

Event Promotion Lesson

Each year my entrepreneurship class is divided into small groups and given a task to come up with ideas on how to promote an actual event. Each group then interviews the sponsor of the event and presents their ideas to the class and a panel of judges. A winning team is then chosen to act as managers of the entire class to implement their ideas as well as unique ideas from other group presentations.

This year my entrepreneurship class successfully promoted The Prom Closet, a nonprofit organization that collected gently used prom dresses and accessories for resale to area low income girls for \$5 - \$10. My class interviewed the founder of The Prom Closet, developed a strategy for promotion and collection of dresses and accessories, and presented their ideas. The winning team then managed the remainder of the class in implementing the ideas, which this year included organizing a student/staff basketball game, making mints in the shape of high heel shoes with tags attached promoting the donation of dresses at the school play, and having boys dressed in prom dresses to welcome students to school one day. They also hung posters in the school and community asking for dress donations as well as putting flyers in grocery sacks.

The success of this event can be measured in several ways. We collected 15 dresses to be donated to the Prom Closet and earned \$500 at the student/staff basketball game. Over 250 people were in attendance. The money went to our school's help fund to provide money to low income students in our school to assist with prom related expenses.

The students benefited by taking pride in organizing an event that had more than a grade attached to it. They made contacts with school administrators when planning the game and with community members when asking to advertise at their businesses. One student was in charge of talking to our local newspaper and school newspaper. Others had to find volunteers to play in the game, referee, and assist in other jobs. All students were assigned tasks based on their talents. They accomplished this goal with a starting budget of \$10. These students took ownership of this event, worked very hard as a team, and made it a success.

Each year the class promotes something that is happening during the course of the semester the class meets. Last year we promoted the school library's annual book sale. Due to the work of the class during that event, our media specialist sold more books than the prior year, which was a class goal and continued to use some of the class's promotional ideas with the sale this year.

This project can be easily adapted to promote a small or larger event depending on the size of class.

463 words

Event Promotion Lesson

Entrepreneurship, Marketing, Business Principles

Grades 10-12

Students will design and implement promotional activities for a school or community event in small groups. Each group will present their promotional activities to the class and judges. The winning group will become managers. They will manage the class as they implement their ideas as well as unique and creative ideas that other groups designed. Managers will delegate tasks to all class members that play to their strengths.

Skills Utilized: Presentation skills, delegation, responsibility, creative thinking

Preplanning by Instructor:

1. Choose an event for students to promote. Examples include: a school book fair, a school carnival, or a local charity event. Make sure the sponsor of the event will be receptive to allowing the students to help promote their event and is willing to participate in an interview session, judge presentations, and field questions that may arise during the class's promotional efforts.
2. Explain activity to class. Assign small groups of 3-4 students. Assign students to come up with interview questions for the event sponsor that will help them plan promotional ideas. Allow one class period to interview event sponsor.
3. Arrange for students to have 2-3 class periods with computer access to prepare presentations.
4. Organize a presentation date that allows the event sponsor to come in and judge presentations as well as one other judge (administrator, community business person, or teacher).

Lesson Plan:

1. After explanation of promotional activity, students will prepare interview questions to ask the sponsor of the event.
2. In small groups students will get an allotted amount of time to interview the event sponsor (approximately 5-10 minutes per group in order to complete interviews in one class period).
3. Students are given 2-3 class periods to design a promotional presentation with visual aid. A presentation rubric is attached. All promotional activities that would need administration approval, must have approval before presenting to the class.
4. A winning team is selected by judges.
5. The winning team chooses activities to implement for promoting the event and delegates tasks to the rest of the class based on their talents. They are accountable for keeping the group on task and making sure things get completed.

Promotional Event**Presentation Date:** _____

Generic handout to be adapted for a specific event.

Description of Event:

Include a brief description of the event.

In teams of three, students in the entrepreneurship class will devise a plan to promote the assigned activity. Each group will then present their plan to a panel of judges and the class. The team with the best presentation will manage the entire class in implementing the winning plan and exceptional ideas from the non-winning teams.

Teams will need to complete the following:

- Create a list of 6-10 questions for the event sponsor regarding the event in order to help you plan your promotional activities.
- Develop a strategy that would encourage the target audience to participate in the events. Set goals. Your plan should answer the “who, what, where, when, and costs.”
- Create a presentation that shares the process and the plan.

Part 1: Interview with Event Sponsor (1 class period)

Create a list of 6-10 questions that you will ask the event sponsor in an interview regarding The Prom Closet. You will be given 8 minutes to conduct the interview. The questions will help you devise a promotional strategy. *You must turn in a typed copy of the questions to your instructor prior to the interview.*

Part 2: Planning time for developing strategies and presentation (2-3 class periods)**Part 3: Presentation of strategies (1 class period)****Part 4: Selection of winning team to be class managers.****Part 5: Put winning team(s) strategies into action (class periods may vary depending on size of event and may not be in consecutive order)****Part 6: Follow up activities: send thank you letter to any volunteers, have students complete a written evaluation of the project**

Entrepreneurship: Promotional Event Presentation Rubric			
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Introduction:	5 4 Each member is introduced (first and last names) and the main points of the presentation are given	3 2 Each member is introduced and only one main point is provided.	1 Members begin without introductions or main points
Organization:	5 4 Each member knows when it is his or her turn to speak and items are in logical order	3 2 There are occasional awkward pauses in order to regroup, but the group can get back on track	1 Organization needed great improvement
Summary of Interview	5 4 A summary is provided over at least five questions asked and responses given in the interview	3 2 A summary is provided over at least four questions asked and responses given in the interview	1 A summary was provided over two or less questions asked and responses given in the interview
Conclusions from Interview	5 4 At least two conclusions from the interview are presented in main point form and used as a transition into the promotional plan	3 2 At least one conclusion from the interview are presented in main point form and used as a transition into the promotional plan	1 No conclusions from the interview were used to transition into the promotional plan
Promotional Plan	10 8 The target market was given and there were at least three different promotional ideas presented that could span a week under a central theme. Ideas were feasible	7 5 4 The target market was given and there were at least three different promotional ideas presented. The promotional ideas did not link together under a central theme. Not all ideas were feasible	2 1 Less than three promotional ideas were presented. Ideas were not feasible

Conclusion	5 4 The main points are briefly summarized and the event sponsor and judges are thanked for his or her time. Questions are allowed	3 2 The event sponsor and judges are thanked for their time. Questions are allowed	1 The conclusion is done by stating "the end"
Visual Aid	5 4 It was neatly organized, presented appropriately, and added to the presentation	3 2 Organization and/or neatness could have been improved	1 The visual aid did not add to the presentation
Delivery	5 4 Members had nearly equal presentation roles, all could be heard, placement was appropriate, and eye contact was good. Body language and attitude was positive	3 2 Deliver could have been improved in two or more areas	1 Overall delivery was poor
Time	5 4 four to six minutes with two minutes allowed for questions/responses	3 2 Three to four minutes with two minutes allowed for questions	1 Under three minutes with time allowed for questions.
Use of Work Time	5 4 All group members were on task during given work-time	3 2 Most group members were on task during given work time	1 The group did not use its work time well
Interview Questions	5 4 A set of 6-10 typed, appropriate questions were turned in on time.	3 2 Questions needed to be improved.	1 Questions were not turned in.