

Name: Mark O'Donnell

Position Contested: Vice President for Events and Engagement

Course: Event Management Final year

Hey, I'm Mark and I'm running to be your next vice-president for Events and Engagement with TU Dublin Students Union on the City Campus. I'm a final year event management student in Cathal Brugha Street, and I'm currently in my second year as President of Societies.

Throughout my five years in college I've been elected to many positions, sat on multiple committees, organised loads of events and just in general have good experience of what does and doesn't work.

Experience

- Event Society Committee – 4 years
- Student Council – 4 years
- Chairperson Event Society 16/17 & 17/18
- Class Rep 16/17
- School Rep 17/18
- Suits Ball organising committee 15/16, 16/17, 17/18
- Training and Leadership Chairperson on Societies Executive 17/18
- Organiser Grangegorman Big Day Out 17/18, 18/19, 19/20
- Organiser Darkness Into Light Grangegorman 17/18, 18/19, 19/20
- Event and Stage manager Dance Intervarsity's 2019
- President of Societies 18/19 & 19/20
- Board of Directors DITSU CLG 18/19 & 19/20

During my time here, I've been part of organising some of the biggest events, such as the Suits Ball, which was the largest formal ball in DIT, and Darkness Into Light which has raised €17,500 in the last two years, and we are currently getting set to welcome 400+ people to Grangegorman again this May.

From having run events on campus for the last 5 years I know the various people you need to work with to get an event up and running; from buildings and estates managers, health and safety, insurance etc. I'm also best placed to run more events in Grangegorman once 10,000 students arrive there in September as I've already organised Darkness Into Light, the Big Day Out, and 2 colour runs for the Event Society there.

As an event management student I've also worked in events outside of college for the last 5 years, working on huge events such as Punchestown Race Festival, Taste of Dublin and City Spectacular, as well as working for event companies working for clients such as DLR County Council, Jameson, Absolut, Vodafone etc. providing installations at events like Body and Soul, Castelpalooza, Beatyard, the Big Grill and many more.

My Plans

Improve Fresher's and Rag week

The last two years the Freshers Ball hasn't sold out, while the rest of the weeks events only catered to a small amount of students, with limited promo for the whole week. Similarly, many students weren't even aware Rag week took place recently.

I intend to work with staff and students to secure better line-ups for big events like the Freshers Ball to get students excited and it sold out, to plan more events over both weeks, have bigger promo campaigns, and ensure a lot more students are involved in planning and working on events, as well as attending.

Bring back Ents Crew

The Ents Crew have been a vital part of any successful Ents Officers term and has been the place where many students first get involved with student life and go on to run their own events and for elections across a variety of positions.

I will start recruiting people for the Ents Crew from when Freshers first get their offers, holding regular meetings, getting them involved in running some of our biggest events, having crew nights out, using their ideas and suggestions and have them run some of their own event ideas.

Better promotion campaigns for all events

Engagement with the SU and events have been a bit low recently, and part of the way to bring the buzz back is to have more events with bigger promotion campaigns so everyone knows what's going on and how to get involved. We need to bring back class addresses, handing out flyers, massive posters in the foyers and getting out and talking to students as well as putting a post on Facebook to advertise what we're putting on.

Raise more money for Charity

Rag week is the main time of year for the SU to raise money for our chosen charity, but we need to aim to do more throughout the year and hit bigger targets. We have 20,000 students, so we should be looking to break figures of in or around €5000 and be targeting our record amount of €20,000 in a year.

Shave, wax or dye, endurance challenges, group entries to events like tough mudder, mini marathon etc. can all be new ways to raise more money throughout the year.

New events

I want to look at bringing in some new events along with the ones like Drag Race, outdoor cinema, pub quiz's, Rock for Rag, Freshers Ball, paint party etc. that we already do.

Some ideas are:

GG Sports day, TU Dublin Bakeoff, Take Me Out, world record attempts, campus vs. campus competitions and look at bringing back a big SU formal ball.