

Foundations of Event and Entertainment Management
STHM 2401 – Spring 2025
IN CLASS ASSIGNMENT #1
Due by February 4th by 11:59pm EST

Group Members (First Name, Last Name):

- 1. Fafali Tsiseglo**
- 2.**
- 3.**
- 4.**

Activity #1

Your team has been commissioned by the Philadelphia Eagles to develop a new and exciting event concept leading up to the Super Bowl. This event should be designed to:

- Engage Eagles fans and create excitement in the days leading up to the big game.
- Incorporate entertainment and interactive elements to elevate the fan experience.
- Appeal to a diverse audience (local fans, traveling fans, families, VIPs, etc.).
- Be memorable and unique to stand out from traditional Super Bowl events.
- Your task is to brainstorm, develop, and pitch a compelling event idea that captures the spirit of the Eagles and the Super Bowl.

Your task is to brainstorm, develop, and pitch a compelling event idea that captures the spirit of the Eagles and the Super Bowl. Your team will have 15 minutes to develop an event concept using the framework provided below. Please answer the questions in this document at the conclusion of the 15 minutes, designate one person to pitch your idea to the class.

Provide a detailed description of the first event concept. Include the event name and address the following questions:

- **Event Name: Superbowl Extravaganza**
- Provide a catchy and memorable name for your event.
- **Event Theme & Purpose (WHY):**
 - What is the main goal of the event? (e.g., fan appreciation, community engagement, exclusive VIP experience, game-day hype): **The main goal of the event is to build community engagement and game-day hype during this event. Also, the event will be sports-themed for the fans.**
 - How did this event enhance the Philadelphia Eagles Super Bowl experience? **This event enhances the Philadelphia Eagles Super Bowl experience because it is known as an experience that is meant for everyone to be able to enjoy and to have fun during the Superbowl, while watching their favorite team win.**
- **Target Audience (WHO):**
 - Who is your primary audience? (Die-hard fans, casual fans, families, VIPs, corporate sponsors, etc.) **My primary audience will be die-hard fans because they would be more engaged within the aspect of this event.**

- How will your event cater to this specific audience? **My event will cater to this specific audience by ensuring that everything runs smoothly from the wait time with security, proper seating, lighting, and easy viewing of the event; which will work well for the fans that attend.**
- **Date & Duration Timing (WHEN):**
 - When will the event take place? (Pre-Super Bowl week, game day, post-game celebration) **The event will take place on game day on February 9th, due to the excitement of the Superbowl and more people would be likely to attend the event.**
 - Will it be a one-time experience or a series of events leading up to the game? **Yes, this will be a one-time experience leading up to the game.**
- **Location & Venue (WHERE):**
 - Describe the ideal venue for your event, will it be in a community park, a sports facility, downtown, etc.? **The ideal place to have the event will be downtown, like in Center City.**
 - What makes this location ideal? **This makes this location ideal because it can be able to hold a lot of people and can give them the city vibe to help them feel connected to the experience.**
- **Event Content & Activities (WHAT):**
 - Outline the activities, experiences, interactive elements you will offer at your event. **The activities that will be offered to them would be a photobooth where fans can be able to take pictures with their friends or family, an gaming station where they can be able to win Eagles prizes and gift cards, and they can be able to try one of the best cheesesteaks that the city has to offer to them.**
- **Engagement & Innovation:**
 - How will you keep attendees engaged before, during, and after the event? **Before the event, I will meet with guests as they arrive and greet them with an energetic attitude due to promotion of the Superbowl. During the event, I will make sure that if there are any needs or concerns, I will have myself or my event team handle the problem to ensure that the event runs smoothly. Also, I will see how they are enjoying the experience during their time at the event. Lastly, I would close by thanking the guests for attending the event, helping guests to escort them to the parking lot (if needed), and staying behind to clear down the event downtown.**

Activity #2

The Mayor of Philadelphia has asked your team to design a large-scale event to accommodate 2000 participants in Philadelphia. This event should be designed to:

- Embody the spirit of Philadelphia through its rich cultural, historical, and artistic elements.
- Engage and unite a diverse audience by providing an inclusive experience.
- Create a lasting impact on attendees while contributing to the city's vibrancy.

