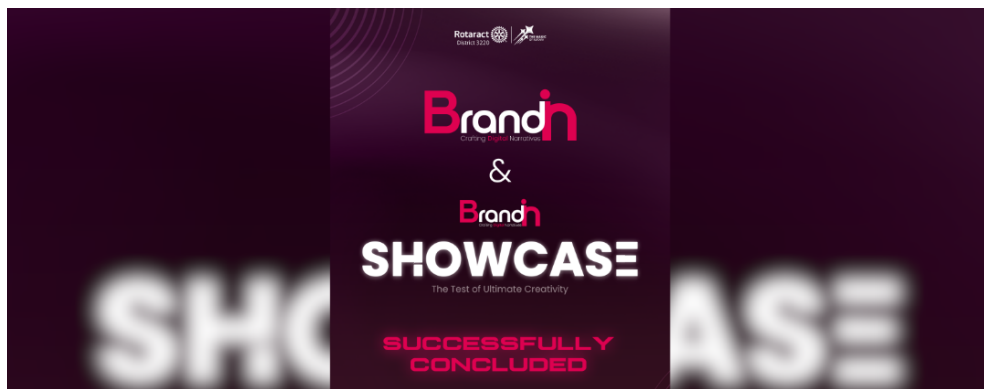# BrandIn 2025

Public Image

Submitted by
Rtr. Ahmadh Booso (President)
from the
Rotaract Club of Colombo Fort
Sponsored By
Rotary Club of Colombo Fort
Held on
May 31st, 2025
at the
BMS City College

Secondary Avenues

- Membership Development and Retention

Description

BrandIn 2025 is a flagship, district-level, multi-club professional development initiative designed to build the creative and digital competencies of Rotaractors across the island. As a successor to the highly impactful BrandIn 2024, this year's edition evolved into a more strategically designed bootcamp that blended **technical knowledge**, **practical learning**, and **competitive output**. It aimed to directly address a growing need within the Rotaract movement for **skilled branding, communication, and digital storytelling professionals** who could uplift club presence in an increasingly digital world.

The project targeted Rotaractors, university students, and young professionals passionate about content creation and branding. It was structured around two powerful phases:

Phase 01: Intensive Workshop Series

The first phase focused on **core knowledge delivery and skill building** through immersive workshop sessions delivered by experienced Rotaractors and industry experts. These parallel learning tracks allowed participants to choose one discipline to specialise in from the following:

1. **Graphic Design** – Introduction to Illustrator and Canva, design thinking, branding, and layout creation.
2. **Photography & Videography** – Camera handling, lighting, composition, and mobile/DSLR content creation.
3. **Meta Platform Management** – Social media strategy, algorithms, content planning, insights, and analytics.
4. **Web Development** – No-code website creation, WordPress basics, intro to HTML/CSS.

Each workshop session included:

- A theory-based introduction.
- Tool demonstrations.
- Peer exercises and group activities.
- Q&A sessions.
- Resource handouts and continued learning links.

Outcomes from Phase 01:

- 338+ registered participants.
- 4 simultaneous learning streams.
- Trained resource pool equipped for club-level branding.

Phase 02: Showcase Competition

Following the workshops, participants were given **discipline-specific assignments** aligned with real-world Rotaract branding needs. They had

7 days to submit their work based on the workshop content.

Submissions were evaluated by the same resource persons who conducted the training sessions. Each project was assessed on creativity, relevance, technical execution, and strategic alignment. Selected top entries were **showcased during the Awards Ceremony**, and the winners received medals, certificates, and internship opportunities.

Outcomes from Phase 02:

- Creative assignments submitted.
- Awards presented to winners

Objectives

- Develop practical skills in Graphic Design, Photography/Videography, Meta Platform Management, and Web Development.
- Bridge the creative knowledge gap within Rotaract by creating a pipeline of trained PR leaders.
- Encourage inter-club collaboration for district-wide public relations upliftment.
- Support the formation of sustainable, in-house PR teams in Rotaract clubs.

Goals

SDG Goals

- 4 - Quality Education
  - 4.3 Equal access to affordable technical, vocational, and higher education.
- 8 - Decent Work and Economic Growth
  - 8.2 Diversify, innovate and upgrade for economic productivity.
- 8 - Decent Work and Economic Growth
  - 8.6 Promote youth employment, education and training.

