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| Logo  Description automatically generated |  | EVENT OPERATIONS  Event Operations Activity #1 |

# A picture containing text Description automatically generatedEVENT breaks (breaks = marketing OPPORTUNITIES)

Every event will have breaks in the action. For a sports team or event, each of these breaks in the action represent a marketing opportunity. During breaks, spectators and fans want to fill the void. As an event marketer, you have their attention, if only for a few moments.   
  
During breaks in your event, you can encourage fans to visit concessions or merchandise areas, communicate information about upcoming events, or continue to entertain them with creative promotions.   
  
Game/Event Breaks Example: Girls’ Varsity Basketball Game

* *Pre-game, Starting Lineup, Quarter breaks (time between first and second quarter etc.),*
* *Half Time, Time Outs, Post Game*

In this activity, the event operations team will examine every break in your program’s event or events and consider what opportunities those breaks may provide. Be sure to complete this exercise for each event your program will be promoting during the semester or school year.

**Part 1: In the space below, make a list of each potential break in the action at your event or events.**

Event #1: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Event #2: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Event #3: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Event #4: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Part 2: In the space below, list five potential marketing opportunities for your program during your event breaks.**

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