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| Logo  Description automatically generated |  | Program foundation  Program Foundation Activity #7 |

# Determining the EVENT (PART ONE)

The foundation for a successful program is in place. Now, your class must determine exactly what event (or events) to promote.  
  
The first step in the process will be to decide if you want to promote your school sports and entertainment events or if you prefer to create unique event on your own, like a charity bowling event or community dodgeball competition.   
  
Should you choose to promote your school sports and entertainment, you will need to determine how many events, and which, to manage. Will you focus on one event at the end of the semester, like an Air Band competition? Will you engage in promotions throughout the year at football games? Or will you create a promotional campaign at several different sporting events throughout the year?  
  
If you choose not to promote school sports or entertainment events (or are unable to because of restrictions in place at your school or district), you will need to come up with an idea (or ideas) for your own event. Either way, the possibilities for your program are limitless!  
  
\* TIP: *If you are promoting school sports, consider focusing on an event that does not traditionally draw a large crowd. This will allow you to truly see how effective your classroom marketing and promotional plan really was!*

**Step 1: In the space below, list all the advantages and disadvantages to selecting a school sport or entertainment event for your program to promote.**Advantages: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Disadvantages: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Step 2: In the space below, list all the advantages and disadvantages to creating your own unique event for your program to promote.**Advantages: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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