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Giving Butterflies

The Cardinale Creative Bursary



You may choose ONE of these four ideas and write a one-page brief with creative content and provide one strong visual to go along with your idea. Your paper will be judged by a Bursary Review Team from the MPI Toronto Chapter.

1. You have been hired to launch a brand-new product for an event marketing company. Choose the product, choose the creative content, and add what type of social media best suits this product. Create the invitation for the media, and what you want their experience to be. Visuals are important to the final brief. Think like an event professional and show your ability to be creative and imaginative. Your virtual presentation will be sent through an on-line submission form. Content does not have to be longer than one page.

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1. You have just joined a production company who is known for executing luxury large scale events for non-profit organizations. You have been given the task of finding all of what is required to virtually bring this event together. Choose your title, your idea, your invitation, the experience, the entertainment, the food, and the swag. Your virtual presentation will be sent through an on-line submission form. Content does not have to be longer than one page.
2. You have been asked to produce a celebrity event for a local charity. The headliner is James Corden. Your boss asks you to choose a hybrid venue, the virtual invite, the social media, and the experience the guests will have upon arrival and throughout the evening. Attention to detail is paramount and the crowd consists of wealthy philanthropic members of this elite community. Your virtual presentation will be sent through an on-line submission form. Content does not have to be longer than one page.
3. You have just joined Conference Direct as a DMC who takes groups out of town for conferences. Due to COVID and travel regulations, you are now challenged with creating a local virtual event that provides the same exciting experience. Your task is to brainstorm and create ideas for this virtual experience. Choose your virtual venue, your tech partner, your entertaining idea, your swag and the length of your event the. Your job is at stake and your superior needs ideas that will “wow” the client. Your virtual presentation will be sent through an on-line submission form. Content does not have to be longer than one page.

Here is the link to apply for the bursary:

<https://app.smartsheet.com/b/form/41d44e72cdce4a64bceda6d7b20288c3>

We look forward to seeing your submission and the creative you put behind it.

Virtually Yours,

Janice Cardinale