



Sips & Stories

International Service

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Submitted by
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from the
Rotaract Club of Colombo Fort
Sponsored By
Rotary Club of Colombo Fort
Held on
January 04th, 2025
at the

Description

The Rotaract Clubs of College of Chemical Sciences, APIIT, Colombo Fort, Colombo Reconnections, Colombo West and Colombo Port City along with the Rotaract clubs of Coimbatore Cosmopolitan and Hyderabad North organised a successful and inspiring online session titled "Sips and Stories," designed to bring students, professionals, and community members together to celebrate entrepreneurship, innovation, and networking. The event featured four distinguished guest speakers who shared their experiences and insights, providing valuable strategies for overcoming challenges and achieving success in the

entrepreneurial world. Each speaker's story resonated with the audience, offering practical advice and personal anecdotes that inspired and motivated attendees. Interactive Q&A sessions followed each presentation, fostering an open and inclusive environment where participants could engage directly with the speakers and delve deeper into topics of interest.

The session's virtual format was crafted to encourage meaningful connections, with attendees joining from the comfort of their homes. The engaging discussions, complemented by opportunities for online networking, allowed participants to connect with like-minded individuals, exchange ideas, and explore potential collaborations, strengthening the bonds within the community. "Sips and Stories" successfully highlighted the Rotaract Club's dedication to fostering growth and innovation while creating a platform for learning, connection, and inspiration. The event left a lasting impact on all who attended, fueling their entrepreneurial journeys with energy and motivation.

Objectives

- * **Foster Entrepreneurship and Innovation:** Provide a platform for students, professionals, and community members to gain valuable insights, strategies, and inspiration from successful entrepreneurs.
- * **Promote Networking and Collaboration:** Facilitate meaningful connections among attendees to encourage exchanging ideas, experiences, and potential collaborations in an inclusive and engaging virtual setting.
- * **Encourage Knowledge Sharing:** Offer participants access to practical advice and real-world anecdotes through interactive discussions and Q&A sessions with distinguished guest speakers.
- * **Support Professional and Personal Growth:** Inspire attendees to overcome challenges, pursue their goals, and fuel their entrepreneurial journeys through motivational and educational content.
- * **Enhance Community Engagement:** Strengthen the bonds within the community by creating a space for shared learning and interaction, aligning with the Rotaract Club's mission of fostering growth and development.

Project Service Element

Sips and Stories exemplified the Rotaract Clubs' commitment to providing a high-impact, accessible service for the community. The service element of the event focused on delivering a valuable educational experience through the expertise of guest speakers, offering attendees the opportunity to gain insights into entrepreneurship, innovation, and professional growth. The interactive Q&A sessions further enhanced the service by encouraging direct engagement, fostering a sense of inclusivity, and allowing participants to connect with speakers and peers. Additionally, the virtual format of the session ensured broad accessibility, enabling individuals from diverse backgrounds and locations to participate, thus expanding the reach of the service. The event also facilitated networking opportunities, strengthening community bonds and promoting collaboration among attendees. This service element effectively contributed to the personal and professional development of all participants, aligning with the Rotaract Clubs' mission to empower individuals and foster growth in the community.

Goals

SDG Goals

- 4 - Quality Education
 - 4.4 Increase the number of people with relevant skills for financial success.
- 10 - Reduced Inequality
 - 10.3 Ensure equal opportunities and end discrimination.

Rotary Area of Focus

- Economic and Community Development
- Basic Education and Literacy

Other focus Areas

Project Chair

Name	Volunteer Hours
Manuli Uluwaththa	60 Hours (Appox.)

Project Committee

Name	Volunteer Hours	Committee Role
Anarghee Kulathunga	60 Hours (Appox.)	Project Secretary
Manusha Wickramaratne	36 Hours (Appox.)	Visual Content Editor
Ahmadh Booso	47 Hours (Appox.)	Content Review
Nafeel Casseem	23 Hours (Appox.)	Social Media Content Publishing
Total Hours		226 Hours

Club Participation

Club Name	Count
Rotaract Club of College of Chemical Sciences	20
Rotaract Club of APIIT	18
Rotaract Club of Colombo West	15
Rotaract Club of Colombo Fort	7
Rotaract Club of Colombo Reconnections	3
Rotaract Club of Colombo Port City	5

Rotaract Club of American National College	2
Rotaract Club of University of Kelaniya	3
Rotaract Club of Peace City Hatton	1

Other Organization Participation

Organization Name	Organization Type	Count
	rotary	

District Steering Committee Participation

Name	Designation
Anagi Gunasekera	Joint Director - Sports & Recreational Activities
Nazmi Mahamood	District Rotaract Representative Elect
Sharan Balasubramaniam	Joint Director - Membership Development
Santhamurthy Baalumurthy	Joint Director - Club Service
Hillary Perera	Joint Director - Club Service
Praneeth Madusanka	Public Relations Chair
Jude Lucian	Joint Director - International Service
Basith Mukthar	Joint Director - International Service
Odrini Weerakkody	Joint Director - International Service

Budget

Income

Description		Amount
Total Income		0 LKR

Expenses

Description		Amount
Total Expense		0 LKR
Total		0 LKR

Project Planning

The planning phase for "Sips and Stories" involved thoughtful coordination and strategic planning, clearly focusing on delivering a valuable experience for participants. The organizing team set clear, actionable objectives aimed at promoting entrepreneurship, facilitating networking, and offering educational content. These objectives formed the foundation for a detailed action plan, guiding the team through each phase of the event's development. The primary focus was on securing distinguished guest speakers who could share valuable insights on entrepreneurship, innovation, and overcoming challenges. These speakers were carefully selected to provide a well-rounded and engaging experience for the attendees. The event's virtual format was designed to foster interaction, with each speaker's presentation followed by an interactive Q&A session, allowing attendees to engage directly with the speakers and dive deeper into the topics of discussion.

