging and challenging work to prepare them for their... more  
nvcfire 🙌❤️👏

## PUBLISHED CONTENT: DISTRIBUTION POSTER

**FREE ENTRY! RAFFLE PRIZES! CITY PROJECTS!**

**YOU'RE INVITED TO**

# **HUBBUB #4**

**DIGITAL PROJECT SHOWCASE**

**APRIL 29, 2021 | 10AM-12PM**

**RSVP TODAY!**

[WWW.CITYSTUDIOCNV.COM](http://WWW.CITYSTUDIOCNV.COM)

**SCAN THE QR CODE TO LEARN MORE!**



 /citystudio-north-vancouver  @citystudionorthvan  /citystudionorthvan

## PUBLISHED CONTENT: E-NEWSLETTER

### It's here—CityStudio HUBBUB #4 on April 29

CapU CityStudio 3 days ago to me

**Discover Innovative Student Projects**  
*How can we create pandemic-friendly public space activations?  
 How might we foster a more diverse fire department workforce?  
 How do we incorporate an equity and health lens into environmental policy?*

These are just some of the topics being explored at the CityStudio North Vancouver end-of-term showcase, **HUBBUB #4**, on **Thursday, April 29 from 10 a.m. – Noon**.

Let's celebrate some of the most exciting projects developed by CapU students for the North Vancouver community.

- Explore the virtual exhibit hall and meet showcase presenters in live video booths.
- Connect with CapU instructors, municipal staff, elected officials and other community leaders.
- Vote for your favourite ideas and celebrate the winning teams!

**Raffle prizes**  
 Attendees have a chance to win raffle prizes, including gift cards to Etsy, DoorDash and Amazon.

**REGISTER TODAY—Access the event platform**

Unavailable on April 29? You can still register to gain access to the showcase and sessions following the event.

### HUBBUB #4

#### Digital Project Showcase

A celebration of innovative student projects for the community.

**April 29, 2021**

10:00 AM  
Event Launch + Speakers

10:15 AM  
Project Showcase + Networking

11:45 AM  
Live Voting + Raffle + Winners Announced

**REGISTER TODAY!**

**What is CityStudio North Vancouver?**  
 We are a CapU initiative that facilitates collaborative projects between students and City of North Vancouver staff. As part of a course assignment, participants tackle a real challenge or opportunity in collaboration with a municipal partner and produce a deliverable that could impact the future of the North Van community. [Check out past projects on our website.](#)

Wishing all of you a great rest of the term and we look forward to connecting soon.

The CityStudio North Vancouver Team  
 Adele Therias  
 CityStudio Project Lead  
 Academic Initiatives and Planning

# FUTURE CONTENT



**RSVP FOR HUBBUB #4**

**FREE ENTRY!**

**RAFFLE PRIZES TO BE WON:**  
\$50 AMAZON, \$25 DOORDASH, \$25 ETSY

**DIGITAL PROJECT SHOWCASE**  
**APRIL 29, 2021**  
10 AM - 12 PM

[/citystudio-north-vancouver](#) [@citystudionorthvan](#) [/citystudionorthvan](#)




**CITYSTUDIO NORTH VANCOUVER**

**READY FOR HUBBUB?**  
1 MONTH TO GO




**GIVEAWAY**  
**GIVEAWAY**  
**GIVEAWAY**  
**GIVEAWAY**  
**GIVEAWAY**  
**GIVEAWAY**  
**GIVEAWAY**



**CITYSTUDIO**  
NORTH VANCOUVER



**HUBBUB #4**  
**Agenda**

- 10 AM Event Launch
- 10:15 AM Project Showcase + Networking
- 11:45 AM Live Voting + Raffle Prizes + Winners announced



# CITYSTUDIO NORTH VANCOUVER CONTENT REPOST

Via Laurie Prange, School of Business Professor at Capilano University

**HUBBUB #4**  
DIGITAL PROJECT SHOWCASE  
APRIL 29, 2021  
10 AM - 12 PM

**FREE ENTRY! RAFFLE PRIZES!**  
**EXPLORE CITY PROJECTS!**

[in /citystudio-north-vancouver](#) [@citystudionorthvan](#) [/citystudionorthvan](#)

**city of north vancouver** **CITYSTUDIO NORTH VANCOUVER** **CAPILANO UNIVERSITY**

♥ 💬 📍 📌

Liked by capucdc and others

prangemartin #repost @citystudionorthvan We are excited to announce our HUBBUB digital project showcase is coming to you this spring! Be sure to stay tuned for further details on our collaborations with @capilanou and @cityofnorthvancouver

