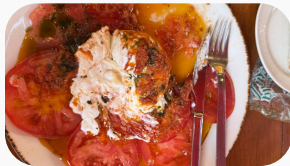
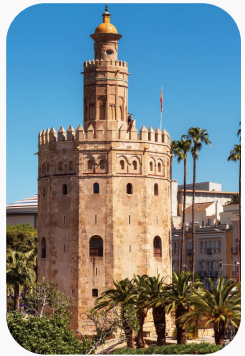


# See Ya In Sevilla



# Today's Agenda

1 Objectives and Details of the Event

2 Highlight the theme of the event

3 Logistics of the date and time

4 Food

5 Layout

6 Publicity and Swag

# Objectives

1

Network and share information about the trip

2

Celebrate Spanish culture to inform and excite the prospective students

3

Partner with Auburn's College of Liberal Arts to extend outreach and collect those with similar majors.

4

Picture this.

# Our Goal

The main takeaways we want attendees to remember from our event are the benefits of taking a smaller, more focused trip while abroad. We want them to clearly see the PR focused benefits in addition to seeing all that Sevilla has to offer, including the unique community that is built.

# TARGET AUDIENCE

1

PR STUDENTS

2

CLA STUDENTS

3

ANYONE IN UNDERGRAD WHO'S  
MAJOR WOULD BENEFIT FROM  
PR!!

# SPECIAL GUESTS

1

THE PROFESSORS GOING  
ON THE TRIP

2

ALUMNI FROM THE TRIP-  
SUCH AS US

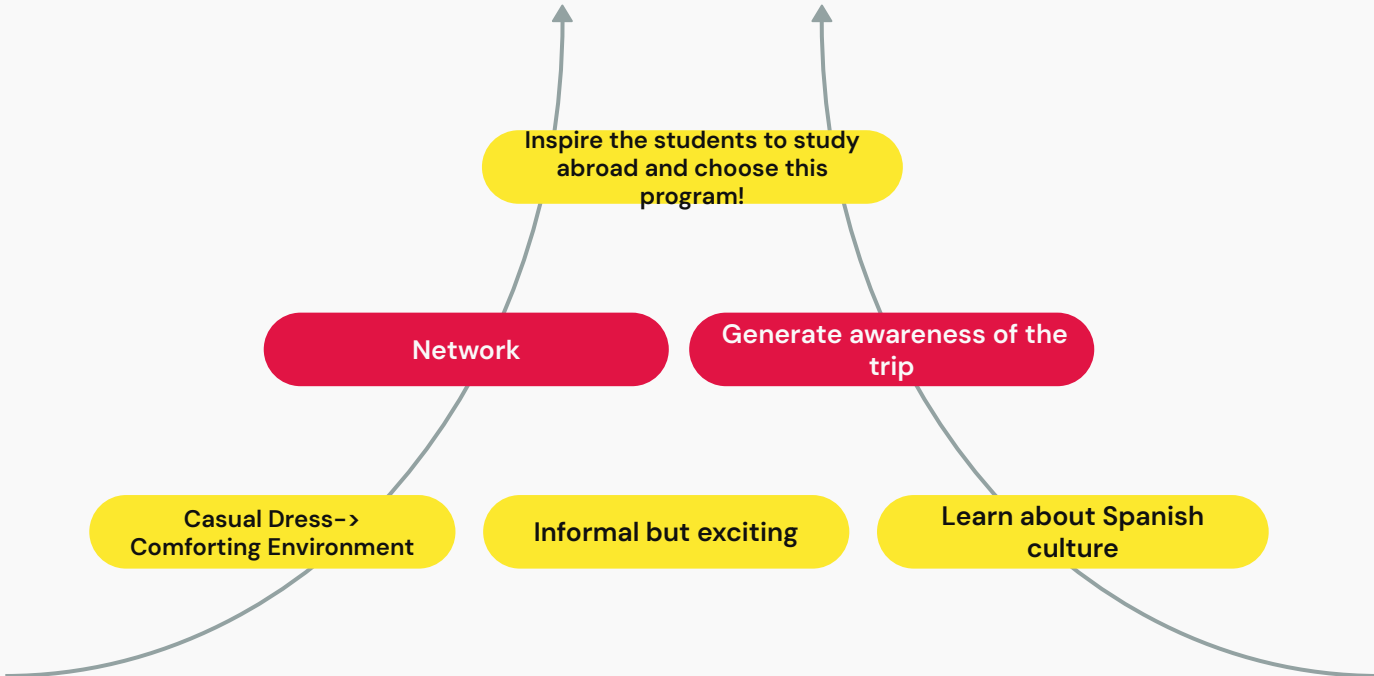
3

COLLEGE OF LIBERAL  
ARTS ACADEMIC  
ADVISORS

4



# DESIRED OUTCOMES



# OUR EVENT THEME AND WHY EACH ASPECT IS IMPORTANT

1

## SPANISH CULTURE

Highlights the vibrant, immersive experience students will have in Seville

2

## PUBLIC RELATIONS

Connects the trip to students' academic and career goals, showing how they'll gain global PR skills in a real-world setting.