Your task is to brainstorm, develop, and pitch a compelling event idea that reflects the heart and soul of Philadelphia. Your team will have 15 minutes to develop an event concept using the framework provided below. Please answer the questions in this document at the conclusion of the 15 minutes, designate one person to pitch your idea to the class.

- **Event Name: Multicultural Festival Day**
 - Create a memorable and meaningful name that reflects Philadelphia's unique character
- **Event Theme & Purpose (WHY):**
 - What is the main goal of the event? (e.g., celebration, community connection, economic impact, awareness, education). **The main goal of this event is building community connections and to celebrate differences, which encourages those that attend to maintain diversity in the community.**
 - How does this event showcase the essence of Philadelphia? **This showcases the essence of Philadelphia due to the diverse backgrounds that are connected within the city.**
 - Describe the core theme of the event (e.g., historical pride, arts and culture, sports legacy, food and music, civic engagement). **The core theme of the event that will be focused on is arts and culture.**
- **Target Audience (WHO):**
 - Who is the primary audience? (Philadelphia residents, tourists, families, students, business leaders, etc.) **The primary audience that this will be focused towards is the Philadelphia residents.**
 - How will your event appeal to a diverse group of attendees? **This event will appeal to a diverse group of employees because it enables them to feel valued and appreciated for their culture. Also, this event will introduce guests to new cuisines that are offered to them.**
- **Date & Duration Timing (WHEN):**
 - When will this event take place? (One-day festival, weekend experience, month-long campaign, etc.) **This event is a one-day festival that the guests will be able to attend on a yearly basis on March 18th.**
 - Why is this time of year the best fit for your event? **This is the best time of year that suits my event because it will attract guests to the event. Sometimes when it comes to diversity, it seems that they might be forced to come due to the repetitiveness of it. However, this event will give them the opportunity to learn as much as they want to learn at the event.**
- **Location & Venue (WHERE):**
 - Describe the ideal venue for your event. **The ideal venue would be an event conference center for guests to easily attend this meeting.**
 - What makes this location ideal? **This makes this location ideal because it will require space for those that are setting up their display tables for the event, along with the food that they will be trying there.**
 - How will you accommodate 2,000+ attendees in this space? **I would accommodate 2,000+ guests by having them attend at two different times, so the room would not be overcrowded with people. However, it would verify with those that are making food to ensure that they have enough for everyone.**
- **Event Content & Activities (WHAT):**

- Outline the activities, experiences, interactive elements you will offer at your event? **The activities that the guests will be able to participate in are a walk-up table display of being able to learn more about different cultures. They will be able to receive a paper that will give them more information, as well as being able to try food from different cultures. There will also be an opportunity for guests to participate in a raffle giveaway during the event due to their attendance, which will be announced at the end.**
- **Engagement & Innovation:**
 - How will you keep attendees engaged before, during, and after the event? **Before the event, I will check in with those that are setting up or bringing in items for the event to see if they need any help with anything, which would be brought to the event team to help them feel prepared for the event. I will also greet the guests when they enter, which will make them feel more welcome at the event. During the event, I will check in with the tables to see if they need any assistance, which would be provided to them without delay. Also, I would ensure that the guests were informed about the table display, raffles, and food that was provided for them. At the end of the event, I would thank them for attending the event and announcing the winner of the raffle; along with obtaining their contact/ mailing information. Also, I would help the guests by escorting them from the event and clearing down the event to ensure that everything is back in order.**
 - What makes this event different from other citywide events? **This event will be different from citywide events because this will ensure that everyone learns more about celebrating differences.**

Activity #3

Your team has been commissioned by the Philadelphia Phillies to produce an exciting, large-scale event that will build anticipation for the 2025 Phillies Opening Day. This event should be designed to:

- Engage fans of all ages and celebrate Philadelphia's baseball culture.
- Incorporate innovative and interactive experiences that make the event unique.
- Enhance the overall Opening Day atmosphere while uniting the fanbase.