# USER-GENERATED CONTENT: REPOSTS

**citystudionorthvan**  
North Vancouver, British Columbia

**cityofnorthvancouver**

Liked by itsabreese and others

citystudionorthvan Appreciation #Repost from @cityofnorthvancouver

Art in Progress. Talented Studio in the City youth artists are creating mini murals to be displayed at The Shipyards. #NorthVan #TheShipyardsCNV #StudiointheCity

We love witnessing events in our community ❤️ #Thankful

March 15

@northvanarts

Take a look at @northvanarts #northvanartcrawl story in the #northshorenews

Congratulations on the feature! Such beautiful artwork 🎨

ENACTUS CAPILANO x THE SWIFT PEOPLE

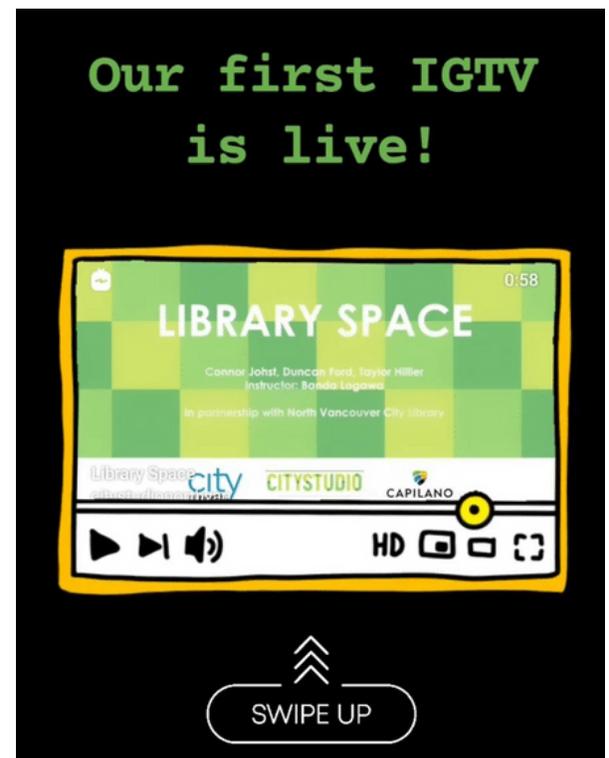
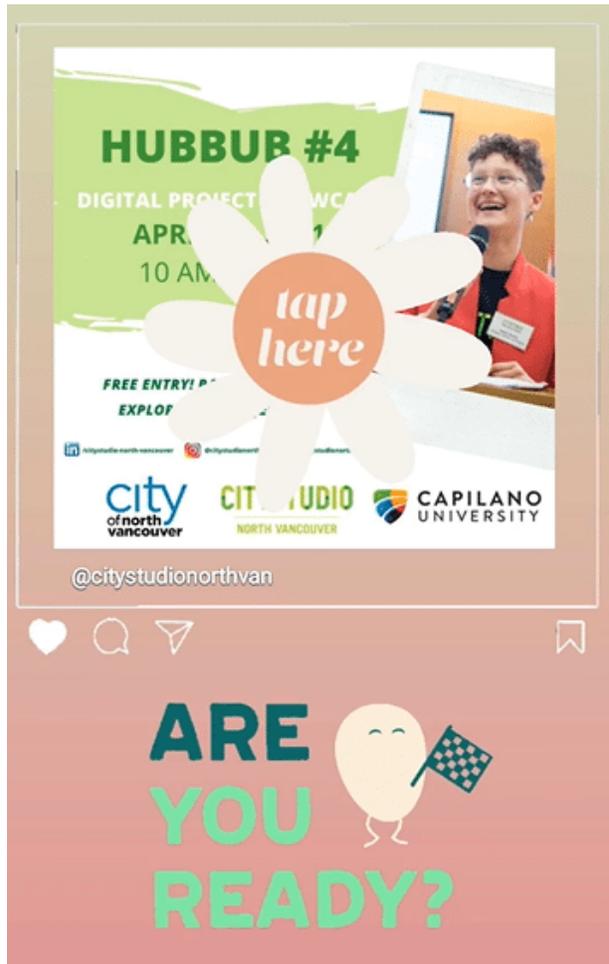
GUEST SPEAKER: SANDRA GODOY

**BREAKING**  
*perfection*

@enactuscapilano

check out @enactuscapilano's webinar tomorrow at 11:30am! Register with the link in their bio

# INTERACTIVE INSTAGRAM STORY CONTENT



# ADDITIONAL CONTENT

Join us for HUBBUB #4:  
Thursday April 29th  
10 AM – 12 PM

[Register Now!](#)

## RSVP and Incentive Confirmation Email

**HUBBUB 4 - Free breakfast for you!** Inbox ☆

North Vancouver HU... Mar 24 ← ⋮  
to me ▾

**Lisa,**

Thank you for your RSVP to the CityStudio North Vancouver HUBBUB #4 showcase! As one of the first 20 registrants, you will receive a \$20 Doordash gift card to bring your own breakfast, lunch, or other snacks to the event. I will send the giftcard to the email you used for registration by 5 PM on April 28th. If you would like me to use a different email, or if you do not wish to receive this gift card, please reply to this email to let me know.