Rotary Area of Focus

- Economic and Community Development
- Basic Education and Literacy

Other focus Areas

Project Chair

Name	Volunteer Hours
Nafeel Casseem	230 Hours (Appox.)

Project Committee

Name	Volunteer Hours	Committee Role
Ahmadh Booso	200 Hours (Appox.)	Project Secretary
Theshani Weligamage	150 Hours (Appox.)	Project Treasurer
Yazeed Ahamed	120 Hours (Appox.)	Registration Coordinator
Miqdaad Mufeel	100 Hours (Appox.)	Admin Coordinator
	Total Hours	800 Hours

Club Participation

Club Name	Count
Rotaract Club of Mannar Town	1
Rotaract Club of Colombo Fort	5
Rotaract Club of Faculty of Law, University of Colombo	1
Rotaract Club of National Institute of Business Management	3
Rotaract Club of Matale	1
Rotaract Club of APIIT	1
Rotaract Club of Colombo Metropolitan	8
Rotaract Club of Colombo Uptown	4
Rotaract Club of University of Peradeniya	4
Rotaract Club of University of Ruhuna	4
Rotaract Club of University Alumni	3

Other Organization Participation

Organization Name	Organization Type	Count
BMS City College	other	2

District Steering Committee Participation

Name	Designation
Praneeth Madusanka	Public Relations Chair
Lochana Bandara	Sergeant at Arms
Savani Jayawickrema	Joint Director - Community Service

Santhamurthy Baalumurthy	Joint Director - Club Service
Sayumi Tissaaratchy	Joint Director - Club Service
Manusha Wickramarathne	Joint Director - Public Relations
Venuja Silva	Joint Director - Public Relations
Dinuki Perera	Joint Director - Public Relations
Apeksha Perera	Public Relations Chair
Dulan Samarawickrama	Joint Director - Community Service

Budget

Income

Description		Amount
Host Club Contributions		240000 LKR
	Total Income	240000 LKR

Expenses

Description		Amount
Photography		-12000 LKR
Refresments		-2560 LKR
Tokens of Appreciation		-3600 LKR
Awards		-2235 LKR
Certificates		-480 LKR
	Total Expense	20875 LKR
	Total	219125 LKR

Project Planning

Planning for BrandIn 2025 began in **September 2024**, with a multi-phase strategy and tight coordination between host clubs. The structure was built on learnings from BrandIn 2024, but with a significantly **expanded timeline**, **higher participant capacity**, and **refined workshop models**.

Key Planning Milestones and Meetings

Initial Structuring and Strategy

- **19th September 2024 (ExCo Meeting):**
  Set content framework for the pitch presentation, finalizing sections like objectives, structure, and timeline. Responsibilities divided among host clubs, and the shared content document was initiated.
- **25th October 2024 (Host Club Update Meeting):**
  Detailed planning of workshop formats, session lengths, and topic scope. Design, PR, and participant screening processes were confirmed.

Final Proposal & Budget

- Clubs were tasked with submitting:
  - Speaker LinkedIn profiles
  - Draft proposals
  - Budgets to the District for approval
- Quotation collection for sponsorship and event logistics began.

Pre-Event Coordination

- **January 4th 2025 (Meeting at Java, Bambalapitiya):**
  - Screening plan finalised: 3-day registration system, with a week-long backup.
  - Assignment criteria and award levels (Distinction, High Distinction) confirmed.
  - Venue options shortlisted: APIIT, IIT, ICBS, AMDT.
  - PR deadlines set for logo reveal, coming soon post, and trilingual captions.

Final Timeline (March 2025 Updates):

- **March 16** – Workshop Day
- **March 28–April 4** – Registration Open
- **April 5–12** – Assignment Period (Later pushed to mid April)
- **April 19** – Awards Ceremony (Later pushed to mid May)

Partner Clubs and Responsibilities

- **RAC Colombo Fort** – Event logistics, budget tracking, venue coordination, and award ceremony setup

- **RAC Colombo Metropolitan** – PR strategy, speaker introductions, refreshment management
- **RAC Colombo Uptown** – Coordinated web development stream, awards design
- **RAC University of Peradeniya** – Registration flow, captions (Sinhala/Tamil/English), tokens
- **RAC University Alumni** – Speaker acquisition, mentoring support
- **RAC Ruhuna** – Social media support, captions (Sinhala/Tamil/English)

Workshops & Resource Persons

1. **Graphic Design** – Led by Sandaru Sandeepa, who introduced Adobe Illustrator and Canva fundamentals, along with branding aesthetics.
2. **Photography & Videography** – Facilitated by Bhawantha Jayasanka, covering basic camera operation, composition, lighting, and editing with mobile and DSLR devices.
3. **Meta Platform Management** – Led by Mr. Rimzan Faiz, guiding participants on page optimisation, algorithm basics, content planning, and analytics.
4. **Web Development** – Conducted by Chamikara Samarasekara, focusing on building simple websites using no-code tools like Wix and an intro to HTML/CSS structure.

