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## Learning Success through Creative Marketing

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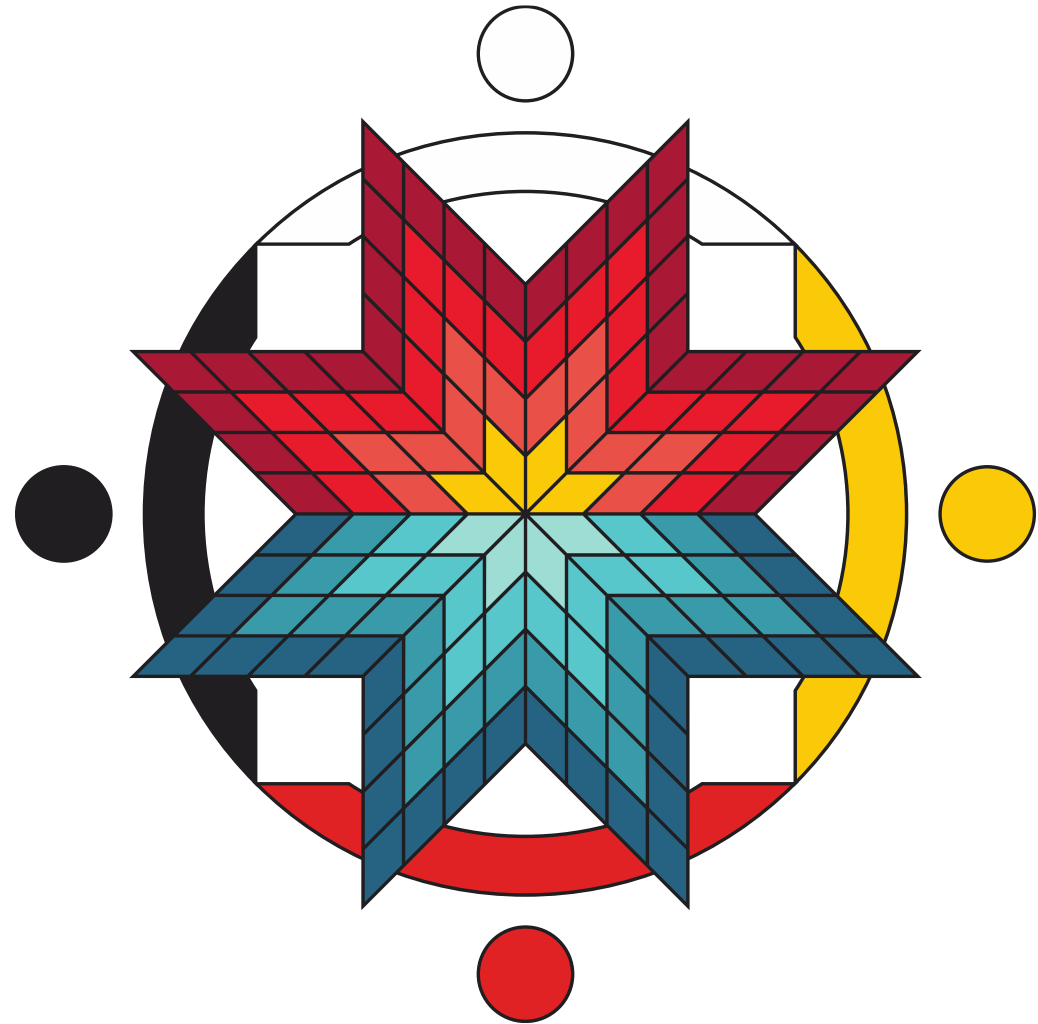
Jenny Yen, Alumnus, George Brown Polytechnic

# Land Acknowledgement

George Brown Polytechnic is located on the traditional territory of the Mississaugas of the Credit First Nation and other Indigenous peoples who have lived here over time.

We are grateful to share this land as treaty people who learn, work and live in the community with each other.

