



Essential Activity 8: Topic 8											
Student Name:											125
Student Number:	D	H	M								

SECTION ONE**(40)**

Formulate a detailed marketing plan for the event you will be hosting including discussion on 1.1 – 1.5 below.

- 1.1 Your target market, including division into marketing segments (4)
- 1.2 The catchment area of your target market, including division into marketing segments (3)
- 1.3 Your marketing resources and budget (3)
- 1.4 Discussion of the marketing mediums / techniques / methods that will be used to market your event. At least three(3) different marketing mediums / techniques / methods must be used of which social media must be one (1). (6)
- 1.5 Your marketing schedule including the marketing campaign you plan to run on social media with planned weekly posts starting the week of 16 August 2021, ie 12 weeks = at least 12 posts. (24)

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**SECTION TWO****(35)**

Update the 'IHT Charity Events' facebook page and instagram account for the event you will be hosting, ensuring that 2.1 – 2.5 is completed. Add a "print page" of the facebook page and instagram account to your activity.

- 2.1 An appropriate *profile picture** and *cover image*** (4)
**The profile picture can take on the form a logo for your event.*
***The cover image can be an appropriate temporary placeholder image to be replaced with a different design later, once you have confirmed your event branding colours, fonts & design elements.*
- 2.2 Completed "About" information on the event, including name of event; streaming platform; venue; date; time(s); ticket price; short description of event & entertainment included; contact details; short paragraph on Touching Lives NPO, mentioning that it was found by the founders of IHT Hotel School. (5)
- 2.3 Link to Touching Lives and IHT Hotel School facebook pages. (2) (2)
<https://www.facebook.com/IHThotelSCHOOL>
<https://www.facebook.com/pages/Touching-Lives-NPO/287510441391365>
- 2.4 Wording & Image for one (1) post with a marketing phrase aimed at promoting the page, receive as many likes as possible, and share the post with as many friends as possible (do not post it yet!). Wording to include: (6)
- Relevant tags (including IHT & Touching Lives NPO & all confirmed event participants / sponsors / staff / volunteers)
- Appropriate hashtags (including #charityevent, #likeandshare)
- 2.5 Wording & Image for three (3) posts you will be posting on the event page prior to the event, including dates and times you will be posting it (do not post it yet!) (18)
Wording to include:
- Relevant tags (including IHT & Touching Lives NPO & all confirmed event participants / sponsors / staff / volunteers)
- Appropriate hashtags (including #charityevent)

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**SECTION THREE****(30)**

Create an e-flyer for the event your group will be hosting using **Canva.com**, ensuring that it is visually attractive, informative and easy to read, and draws the potential person to buy tickets to the event. The flyer must include:

- Event name, date, time, venue, ticket price, ticketing method/streaming platform & contact details (6)
- Mention of the fact that it is an event raising funds for Touching Lives NPO (1)
- Mention of your event drawcards (such as entertainment, speakers, prizes, gifts) (6)
- A short marketing phrase promoting the event (2)
- Visually attractive, informative and easy to read, draws the potential person to buy tickets to the event (15)

Submission date	Mo, 25 July 2022
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SECTION FOUR

(20)

Create a facebook event for the event*, ensuring that 4.1 – 4.5 is completed Add a “print page” of the facebook page to your activity.

**Do not create the event too early as it needs to go live in line with date for launching of ticket sales.*

- 4.1 Event Cover image* designed in **Canva.com** with similar event branding colours, fonts and design elements as used in your e-flyer. (5)

**Your Event cover image can also be used as your Facebook page’s banner image.*

- 4.2 Completed “About” information on the event, including name of event; streaming platform; venue; date; time(s); ticket price; short description of event & entertainment included; contact details; short paragraph on Touching Lives NPO, mentioning that it was found by the founders of IHT Hotel School. (8)

- 4.3 Link to Touching Lives and IHT Hotel School facebook pages. (2) (2)
<https://www.facebook.com/IHThotelSCHOOL>
<https://www.facebook.com/pages/Touching-Lives-NPO/287510441391365>

- 4.4 Share the facebook event by inviting as many IHT family & friends as well as by posting it to your Event page. Wording of post to include: (5)
- Relevant tags (including IHT & Touching Lives NPO & all confirmed event participants / sponsors / staff / volunteers)
 - Appropriate hashtags (including #charityevent, #likeandshare)

Submission date	We, 27 July 2022
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