



**Project Summary Report  
of**

**AU Mini Marathon  
“RUN FOR LOVE”**

**Sunday, February 14<sup>th</sup>, 2016**

**Martin de Tours School of Management  
and Economics**

**Assumption University**

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**Remark:** List of evidence may be vary for each project (i.e. Poster, Web announcement, tickets, OYPB, Budget approval)

# AU Mini Marathon “Run For Love”

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## PART I: Project Details

<b>Project Title:</b>	AU Mini Marathon “Run For Love”
<b>Project No.:</b>	2.21
<b>Responsible Unit:</b>	Department of Marketing
<b>Type of Project:</b>	Academic services, Student development, Faculty Development
<b>Nature of Project:</b>	<input type="checkbox"/> Routine <input checked="" type="checkbox"/> New/Developed
<b>Date/ time:</b>	Sunday, February 14 <sup>th</sup> , 2016 (5:00-10:00)
<b>Venue:</b>	Assumption University, Suvarnabhumi Campus
<b>Participants:</b>	Approximately 2,100 people consist of students, alumni, lecturers, staffs, and public.

### Objectives:

- To strengthen bonds between community, students, lecturers, staff, and alumni
- To fortify body and mind and promote fitness
- To donate contributions for Red Cross Society

### Description of Activities:

AU Mini Marathon “Run For Love” is our first charity running event which was organized on the Valentine’s Day 2016. The main purpose of this event was to promote not only good health but also harmony among students, lecturers, staffs, administrators, alumni, and the community around Bang Bo and Bang Sao Thong districts.

The race was held within Suvarnabhumi Campus of the university. There were two types of race offered; Mini-Marathon 10 kilometers and Fun Run 5 kilometers. Runners can also apply for a single or couple runs. Since the event was held on Valentine’s Day, many participants joined this event with their loved ones including lovers, friends, and family members. All finishers received a T-shirt and medal. Trophies were awarded to the 1<sup>st</sup> – 5<sup>th</sup> places of pair finishers. Moreover, it was an honor that Mr. Pinij Harnphanich, Governor of Samut Prakarn Province was present during the opening ceremony.

In this event, there were several booths of sponsors giving away free samples and we also prepared some places for photo taking that runners can enjoy with. Furthermore, everyone has got involved in the charity due to the revenue from the event after expenses which worth 300,000 Baht will be donated to Thai Red Cross Society.

**PART II: Summary of Project AU Mini Marathon “Run For Love”**

Project Title	University Strategic Plan	School 5 Year Strategic Plan	Tactic	Nature of Project*		Achievement Indicator	Target	Actual Result	Completion Time-Frame (dd/mm/yy)	Evidence
				New (√)	Routine (√)					
<b>Proj.2.21</b>		<b>2</b>	<b>2.11</b>	√		1. Level of students satisfaction 2. Level of Incremental knowledge	1. At least 3.51 out of 5 2. At least 3.51 out of 5	<b>4.56</b>	February 14 <sup>th</sup> 2016 (5.00-10.00)	See Part VII in this report
				<b>Total New Project</b>	<b>Total Cont. Project</b>					

**PART III: Research Work (If any?) : None****PART IV: Project Achievement****Evaluation for AU Mini Marathon “RUN for LOVE”**

The objective of this evaluation is to measure the overall quality of activities and satisfaction of the participants towards this event.

Date: February 14, 2016 (5.00-10.00)

Statement	MEAN (Full Score=5)	Performance
1. Running distance was appropriate.	4.39	Excellent
2. Running route was appropriate.	4.39	Excellent
3. Awards were suitable.	4.35	Excellent
4. Time was suitable.	4.18	Excellent
5. The registration process was convenient.	4.18	Excellent
6. The information provided for the event was suitable.	4.21	Excellent
7. Traffic was well managed.	4.37	Excellent
8. Security was well managed.	4.53	Excellent
9. Water stations were appropriate.	4.60	Excellent
10. Food and drinks were sufficient.	4.52	Excellent
11. I met my old friends and lecturers during the event.	4.31	Excellent
12. This event gives me an opportunity to strengthen my physical activity.	4.49	Excellent
13. I feel happy to contribute the funds to Red Cross Society through this event.	4.58	Excellent
14. I would join again if the university organizes this kind of event.	4.49	Excellent
15. Overall satisfaction towards AU Run for Love 2016	4.56	Excellent

(0-0.99: poor; 1.00-1.99: bad; 2.00-2.99: fair; 3.00-3.99: good; 4.00-4.99: excellent)

Sample Size: 632 people

**PART V: Discussion of Project Performance****Summary of Feedback and Comments:**

- Some participants are professional runners but the majority is our students, lecturers, and staffs. Most of them were highly satisfied with this running activity.
- They have shared pictures and comments of this event via social media. Some comments include it was fun; they enjoyed scenic view along the running route; car parking and other facilities were convenient and suitable; various food and drinks were well provided.
- However, some applicants were dissatisfied with the registration process. Since there were several methods to apply for running and no linkage between the database of application and payment, some applicants' information were missing.
- Other reasons of missing data were that applicants forgot to send the evidence of payment, and they applied with one partner but paid fee with another partner.

- The delay of T-shirt delivery from the supplier caused the shortage of some shirt sizes.
- Some steps of our event planning were interrupted due to the lack of prior discussion with the hired race management organizer.
- Unethical behavior was found out of one sponsor. This sponsor placed its own PR materials at the starting point and on the closing stage without our notice.
- The missing water from sponsor was realized immediately after the running ends.
- The minor mistake of opening event found from the MC and opening speech.
- Initially, some mistake of procedure from finance to receive the receipt from registration process.

#### **Recommend the area(s) for improvement of this activity.**

- To make the registration process more efficient, the options of application methods should be reduced. Therefore, the number of applicants could be monitored real time.
- The agreement with suppliers should be clearly mentioned about the compensation in case of the delayed delivery.
- The outside organizer should be called for the meeting in advance to ensure the good cooperation and understanding throughout the event sequence.
- Also, the sponsorship agreement should be written noticeably about the penalty of any unethical behaviors that may occur.

#### **PART VI: Summary of Budgets (Actual vs. Estimated) of Project**

Budget Source:      ☒ University   ☐ External   ☐ Both University and External   ☐ No Funding Needed  
 Budget Types :      ☒ Project Budget      ☐ Auxiliary Enterprise Budget

No.	Project Title	Actual	Estimated	Estimated over (less) Actual
2.21	AU Run For Love 2016			

*Note: Please append the summary of source and uses of revenue and expenses provided by the Office of Financial Management upon completion of the project.*

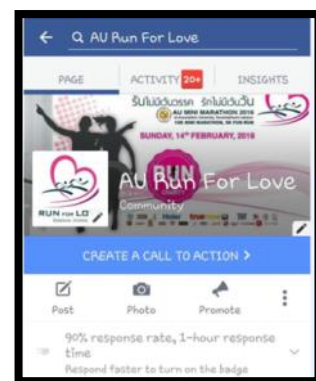
#### **PART VII: List of Evidences**

**Remark:** List of evidence may be vary for each project

- Photo Gallery

- Budget approval

## Photo Gallery











**Budget approval**