I look forward to connecting with you soon.

Warmly,  
Adele Therias  
City Studio Project Lead



## APPENDIX B: PRESS RELEASE BY KAREN

[Click here to view the press release in PDF format](#)



### FOR IMMEDIATE RELEASE

April 22, 2021

#### CITYSTUDIO NORTH VANCOUVER CELEBRATES ITS 4<sup>TH</sup> HUBBUB DIGITAL PROJECT SHOWCASE ONLINE

*CityStudio North Vancouver collaborates with CNV and CapU to go virtual for its 4<sup>th</sup> HUBBUB project showcase on April 29 with free entry and raffle prizes*

North Vancouver, BC – CityStudio North Vancouver is hosting its fourth HUBBUB showcase virtually on April 29, 2021, from 10 am – 12 pm (PST) via Zoom. With help from their City of North Vancouver partners and Capilano University students, the organization recognizes the best projects each semester. The event will have free entry, raffle prizes, and a judging panel to help select the most promising projects.

“HUBBUB is an amazing showcase,” says Adele Therias, CityStudio Project Lead at CityStudio North Vancouver. She goes on to say, “It’s a great opportunity for our communities to connect and learn more about the co-created projects. Each project is unique in its own way.”

CityStudio North Vancouver is proud to present the top fifteen collaborations, where guests can vote on their favourite ideas. Each project idea is based on reaching the City of North Vancouver’s strategic goals to becoming “The Healthiest Small City in the World” and bringing the community together.

Residents of North Vancouver and Capilano University students are encouraged to RSVP via Pheedloop when obtaining their free ticket to a community-building and educational showcase.

**About CityStudio North Vancouver** - *CityStudio North Vancouver is an innovation hub collaborated with the City of North Vancouver and Capilano University to co-create projects for the community. CityStudio North Vancouver experiments with possible ideas to make the city a more liveable space. The organization stemmed from its sister-organization, CityStudio Vancouver, and was created in 2019.*

-030-

#### Engage with us on social media:

**Instagram:** @citystudionorthvan

**Facebook:** /citystudionorthvan

**LinkedIn:** /citystudio-north-vancouver

**Hashtag:** #NorthVanHUBBUB

#### For interviews, images, or additional information, contact:

Adele Therias, CityStudio Project Lead

[adeletherias@capilanou.ca](mailto:adeletherias@capilanou.ca)

778-683-8347

## APPENDIX C: PRESS RELEASE BY KIONA

[Click here to view the press release in PDF format](#)

# CITYSTUDIO

## NORTH VANCOUVER

**FOR IMMEDIATE RELEASE**

March 4, 2021

### **CITYSTUDIO NORTH VANCOUVER PRESENTS VIRTUAL SHOWCASE**

#### *HUBBUB #4*

North Vancouver, BC – The virtual showcase: *HUBBUB #4* is a complimentary webinar for North Vancouver residents, staff partners and students together to celebrate the most innovative collaborative projects by Capilano University students, presented by CityStudio North Vancouver on April 29<sup>th</sup>, at 10:00 AM PST.

Originally launched in September 2019, this spring marks the fourth *HUBBUB* event. Projects are showcased and organized by CityStudio North Vancouver, and partners Capilano University students with their partner organizations in the City of North Vancouver.

The goal is to provide the community's emerging professionals with relevant Work-Integrated Learning, to further their skillset and optimize their success. This year's event aims to reach North Vancouver residents who may not already have a connection with CityStudio North Vancouver.

"I'm excited to share CityStudio North Vancouver has been renewed for 3 more years at Capilano University," says Adele Therias, Project Lead at CityStudio North Vancouver. "The development of student projects is a tremendous benefit for the community. We are thrilled to have received the support to continue this journey. These students are innovators for the City of North Vancouver, and we can't wait to share the new projects at *HUBBUB #4*."

Event attendees will have the chance to vote for their favourite projects and mingle with the CityStudio team, City staff, students, faculty and instructors, and others in the innovation community.

To join and celebrate the community, and to learn more about the CityStudio initiative for North Vancouver, visit <https://citystudiocnv.com/events/> to RVSP to *HUBBUB*.

*CityStudio North Vancouver is a member of the CityStudio Network: a global movement of cities working with post-secondary institutions for civic benefit. We are an experimentation and innovation hub where Capilano University students collaborate with the City of North Vancouver staff and partners to co-create projects for the community.*

-030-

**For interviews, additional info and to reserve tickets, contact:**

Adele Therias

[adeletherias@capilano.ca](mailto:adeletherias@capilano.ca)

778-683-8347