**Learn more about GBP  
Land Acknowledgement.**

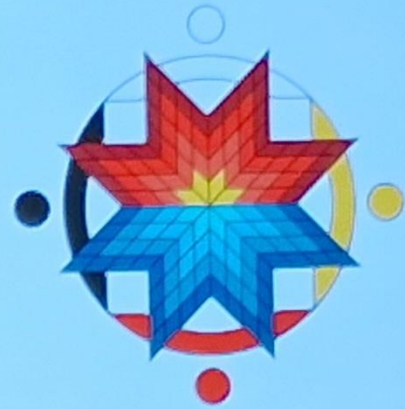


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# Agenda

- Introduction
- Motivate Learners to work in groups and deepen their knowledge about the course theory through Creative Marketing
- Teaching approach in Practice by Manis and David
- Teaching approach in Practice by Jenny
- Class Activity to practice the Marketing Approach in Teaching
- Q&A Session



# Classroom Challenge

- **ISSUE:** Learners would not always be particularly motivated to study the course material and work on complex assignments.
- **OBJECTIVE:** Happy learning and Course understanding.
- **APPROACH:** As a new teaching approach, Learners created groups at the beginning of each business Course. They were encouraged to create groups and brand their own imaginary company related to the Course.



# Learners Are Encouraged to Create

An original name and a logo of an imaginary company, a mission statement, an imaginary website, accounts on social media platforms: Facebook, LinkedIn, Instagram, etc., a Team photograph/avatar, Happy Customers testimonials, a theme song, a mascot, uniform with a logo, and some marketing materials that *would support their own imaginary company's branding and align with their target market's consumer behaviour in order to offer one of the two:*

- **Happiness**
- **Solution to their problems**



# Research and Align

- Along with branding, in 9 business courses at GBP Learners were encouraged to study consumer behaviour of their target market and work on data, statistics and analytics of their competition, to better communicate their uniqueness in a segment.
- In this process studying Course theory in a fun and interactive manner with a purpose became meaningful and impactful.
- All Course assignments had to align with the group's company objectives matching their Prospects' needs, wants, demands and expectations. The group offers products and services that would fulfill one of the 2 main marketing goals - selling a positive experience or offering a solution to their problems - and therefore ensure those Potential Customers' positive purchase decision.



# Positive Outcomes of Our Approach

- As a result, Learners became motivated to apply their Course findings, passion and creativity when working on assignments, along with studying the course theory in a fun and interactive manner.
- To summarize, this marketing and branding activity for 9 business Courses crystallized Learners' true calling. Our brilliant Students - many of whom are now GBP proud Alums - became more confident in communicating their objectives to their audience. Their critical thinking, self-esteem developed, and ultimately - their career objectives became more crystallized.



# Successful Class Engagement since 1991

When teaching English at  
a Polytechnic University, I  
encouraged my Students to  
identify:

- Who they are/ their true calling
- How their Team stands out from  
the competition
- To whom what they are good at  
will be of value (Target Market)
- How to align the 3 criteria



# General Teaching Approach

- Help your Students identify who they are, where they excel
- Assist in crystallizing their career goals
- Learners identify a “shortcut” to identify where they feel they are the best fit, through the course theory
- Learners are equipped with tools to engage in a meaningful conversation
- Share modern techniques to create and deliver a concise, consistent and engaging presentation
- Learners are more confident in their career and happy in life as they navigate through their learning at the Polytechnic



# Introducing a New Teaching Approach

Successful Teamwork and an Imaginary Company creation were achieved in the following 9 courses:

Global Tourism

Career Preparation

Marketing and Entrepreneurship

Culinary Tourism

Event Planning & Delivery

Sponsorship and Fundraising

Conferences and Meetings

Selling Destinations

Social Media Marketing



# Brand Your Own Imaginary Co.

- Create a Team of your enthusiastic Peers to make your Course tasks a Success
- Make Team pictures and your own avatars: Meet Our Team!
- Create an original name aligned with your Products or Services and be aware of the Copyright Act, RSC 1985, C-42 [RSC 1985, c C-42 | Copyright Act | CanLII](#)
- Create your company's original logo
- Work on a mission statement to be concise, articulate and appealing to your Target Market
- Create your own website: engaging, fun and relevant to the subject matter
- Create your accounts on at least 3 social media platforms
- Identify what the competition does well
- Work on your unique approach to stand out from the competition
- Have 2-3 Testimonials from Happy Customers
- Make a jingle or a joyous song related to your product or services



# Align Your Co. Branding with the TM

Important to remember to align/match your imaginary company's mission and vision with Products/Services that you provide, with your Target Audience's consumer behaviour:

- Needs
- Wants
- Demands
- Expectations



# Education Research Findings regarding Groups

Blair Smith, Professor at the School of Marketing at George Brown Polytechnic shared the following findings at the 2025 Humanities Conference

<https://www.gtaweekly.ca/its-time-to-start-thinking-about-post-secondary-students-as-customers-says-toronto-researcher-in-unveiling-first-of-its-kind-study/>

Professor Smith also stated that “they uncovered a lot of negative feelings related to group work, particularly when groups are larger than 4 members”.




