



REACH & TEACH CONCERT EVENT

**~Youth Entrepreneurs~Spring 2020
Lesson #5**

ABOUT

- It's no secret music has been known to reduce stress and improve mental health. Thousands of studies have been conducted to determine the effects of music. The majority of which have shown the positive effects music can have on our lives. Listening to music is a favorite pastime that many teenagers enjoy on a daily basis. However, attending a concert is not nearly as common. Listening to live music is a completely different experience. This experience has the ability to awaken your spirit and change your life, especially when the music is something you love.
- This unit will examine how basic marketing principles are used in the entertainment industry. Students will use the knowledge gained from this unit to determine which basic marketing principles can be used to successfully promote a concert.

OBJECTIVES

Upon completion of this lesson, students will develop the skills through which they may:

- Understand the importance of setting personal, professional and financial goals.
- Gain motivation to set personal, professional and financial goals.
- Analyze example goals and their compliance with SMART techniques.
- Develop goals pertaining to the culminating activity (concert on campus) using SMART techniques.

WHAT SHOULD A
SMART GOAL BE?



ACTIVITY

Develop goals pertaining to the culminating activity (concert on campus) using SMART techniques.

The first step to promoting an event is to determine your goals for the event. Event goals are the basis of all marketing decisions related to the event. Event goals can range anywhere from attracting a certain number of attendees to strengthening a potential community relationship. Developing event goals involves brainstorming and collaboration between all parties involved. Take the time to explore new ideas before deciding on a clear and concise event goal.

- Use Handout 5: [Goal Development](#).
 - Write three SMART goals for the concert fundraiser.
- SMART goal #1** – related to the amount of funds raised

SMART goal #2 – related to the satisfaction of students, faculty and concert attendees

SMART goal #3 – related to the effectiveness of marketing strategies