Each session included a combination of theory, demo walkthroughs, and interactive Q&A.

Participant Breakdown by Interest Area

Based on 281+ survey responses:

- **Graphic Design**: 39.1% overall interest
- **Photography and Videography**: 22.4%
- **Web Development**: 27.8%
- **Meta Platform Management**: 10.7%

This breakdown informed the workshop structure and helped ensure resource allocation aligned with participant expectations and needs.

Public Relations Plan

The PR strategy for BrandIn 2025 included a full-fledged, cross-platform campaign to drive awareness, registrations, and post-project visibility:

- **Teasers & Logo Reveal:** Countdown-style posts with sleek visuals
- **Speaker Features:** Introduction of each resource person with quotes and visuals
- **Event Reels:** Behind-the-scenes snippets, workshop highlights, and student testimonials
- **Post-Campaign:** Assignment highlights, closing ceremony moments, and digital certificates

All captions were **trilingual** (Sinhala, Tamil, and English) to maximise reach. Clubs adhered to a shared content calendar, ensuring visuals maintained brand consistency across all platforms.

PR links

https://www.linkedin.com/posts/rotaract-club-of-colombo-fort_conquer-the-skies-of-digital-media-with-brandin-activity-7298956373994655744-f7xz?utm_source=social_share_send&utm_medium=android_app&rcm=ACoAACtGkZ8BOH8t_o0gVVAnfOr8FCUPdXleKFo&utm_campaign=copy_link

https://www.linkedin.com/posts/rotaract-club-of-colombo-fort_rotaract-rid3220-themagicofrotary-activity-7297109506612740096-cZdV?utm_source=social_share_send&utm_medium=android_app&rcm=ACoAACtGkZ8BOH8t_o0gVVAnfOr8FCUPdXleKFo&utm_campaign=copy_link

https://www.facebook.com/share/p/1ByXK18jQM/

https://www.facebook.com/share/p/1G7NS6ANSJ/

https://www.facebook.com/share/p/1BZ8abbLZx/

https://www.facebook.com/share/p/16HQqcn3UJ/

https://www.facebook.com/share/p/18aJjawYM1/

https://www.facebook.com/share/p/1BvUgekJnT/

https://www.facebook.com/share/p/1Lq741DjGg/

https://www.facebook.com/share/p/19CzAepnKH/

https://www.facebook.com/share/p/1A8J6pE5KF/

https://www.facebook.com/share/p/16ag3rm6XN/

https://www.facebook.com/share/p/1AHiMyJkBN/

https://www.facebook.com/share/p/161ZTh5LUJ/

https://instagram.com/p/DGPWnFpIGPX/

https://instagram.com/p/DGc9m7nITNm/

https://instagram.com/p/DHDcGFMIYNb/

https://instagram.com/p/DHKJWomIdwn/

https://instagram.com/p/DHOAbruIBZf/

https://instagram.com/p/DHOAbruIBZf/

Benificiaries

- Registered workshop participants across clubs
- PR teams of participating Rotaract clubs
- Club designers and content creators

Partners

- BMS College

Outcomes

Short-Term Impact:

- Delivered immersive, hands-on training to 338+ registered participants
- Produced 100+ creative assignments across four domains
- Strengthened cross-club working relationships and digital PR capacity

Long-Term Impact:

- Supported the creation of sustainable in-house PR teams within clubs
- Built lasting mentor-mentee networks between speakers and Rotaractors
- Provided a replicable model for future capacity-building bootcamps across the district

Areas of Improvements

- Assign pre-workshop reading material or tutorials to enhance preparedness
- Offer access to trial versions of paid tools (e.g., Adobe Suite)
- Schedule post-event follow-up clinics or office hours with mentors

Gallery