## Group Work and Collaboration

Rate the frequency with which you do the following statements.



	NEVER	SOMETIMES	USUALLY
I am comfortable using a variety of collaboration tools such as Google Docs or Office 365 to work on group assignments.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am comfortable using a variety of communication tools such as WhatsApp, Zoom, Google Meet, Teams or Facebook Messenger.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can delegate tasks and work to create even and equitable workloads amongst group members with deadlines.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I connect with group members when assignments are given.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can understand differing perspectives.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am able to communicate with group members when expectations are not being met.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I create agendas and take notes for group meetings.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Next →



## LIFECYCLE EVENT - 100 GUEST WEDDING

MANIS PANDEY  
DAVID COGDELL  
GEORGE BROWN COLLEGE  
HOSPITALITY-HOTEL OPERATIONS MANAGEMENT  
HOST-1043  
LARYSA KALYTA, MBA

# Manis & David: Tall & Short Events

We have planned and delivered unique and memorable events in GTA since 2016

## **Our success is attributed to the following:**

Know what makes your Customers happy

Creativity in Entertainment

Best Dollar Value

Partnerships with Supply Chain

Sustainability

Safety & Security



# THE MEN BEHIND THE MEMORABLE WEDDING EXPERIENCE



## **Mr. Tall – Manis Pandey**

Manis Pandey, originally from Nepal, has called Toronto home since 2018.

A people person at heart, Manis loves nothing more than providing clients with unique and positive memories.



## **Mr. Short – David Cogdell**

David Cogdell is from many places but has spent most of his life in Trinidad in the West Indies. From his international experience, David loves organizing events that highlight culture and different ways of life.



# MISSION STATEMENT

## MAKING MOMENTS MEMORABLE

At Tall & Short Events, we aim to make every event, whether it be tall or short like us, or big and small, into a magical and unforgettable moments, for the Guests to forever remember the Celebration of Love



Yasmin & Khalid's Wedding

Theme: Under the Sea

100 Guests

Ripley's Aquarium of Canada

Sat, June 26, 2027, at 4-11PM

Budget: \$288K all-in



# WHO ARE OUR CUSTOMERS?

Tall & Short Events' clientele is colourful and varied.

Our core customers usually fit into the following profile:

DEMOGRAPHICS	INTERESTS	PURCHASING POWER
<ul style="list-style-type: none"><li>• Young Professionals (20 – 40)</li><li>• Hospitality &amp; Finance</li><li>• Middle to High Income Bracket</li><li>• Tertiary Education</li><li>• Live within 100km of the GTA</li></ul>	<ul style="list-style-type: none"><li>• Travel</li><li>• Art &amp; Culture</li><li>• Social Media</li><li>• Health &amp; Wellness</li><li>• Community</li></ul>	<ul style="list-style-type: none"><li>• Luxury Goods</li><li>• Brand Loyalty</li><li>• Unique Experiences</li><li>• Social Media Influence</li><li>• Philanthropy</li></ul>



# Our Valued Partners in Event Supply Chain

**Tall & Short Events** is proud to share that we have trusted relationships with many valued partners in the GTA. These collaborations allow us to provide highly customised quality weddings for our clientele's specific and individual needs:

Metro Toronto Convention Centre, Hyatt and Four Seasons Hotels for the Venue

ELEMENT Event Solutions for décor, additional furniture and event expendables

O&B and L-Eat Catering for F&B

AV-Canada for Audio and Visual

SOCAN Artists for entertainment

Staging Canadell for the Venue set-up

DUUO for Event Insurance



# TESTIMONIALS of Happy Customers

- *“Absolute professionals with a clear interest and passion in what they do. I would definitely hire them again to celebrate the birth of my next child.” – Ram*
- *“Top Tier event planners in Toronto. They made my promotion one of the most memorable nights of my life!” – Alvin*
- *“**Tall & Short Events** know how to create the most personal and celebratory events. They hosted an event for me when I got my job at Four Seasons, and I couldn’t have been happier. The Instagram Wall was PERFECT!” - Dimple*



