

Keraton will be hosted at the UW Seattle HUB Lawn on May 18th, 2024.

Below is the detailed project timeline leading up to Keraton 2024:

Department	Team	Autumn 2023	Winter 2024	Spring 2024	
OPERATIONS	Event Organizers	Start reaching out to artists to perform in Keraton	Hold Fundraising and Networking events to raise funds for Keraton 1. Catalyst: Career conference and speed networking event featuring professionals from named companies, mainly highlighting the journey and life of Indonesian professionals in the US 2. Winter Ball: Retro-themed formal ball with special live performances, food, photobooth, and games, attended by Indonesian and non-Indonesian undergraduate and graduate students and working professionals in the Greater Seattle area	Finalize all logistics for Keraton by the end of April (equipment, set up, layout, artists, etc.)	
		Plan artists to headline, and student performers from all over Seattle Previous guest artists include: Andrew Garcia, Jeremy Passion, Leroy Sanchez, Dhruv, Lullaboy, Xavier Weeks, and more	Continue reaching out to artists for Keraton	Hold Keraton social night on mid April to give introduction on Keraton and host an Indomie Eating Competition	
			Finalize artists and performers for Keraton by the first week of February	Hold Keraton volunteer check in on May 17th to assign tasks and give briefing	
	Creativity Management	Decide the theme for Keraton 2024: Indonesian Pasar (Traditional Market)	Draft designs for Keraton	Complete Keraton décor by the end of April	
		Make decorations for smaller scale events that are planned to be held in the quarter	Make decorations for smaller scale events that are planned to be held in the quarter		
	Inventory	Keep track of inventory in the storage room and create an inventory system for the year	Support the logistics and inventory for the fundraisers and events held	Take count of inventory in office and other locations, gather items needed for Keraton	
	FINANCE	Sponsorship	Draft Keraton Sponsorship proposal	Finish drafting Keraton sponsorship proposal	Finalize list of sponsors for Keraton

				and communicate about their plans for Keraton	
			Reach out to potential sponsors from small to big businesses in Indonesia and the Greater Seattle area		
	Fundraising	Start Fundraising events to raise funds for Keraton 1. Seathrough: Social event for new and current UW students alike, primarily targeted towards Indonesians 2. Friendsgiving: Thanksgiving event, providing food, drinks, games, photo booths, and karaoke		Sell homemade food to raise funds for Keraton: Banana Pudding	Sell homemade food to raise funds for Keraton: Banana Pudding
		Sell ISAUW merchandise designed by the Design and Documentation team 1. Seattle Puff Print Hoodie: 100% cotton Seattle-themed hoodie in White/Purple and Dark Green 2. The Evergreen Tee: Seattle-themed T-Shirt in White/Green		Sell authentic Indonesian savory dish: Bakmi Ayam, Nasi Tim, Salted Egg Chicken	Sell authentic Indonesian savory dish: Bakmi Ayam, Nasi Tim, Salted Egg Chicken
		Sell homemade food to raise funds for Keraton 1. Banana Pudding: Creating our signature dessert that is packaged in an environmentally friendly mason jar and sold to the student population around the Greater Seattle Area			
	Treasury	Draft rough budget plan to estimate the budget breakdowns for Keraton	Create a detailed budget plan of Keraton	Create an actual budget breakdown of expenditure for Keraton and handle all reimbursements in preparation for Keraton	
COMMUNICATION & OUTREACH	Web Development	Create a website to hold information about ISAUW, our events, our merch, and promote our sponsors	Finalize payment plans and have decided to incorporate a paperless mode of payment in Keraton by using Square	Create a paying platform using Square to be used in Keraton by our vendors	
	Marketing Communication	Create social media content aimed to help new freshmen and	Create marketing campaigns for our events, including Keraton, in social	Market Keraton actively on all social media platforms such	

		transfer find friends and settle into the UW Indonesian community	media and physical spaces, such as the UW campus	as Instagram, Tiktok, and on ISAUW's website
			Tabling at University of Washington Red Square to promote ISAUW events and ISAUW merchandise	Collaborate with other colleges in the Greater Seattle area to promote Keraton
				Tabling to promote the festival at community colleges in the Greater Seattle Area (one week before Keraton)
				Tabling to promote the festival at University of Washington Red Square (week of Keraton)
	Design & Documentation	Create T-shirt designs for ISAUW merchandize	Create promotional content for smaller events that are held during the quarter: Catalyst and Winter Ball	Finalize T-shirt designs for Keraton (Sponsors at the back of the shirt)
		Create promotional contents for merchandize	Create T-shirt designs for Keraton	Create Instagram posts, TikTok videos, promotional videos and poster designs for Keraton
			Create Instagram posts, poster designs, and video promotions for Keraton	Print T-shirts for officers and volunteers
				Print posters to be passed around campus
				Document Keraton to be posted in all ISAUW's social media and website