*Your task is to brainstorm, develop, and pitch a compelling event concept that will energize Phillies fans in the lead-up to the first pitch of the 2025 season. Your team will have until **11:59 PM EST on February 4th** to develop an event concept using the framework provided below. Answer the questions in this document as part of your planning process. Once your team has finalized your event concept, you will create a PowerPoint or Canva presentation to support your 5-minute pitch, which will take place during Wednesday's class.*

- **Event Name: Phillies Spring Fling**
 - Create a catchy, exciting, and memorable name that resonates with Phillies fans.

- **Event Theme & Purpose (WHY):**
 - What is the main goal of the event? (e.g., boosting team spirit, creating fan engagement, celebrating Phillies history, bringing the community together). **The main goal of the event is to create fan engagement with those that attend this event.**
 - Describe the core theme of the event (e.g., nostalgia & history, future of the franchise, fan appreciation, family-friendly entertainment, Phillies legends). **The core theme of this event is to build fan appreciation. As a sports fan myself, this will be important for the guests to become a part of the experience.**
 - How does this event enhance the Phillies Opening Day experience? **This event enhances the Phillies Opening Day experience because this helps them to feel involved with the opportunity and feel empowered by watching the game.**
- **Target Audience (WHO):**
 - Who is the primary audience? (Die-hard Phillies fans, casual sports fans, families, young professionals, students, corporate sponsors, etc.) **The primary audience will be focused on casual sport fans due to wanting to personally introduce the brand to them based on an experience that works best for them.**
 - How will your event appeal to a diverse group of attendees? **The event will appeal to a diverse group of attendees because this will bring a diverse group of backgrounds together, being able to appreciate the game and to fall in love with the team through their playing strategy.**
- **Date & Duration Timing (WHEN):**
 - When will this event take place? (Pre-season hype event, week leading up to Opening Day, night-before rally, game-day fan experience, post-game celebration) **This event will take place a few weeks leading up to Opening Day, which will give attendees time to experience the game for themselves.**
 - Will it be a one-time experience or a series of events? **This will also require a series of events.**
 - Why is this time the best fit for your event? **The spring will fit best fit for the spring because it will be warmer and that is when the baseball season happens.**
- **Location & Venue (WHERE):**
 - Where will the event be held? **The event will be held at the Phillies baseball stadium.**
 - What makes this location ideal? **This location makes it ideal due to attracting them to the baseball game.**
 - How will you accommodate a large number of fans in this space? **I would accommodate them by using the seats in the baseball stadium to ensure that everyone has a seat at the event.**
- **Event Content & Activities (WHAT):**
 - Outline the activities, entertainment, experiences, interactive elements you will offer at your event? **The activity that will happen at this event is a meet the team, which will allow them to meet the famous players that**

play during the season. They will also be able to play baseball, as well as have water ice and pretzels to end the event.

- **Engagement & Innovation:**

- How will you keep attendees engaged before, during, and after the event?
Before the event, I will make sure that all the team is greeted and escorted to the baseball stadium. I will also make sure that the rest of the guests are greeted and escorted to the stadium. During the event, I will make sure that the team and guests are enjoying the event, along with helping them with any additional needs. Lastly, I will serve the guests pretzels and water ice to help them feel connected to the brand. I will thank everyone from coming, help them with escorting the event, and cleaning up the location of the event.
- How will your event stand out compared to past Phillies Opening Day celebrations? **My event will stand out from the past Phillies Opening Day celebration because it will connect others with the brand, as well as help them feel inspired with the sport. In the past, I noticed that sporting events have attracted the audience; however, they should focus on creating a memorable experience for the attendee.**

PowerPoint & Presentation Guidelines

Each team must prepare a **PowerPoint or Canva presentation (7-10 slides)** to accompany their pitch.

Slide Requirements:

- **Slide 1:** Event Title & Team Name
- **Slide 2:** Event Theme & Purpose
- **Slide 3:** Target Audience
- **Slide 4:** Date, Duration & Location
- **Slide 5:** Event Activities & Engagement Features
- **Slide 7:** Closing & Why This Event Will Be a Success

Pitch Guidelines (5 Minutes Max):

- **Be engaging!** Bring energy and passion to your presentation.
- **Use visuals.** Incorporate photos, mockups, or inspiration to bring your event to life.
- **Be concise and clear.** Explain key details but avoid unnecessary complexity.
- **Justify your choices.** Be ready to explain why your event will be a success.