# Creativity in Entertainment

## List Entertainment Activities:

- 1) Classical violin trio
- 2) Dance floor with a Dance Instructor
- 3) Sweet memories of Bride and Groom shown on the screens as a constant pictures collage
- 4) 360-degree rotating platform
- 5) 3D DJ
- 6) A Photo Booth
- 7) An Instagram Wall



# Appeal to 5 Senses and Rationale

IMPORTANT to Remember:

Rationale for choosing an event's Décor Design/Venue/Menu and Entertainment have each to align with your Customers' preferences, a website for each type of entertainment and a video



# Why TALL & SHORT EVENTS?

## PERSONAL REASONS

- WE TREAT EVERY EVENT AS IF IT WERE OUR OWN
- CUSTOMER SATISFACTION IS OUR TOP PRIORITY
- WE PRIDE OURSELVES ON CREATING UNIQUE EVENTS
- PERSONALISATION IS EVERYTHING
- CULTURALLY SENSITIVE
- NO EVENT IS TOO BIG OR TOO SMALL
- CREATIVITY IS OUR CALLING
- EVERY MOMENT CAN BE MEMORABLE







# Contact SHORT&TALL Events Today for a Free Life Celebration Quote

## Tall & Short Events:

Our Team of gifted Professionals has what it requires for your unique event experience

Along with our trustworthy Partners, we learn what brings you happiness, apply our creativity and deliver your Celebration for Decades to remember

Find us with just one click on the following media platforms

**Check out our latest Projects** come to life on YouTube with behind-the-scenes moments on TikTok!



# Outcomes from the HOST1043 Course

As a result of working in a Team on creating a relevant imaginary Co.:

- 1) We studied the course theory in a “happy learning” manner
- 2) Presentation and communication skills are added to our Portfolio
- 3) Ability to create an insightful and informative presentation on a given subject matter is our forte: informative, concise and consistent
- 4) Align all presentation components to deliver value to your Audience
- 5) Engage with the audience through Kahoot, Slido, Menti surveys
- 6) Our confidence improved and passion crystallized



# JENNY YEN: Imaginary OFFLINE Café Concept

## **Course:**

Marketing and Entrepreneurship



# Offline Cafe

a New Cafe concept to Relax and Enjoy Life



Signal Lost. Connection Found!

The Logo is in black and white. It shows a person in a cup of beverage with a boy relaxing in the coffee cup, and the wording "OFFLINE Café" underneath.

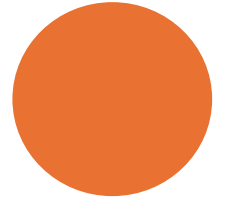


# Offline Cafe

Offline cafe is a “third place” where there is a clear intent to help you can unplug, unwind and reconnect with one another. For those who are exhausted by tech, here is your oasis.

## Mission Statement

Recreate third spaces where human connection, community and socialization is rebuilt. Here you can rediscover the joy of connection, what it’s like to be amongst one another. To be here, to be present, to e away From the stress of constantly being on and online. Come and join us in the offline movement. Just like the old times.



# Unique Positioning to Communicate and Connect



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# Competition in the Area



# Know Your Target Market

## Personality

1. They love slow mornings and minimalistic aesthetics
2. Follow accounts about journaling, reading, cottagecore but live in the city
3. They constantly want to “Touch Grass”
4. On the weekends, they go to Flower markets, pottery classes, and buy stickers
5. Dating profile will say “looking for someone to sit in comfortable silence with”

## Careers (chronically online)

1. Students of nearby colleges and polytechnics
2. Young professionals who reside in the area
3. Creatives (content creators, video editors, etc.)
4. Freelancers

## Spending

1. Specialty coffee
2. Journals
3. Books
4. Slow Brunches
5. Stickers from independent artists at the Art Bazaar
6. Flowers at the Flower market and St. Lawrence Saturday Markets

