

# ICOM 210 Assignments

Live Event

# What You'll Do

## Overview

Social networks and community work best when they combine real-world experiences with cyberspace networks. In order to grow your site, it's important to establish real world networking opportunities as well.

These events can manifest in many different ways, but they should take to heart "The Strength of Weak Ties," the Socio Technographic profile, and Bartle's work on game mechanics.

In other words: don't just get your friends to help you.

## Objectives

- Develop a theoretical framework for motivating people to contribute to an online community through a real-world event as demonstrated by a pre-report.
- Identify potential opportunities to build an offline networking event and use community-building frameworks as demonstrated by the live event
- Analyze the net result of the event through the lens of community-building frameworks as demonstrated by the post-mortem report

# 2 Components

- **Pre-Report:** planning for your event
  - **Post Mortem:** analysis after the fact
- \* Your grade comes at the end, but there are benchmarks along the way you must hit in order to receive feedback

# Pre-Report (1-2 pages)

Should Include	Should Not Include
Goal	Describe in 1-2 sentences your specific goal in launching this live event. (Hint: Do not make this generic, such as “I want people to learn about my site.” You want measure-able goals.)
Description	Describe in 2-3 paragraphs who you are targeting, where you will do your event, what materials you will need, and how long you expect the project to take.
Theory	Describe which community-building frameworks you are using, and how specifically they will manifest in your event. Bullet points are fine.
Task List	I will not approve your live event until you have a thorough task list, which lets me know that you understand the time commitment and that you have spoken with appropriate stakeholders.
Finish Date	

# Post Mortem (1-2 pages)

Should Include	Should Not Include
Introduction	2-3 paragraph description of the events, where it took place, and the circumstances surrounding the event. You should summarize the positive and negative elements
Application of Theory	3-4 paragraphs analyzing how the theoretical use of community-building frameworks played out within your live event
Application of Project Management	2-3 paragraphs analyzing your Task List, and deconstructing your work flow
Analyzing Analytics	2-3 paragraphs discussing specific numbers: participants, new users, content created, interactions with people.
Works Cited	