

**Unit 10****Lesson 10.3 – Game Entertainment**
Game Operations and Entertainment**STUDENT ACTIVITY****Instructions**

Find a sports promotion on the Internet for an upcoming game or event (such as a Star Wars theme night or "Superhero" Night). Plan a game operations strategy based on the promotional theme using the questions below as a guide.

- 1) What specific promotion are you building a game operations strategy around?
- 2) What event variables will elevate the level of game attractiveness?
- 3) What specific elements of game entertainment will you incorporate into your plan?
- 4) How will your strategy assist ticket sales efforts?
- 5) How will your strategy assist sponsorship efforts?
- 6) How will your game operations strategy help to generate publicity for the game?
- 7) How will your strategy assist any customer service efforts?