

Social Media Event

Student Instructions

Event Situation:

The local aquarium in your area has just opened a new exhibit titled: "Sharks – The Rare, the Misunderstood and the Legends". The exhibit wants to attract more people to the exhibit and the aquarium.

- Tickets are \$10 if pre-purchased through a website. \$15 at the door.
- The aquarium wants to target two groups: 15-18 year olds and the 30 year+ market
- There is a budget to offer discounted tickets.

Competencies/Indicators to be evaluated:

- Social Media Promotional Plan Created
- Explain the importance of using social media for promotional reasons.
- Created an interactive presentation.
- Communicating clearly.

Procedures:

- You are to assume the role of the lead team member for this promotional plan project.
- Demonstrate your ability to effectively communicate the promotional plan to the Director of Marketing for the aquarium.
- You will be allowed ten (10) minutes to complete the simulation.
- You will be judged by the extent to which you meet the competencies listed above.

Social Media Event

Judge's Instructions

Event Situation:

You are to play the role of the Director of Marketing for the local aquarium. The aquarium just opened a new exhibit that is not receiving enough foot traffic to cover the expense of the exhibit. You recently hired a team to present ways the aquarium can increase traffic using social media.

The exhibit is titled: "Sharks – The Rare, the Misunderstood and the Legends". The exhibit wants to attract more people to the exhibit and the aquarium.

- Tickets are \$10 is pre-purchased through a website. \$15 at the door.
- The aquarium wants to target two groups: 15-18 year olds and the 30 year+ market
- There is a budget to offer discounted tickets.

The team leader has prepared a presentation on the team's social media promotional plan. While you understand that social media is key to promotional plans today, you are still looking for an explanation of why the company should use the promotional plan prepared.

Procedures:

- Please review the student instructions to better understand the event and your role.
- The team leader will have 10 minutes to prepare and 10 minutes to make a presentation.
- You will serve as an executive from a local university hosting a Battle of the Bands.
- The presentation should include the following topics, with an explanation of each:
 - The social media promotional plan for your event.
 - An explanation of why social media promotional plans are important.
- The employee may use a hand held device to demonstrate their plan.
- You may ask questions for clarification if you do not understand. If the team leaders is not able to clearly communicate their answer the second time, please move on to the next point.
- If the team leader attempts to engage you actively in their presentation, feel free to do so.
- Thoroughly examine the evaluation form prior to your first simulation. You may wish to keep your first several evaluation forms to use as a benchmark until you get a "feel" for student evaluations.

Name _____
 ID _____ Section _____

Social Media Evaluation

Please circle one number for each of the following competencies/indicators and place the number in space provided to the right, then total.

	EXCELLENT	GOOD	FAIR	POOR	SCORE
1. Use a professional approach in throughout the presentation?	10, 9	8, 7, 6	5, 4, 3	2, 1	
2. Communicate clearly and pleasantly?	10,9	8, 7, 6	5, 4, 3	2, 1	
3. Created an interactive presentation?	10,9	8, 7, 6	5, 4, 3	2, 1	
4. Did the presentation accurately explain...	EXCELLENT	GOOD	FAIR	POOR	
a. – The Social Media Promotional Plan	20,19,18,17,16	15,14,13,12,11	10,9,8,7,6	5,4,3,2, 1	
b. – The importance of social media in promotional plans.	10, 9	8, 7, 6	5, 4, 3	2, 1	
5. Did the presentation include ...	EXCELLENT	GOOD	FAIR	POOR	
a – Information on the aquarium and exhibit provided?	10,9	8, 7, 6	5, 4, 3	2, 1	
b - A variety of social media outlets	10,9	8, 7, 6	5, 4, 3	2, 1	
c – Visual aids or hand held device	5	4	3	2,1	
6. Overall impression of the team leader.	15, 14, 13, 12	11, 10, 9, 8	7, 6, 5, 4	3, 2, 1, 0	
Total Score Here:					
Tie Breakers: 4a, 4b, 5a, 5b, 5c, 5b, 6.					