3

## TRAVEL

Appeals to students sense of adventure and personal growth, making the opportunity feel inspiring and transformative.

# HOW WILL THIS THEME BE DISPLAYED?

Every aspect of our event will reflect the theme of Spanish culture, PR, and travel. By having the theme be displayed throughout the event, we hope to deliver a cohesive experience.

## Activities



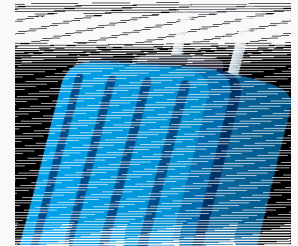
## Entertainment



## Food



## Decorations



# Activities/ Entertainment

1

Mingle + tapas with a visit from Aubie

2

Presentation- the professors the masters of the ceremonies

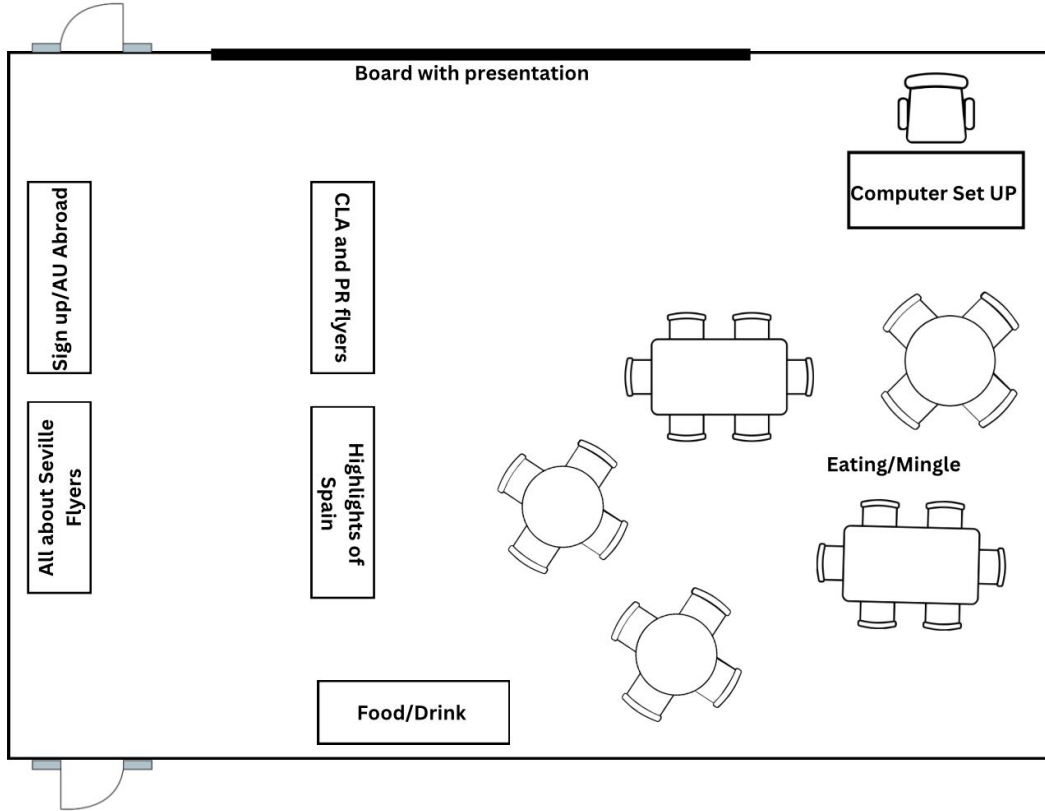
3

Q&A with the professors, alumni, and advisors

4

Last minute questions and sign up

# FLOOR MAP



## Tables:

1. All About Seville
2. AU Abroad + Sign Up
3. CLA FLYers
4. Highlights of Spain

# FOOD

- We will serve traditional Spanish dishes.
- The importance of a meal is a major part of Spanish culture, and by serving traditional Spanish Tapas we are showing attendees a literal taste of that culture.



## Tapas & Trends

SPEAK THE LANGUAGE OF PR —  
FROM AUBURN TO ESPAÑA

### **Croquettes**

Breaded and fried croquettes

### **Jamón y Queso Platter**

Cured ham and Spanish cheeses

### **Patatas Bravas**

Crispy potatoes with a spicy tomato sauce

### **Tortilla Española**

Spanish potato and egg omelet

### **Pan con Tomate**

Toasted bread with tomato and olive oil

### **Marinated Olives**

Olives marinated in herbs and spices

### **Churros**

Fried pastry with a dusting of sugar

# AMBIANCE

The overall ambiance should feel like the alumni of the trip are passing down their experiences, and that the new students are entering a special community. This is achieved through the sharing of memories and the connections made in Sevilla.