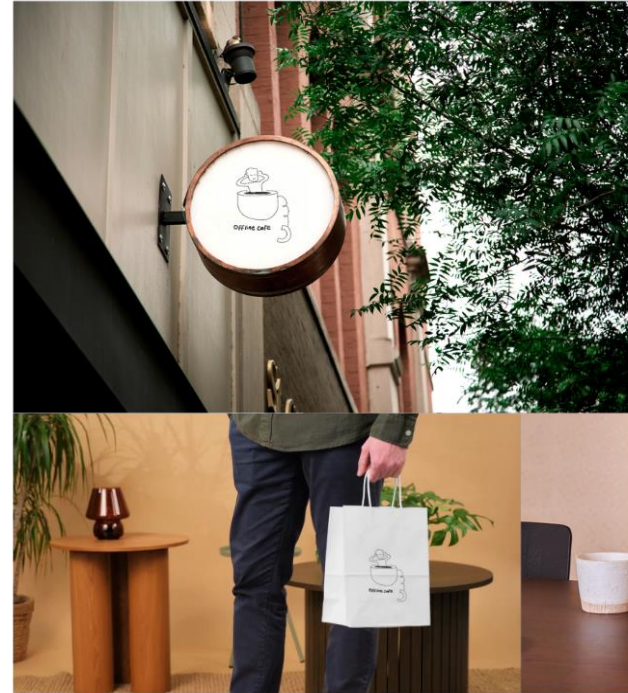


## Habits

1. Takes Yoga & Pilates classes at Sweat and Tonic
2. Follows Trends on Tiktok, Instagram, X
3. Takes videos of themselves
4. Constantly needs a matcha latte with oat milk
5. Brings their own recycling bag and containers when grocery shopping
6. Will be caught sunbathing at Trinity Bellwoods or Christie Pits Park



# Packaging and Design



# Fun at the OFFLINE Café

- Communicate
  - Play a board game
  - Read
  - Draw
  - Solve Puzzles
  - Do crosswords
  - Do journaling
  - *So much more!* As long as you allow others to enjoy our Café
- Enjoy the Silence  
Pray  
Meditate  
Listen to the Music  
Write a book  
Start a blog  
Knit



# Why OFFLINE Café?

Great ambiance with lounge music

Chance to meet great people who share the same values as you

Great quality of food and beverages

New cozy furniture and chic design

Best dollar value

Sustainability as we use local farmers produce as much as we can

Safe and secure dining



# Learning Outcomes from the Course

- 1) Deeper understanding of the Marketing and Entrepreneurship Course theory at George Brown Polytechnic
- 2) My presentation and communication skills have been mastered
- 3) Creation of an insightful and informative presentation on a given subject matter is now my specialty: informative, concise, relevant and consistent
- 4) Alignment of a presentation components is crucial for bringing value to the audience
- 5) I engage with the audience through Kahoot, Slido or Menti
- 6) My self-esteem has improved and my passion has crystallized

# NOW: Let Us Work in Groups of 2 (TWO) to Create Your Own Imaginary Co. in 10 Minutes

**Course:** Social Media Marketing

*What would be your:*

Original Name?

Original Logo and Co.? Please draw it

Mission Statement?

Identify your Target Market (15-25 criteria)

Creative approach

Testimonials

How you stand out from the competition

Your official website

Your account on LinkedIn, Facebook, Instagram

Appeal to 5 senses



# How well do these statements describe the presentation?

- The purpose of the presentation was clear.
  - The examples were relevant to educators. 0 skips
  - The ideas felt practical to apply.
  - The pacing worked well for the amount of content.
  - The presentation held my attention.
- Strongly disagree Strongly agree



menti.com  
1622 8434

Waiting for participants

# What Challenges do Learners Face?

- Academic Success
- Motivation
- Work in Teams
- All the Above



# What Approach was Suggested in This Presentation?

- What do Learners expect to receive from your Course?
- What are their 3-year objectives?
- Engage in learning process through creating
  - your Team
  - your Imaginary Company related to the Course
  - make it unique and engaging
  - as a result, find a “shortcut” to your Career objectives



Name 5+ Imaginary Company Elements

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# Has this Presentation Been of Value to You?

Please describe in what way.

Do you think you will use this approach in your teaching in the future?



# Q&A Session

**BIG Thank-YOU!**

**for your time to participate in our interactive Session**

Manis Pandey

David Cogdell

Jenny Yen

Larysa Kalyta

