

To: Dr. Maria Scott
From: Timothy Yi, Student
Date: June 19, 2023
Subject: After Action Report

Part I:

During ComicPalooza, held in Houston, Texas from May 25 to May 28, I had the opportunity to work in various roles. As the social media coordinator, content creator, PR media room assistant, and manager, I dedicated nearly 40 hours to the event from 8 a.m. - 9 p.m. everyday. My responsibilities included managing a team of individuals, such as Patty Mayoral, Jessica Wang, Jasmine Jiang, and Sofia Sarmanian, while the rest of the teammates focused on their specific tasks. Throughout the event, I collaborated closely with Director of Public Relations, Norma Diaz, Director of Marketing, Malina Christofferson, Murphie Mendez, and Social Media Coordinator, Cary Gordon.

Part II:

In preparation for the event, we had training sessions that proved to be valuable. At the beginning of the course, Houston First provided us with informative guides that were incredibly helpful. However, as a visual learner, I found the subsequent walk-throughs and in-person training to be even more beneficial. The combination of the guides and visual demonstrations during the venue walk-throughs with Norma and Melina helped me grasp the space better and discover the quickest routes to specific areas. Despite everyone's effective time management, there were moments when confusion, or unclear communication arose. These challenges were understandable considering the nature of the event, but overall, everyone worked diligently and contributed to its success. Based on my experience, I highly recommend PREP's participation in future events like this. This hands-on event allowed students to gain practical experience and explore different job positions within the live event industry. It provided invaluable insights and helped me determine my interest in pursuing a career in this field. While the articles and training manuals provided a framework and some expectations, I found that the in-person training and walk-throughs were more effective for me as a visual learner. The articles gave me a general understanding, but the practical experiences and visual guidance answered my questions and enhanced my understanding more comprehensively.

Part III:

During the fast-paced ComicPalooza weekend, we have various tasks we need to complete. It offered us exposure to different positions and fostering our task management abilities. These responsibilities included guiding the media, pitching ideas, content creation, and production, all are useful to our career development and provided comprehensive insights into various roles. The staffing distribution was effectively implemented, allowing for mutual learning and collaboration.

Among the participants, Jasmine Jiang stood out for her content creation skills, particularly through her photography. If I'm her supervisor, I would be impressed by her work. Furthermore, Sherry Ma demonstrated managerial prowess, such as solving problems and providing crucial support to mitigate any confusion that arose throughout the event.

In acknowledging individual performance, Jessica Wang and Sofia Sarmanian faced challenges in their assigned tasks because they are rising sophomores. Their underperformance can be attributed to their limited prior experience.

Reflecting on my own contributions, I take pride in executing assigned tasks with following instructions, and fulfilling my role as a worker effectively. The first day really helped me perfect my role as a worker. However, being the manager is something I still need to improve because of my lack of leadership experience. Moving forward, I want to enhance my ability to support problem-solving efforts and fulfill the responsibilities with a leadership position. While the training and videos helped me in ways, the Tactical Writing and Media Relations courses with Dr. Scott from previous semesters really equipped me with the necessary skills in precise writing, content production and assisting a live event.

Part IV:

During my time at ComicPalooza, I had the opportunity to work in various roles, which provided me with valuable learning experiences and skill development. As the Social Media Coordinator on Friday afternoon, I collaborated with the marketing team to create engaging captions, contributing to the growth of ComicPalooza's online presence. As a Media Room Assistant on Saturday morning, I learned how to effectively engage with the press and craft compelling pitches. Additionally, as a Social Media Content Creator, I gained experience in developing captivating content for platforms like Facebook, Instagram, Twitter, and YouTube to promote the event.

Through these roles, I also improved my communication and collaboration skills. Initially, I faced challenges in communicating effectively, but I realized the importance of teamwork and seeking assistance. By working closely with my classmates and actively engaging in group work, I learned to communicate better and build stronger collaborative skills.

One memorable moment for me was witnessing the content I created being used across various social media platforms. It was an amazing feeling to see my work and it helped me continue to produce high-quality content.

While there were challenges along the way, such as some classmates struggling with producing quality content, I realized the importance of a positive attitude and problem-solving skills. I asked other team members to teach those individuals in improving their content creation abilities.

Based on my experience, I highly recommend PREP participating in this event in the future. It offers a unique opportunity to engage in different industry positions and gain understanding of how a real-live event works. It was a helpful experience that provided valuable insights into the industry and allowed for personal and professional growth.