

EVENT SCENARIO

Directions:

Read your scenario out loud and answer the questions that follow.

You have **5 minutes** to complete this page.

Scenario

Your small non-profit theatre company will be celebrating its 10th Anniversary on October 14, 2010. You are on the planning committee for this event. You sell out most of your company's productions; however the fact that you don't have a theatre to call home and host your shows at a number of locations hasn't allowed you to effectively capture the names & emails of patrons. You do have a significant database of actors who you have worked with and of community partners. The board of directors has allotted a few thousand dollars for the event (most of which will be spent on food and drink). So your committee is looking to free social media tools to promote the Anniversary party. Your goal is to attract over 800 attendees to the party.

Using the tool/activity cards:

Write down the tools your group has agreed on using # Points

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

(*Note: Total # of points cannot exceed 10.) Total # of Points _____*

Describe why the tools/activities you have listed above are best suited to help you reach the stipulated goal in your scenario:

Your group will have **2 minutes** to report back to the large group. Please do the following when reporting back:

- 1) Read your scenario.
- 2) State which tools/activities your group decided to use.
- 3) Describe why these tools/activities are best suited to help you reach your stipulated goal.