Who am I?

- Recent graduate from Alberta School of Business
- Former Pandas Basketball player & UAB President
- Now working for Athletics as their promotions & marketing campaign coordinator
The Project - Athletics

• The Golden Bears & Pandas are pursuing a large scale marketing & promotions campaign

• Looking to increase community presence, brand awareness, & knowledge of upcoming events

• One of our largest identified demographics is UAlberta Students
The Situation - Students

- There is a major desire to connect as a student body and generate school pride.
- An entire year away from campus and peers creates a need for major investment in campus life.
- Golden Bears & Pandas events provide a massive opportunity to facilitate student life & meaningful connections.
Golden Bears and Pandas are currently planning on addressing expressed student needs in the following ways:

- GB&P Activation on Campus
- Student Targeted Ad Campaign
- Increased partnerships w/ Campus Groups
- Giveaways + Contests for Students
- Student Events + Theme Nights
- Hiring Student Ambassadors
Most Importantly:

The Golden Bears and Pandas #1 Goal is to improve our relationship with the UAlberta student body, and provide opportunities that will enrich the UAlberta student experience for all.
Next Steps:

We are looking to collaborate in as many ways as possible with the SU, student groups, and residences.

We believe the SU & the Golden Bears and Pandas have a number of shared goals and we want to work together to reach them!
WE WANT TO HEAR FROM YOU!

IF YOU HAVE ANY EVENTS, NEEDS, OR CONTACTS, PLEASE LET ME KNOW!

CAMEO@UALBERTA.CA
QUESTIONS?

THANK YOU FOR TUNING IN!

QUESTIONS?