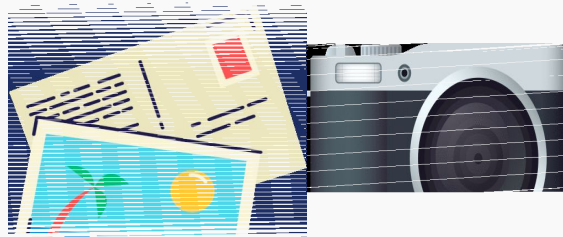
THEME MOTIFS



COLOR SCHEME



SEVILLA TABLE



TRADITIONAL SPANISH MUSIC



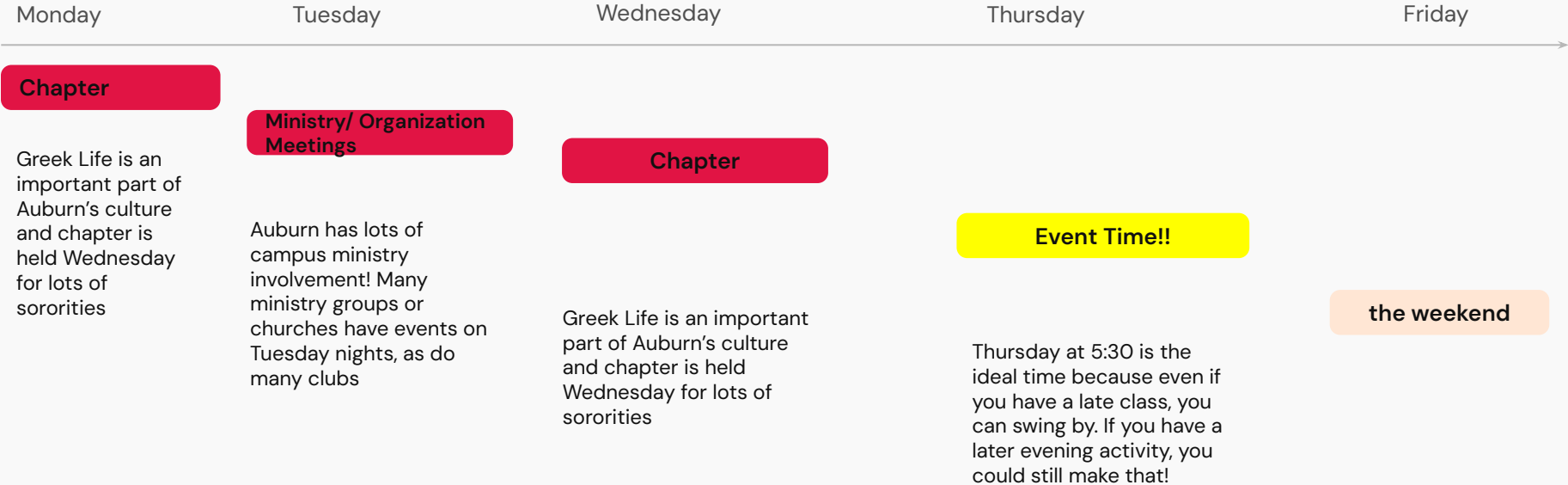
# LOGOS TO USE



**AUBURN UNIVERSITY**

College of Liberal Arts

# Date and Time- Auburn Culture



# Melton Student Center

you know her, you love her



# Publicity: Flyers & Insta



# Publicity: Media Pitch



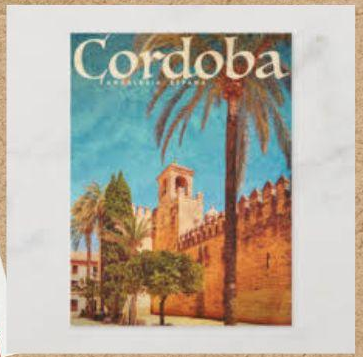
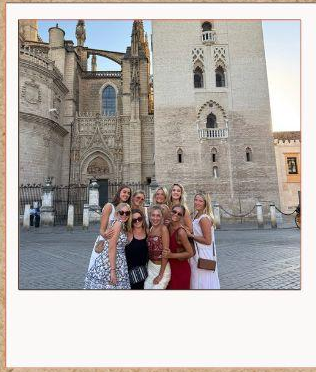
# SWAG



During the Q&A, we will hand these out to the first three people to ask questions! This can lead to fun conversations about our experiences in Spain Starbucks



Ideally, our sponsor would be the Auburn College of Liberal Arts! The CLA would be excited about this because this trip needs more highlighting and encourages engagement with the CLA.



# SEE YA IN SEVILLA