The planning team worked diligently to ensure that the virtual environment was optimized for smooth communication, creating opportunities for networking and knowledge exchange among participants.

The planning team also worked on forming partnerships with other clubs to provide additional speakers and broaden the reach of the event. By focusing on high-quality content and interaction, "Sips and Stories" was designed to empower attendees, offering them practical tools and inspiration for their entrepreneurial journeys. The event's success was built on the commitment to delivering educational value and fostering meaningful connections between participants and speakers.

Public Relations Plan

The public relations plan for "Sips and Stories" focused on generating excitement and ensuring strong visibility for the event across various platforms. The organizing team began by defining key messages that highlighted the event's purpose: to inspire, educate, and connect aspiring entrepreneurs through insightful talks by distinguished speakers. These messages were crafted to resonate with the target audience, which included students, professionals, and community members interested in entrepreneurship and innovation. The PR strategy centred on leveraging social media channels, and other communication platforms to reach a wide audience. Social media posts, including speaker spotlights, were strategically scheduled to build anticipation and encourage engagement in the lead-up to the event.

In addition to digital outreach, the PR team worked on creating buzz through collaboration with various other International clubs to amplify the event's reach. The team made sure to emphasize the unique opportunity for attendees to engage with industry experts and access valuable insights on entrepreneurship. By strategically using both online and offline channels, the public relations plan aimed to maximize event awareness, drive attendance, and foster excitement for "Sips and Stories" from the moment of announcement to the event day.

PR links

https://www.instagram.com/p/DERILZeoYNI/?utm_source=ig_web_copy_link

https://www.instagram.com/p/DERlgtxobnM/?utm_source=ig_web_copy_link

https://www.instagram.com/p/DERlzePomG5/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

<https://www.linkedin.com/feed/update/urn:li:activity:7280194990952083456>

<https://www.linkedin.com/feed/update/urn:li:activity:7276593493160947713>

<https://www.linkedin.com/feed/update/urn:li:activity:7276209226115334146>

<https://www.linkedin.com/feed/update/urn:li:activity:7276190560397238272>

<https://www.linkedin.com/feed/update/urn:li:activity:7275857491228246016>

<https://www.linkedin.com/feed/update/urn:li:activity:7275834826950168576>

<https://www.linkedin.com/feed/update/urn:li:activity:7275827315413020673>

<https://www.linkedin.com/feed/update/urn:li:activity:7275805466985689089>

<https://www.linkedin.com/feed/update/urn:li:activity:7274403419795202048>

<https://www.linkedin.com/feed/update/urn:li:activity:7273996669405270016>

<https://www.facebook.com/share/p/18VfakKjPH/>

<https://www.facebook.com/share/p/14sGri3jfP/>

<https://www.facebook.com/share/p/15DDNNtzjX/>

<https://www.facebook.com/share/p/15yzxvccZe/status>

<https://www.facebook.com/share/p/1E4W53BCbe/>

Beneficiaries

- Members of the Host clubs
- Participants of the event

Partners

-

Outcomes

Short-Term Impact

In the short term, "Sips and Stories" successfully provided an engaging platform for participants to learn directly from four distinguished guest speakers, gaining valuable insights into entrepreneurship, innovation, and overcoming challenges. Attendees left the event feeling inspired, with practical strategies that could immediately influence their entrepreneurial journeys. The interactive Q&A sessions allowed for real-time engagement, helping participants deepen their understanding and connect with industry experts. The event fostered networking among students, professionals, and community members, laying the groundwork for future collaborations. Immediate feedback from participants indicated a high level of satisfaction with the event's content and structure, reflecting the immediate success of the event in achieving its educational and networking goals.

Long-Term Impact

In the long term, "Sips and Stories" contributed to a broader cultural shift toward entrepreneurship within the community, especially among students and young professionals. By offering access to expert knowledge and fostering connections, the event helped empower participants to pursue entrepreneurial ventures with more confidence and clarity. The event's influence extended beyond the immediate attendees, as insights shared during the talks and networking sessions had a ripple effect, inspiring others in the community to explore entrepreneurship. Additionally, the event helped raise the profile of the Rotaract Clubs as a hub for innovation and education, positioning the clubs as a catalyst for future initiatives that support entrepreneurship and community development. As participants apply the knowledge and connections gained, the long-term impact includes the growth of local entrepreneurial networks, sustained community development, and a more robust ecosystem for innovation in the region.

Areas of Improvements

While "Sips and Stories" successfully achieved its primary objectives, there are several areas for improvement to enhance future iterations of the event. One key area is broadening the speaker diversity to include a wider range of industries and backgrounds, ensuring that the content resonates with an even larger audience. Expanding the speaker lineup to include more speakers would also provide a wider array of insights and perspectives, enriching the event's overall experience.

Another area for improvement is enhancing participant engagement through more interactive elements. While Q&A sessions were included, adding interactive workshops, breakout sessions, or live polls could foster a more hands-on learning environment and encourage deeper participation. This would allow attendees to actively apply the insights shared during the event and engage in collaborative discussions with speakers and fellow participants.

Additionally, increasing post-event follow-up could be valuable. This could involve sharing additional resources, connecting participants with mentors, or creating a platform for ongoing networking. Providing a structured way for participants to continue their learning and connect with one another after the event could help ensure long-term impact and provide additional value to attendees.

Lastly, expanding the marketing and outreach efforts could help attract a larger and more diverse audience. A more targeted approach to reaching out to specific communities, such as startup incubators, local businesses, or other professional networks, could drive more participants and increase the event's visibility in wider circles.

Gallery



