

BPA PROJECT

Global Marketing Team / Presentation Management Team

GMT/PMT

- Description: This project is based on the “Global Marketing Team” and “Presentation Management Team” event. See the bottom of the page for the specific topic.
- Finished Product: Your completed PowerPoint presentation should be emailed or shared by midnight on the due date. Your PowerPoint should be 20 slides in length. It should be PROFESSIONAL, PERSUASIVE, and PERFECT (no spelling or grammatical errors). You need to tell the story of your business plan in this PowerPoint ... and it needs to be DETAILED. Oh, and please make sure the audience can READ the slides (do not use pictures as backgrounds)!
- Grading: This PowerPoint is worth a total of 400 points.
- Work Days: October 16, 17, 18, 19.
- Due Date: Your PowerPoint is due on **October 19**. Presentations will be made next week.
-

GLOBAL MARKETING TOPIC

In recent years, many companies have adopted a social mission as a way to help better society and the world around us, such as selecting a green initiative, providing natural disaster relief, or even sharing their products with those in need. Compassion Reality, a not-for-profit organization, has asked your team to help develop a social mission they can use throughout their efforts. Compassion Reality helps with need-efforts in the United States and is investigating opening an international department to expand their efforts globally. Your team will suggest a new mission, develop a marketing plan to communicate this new mission, as well as make suggestions on marketing and expansion in international territories. Your marketing plan should include, but is not limited to:

- Logistics for implementation
- Liabilities and legal issues
- Organizational makeup
- International considerations

PRESENTATION MANAGEMENT TOPIC

You are a conference event planning team. You are proposing a new venue location for a national conference. The conference will:

- Have approximately 6,000 attendees ages 14 – 25 with chaperones.
- Need approximately 1,500 sleeping rooms.
- There will be whole group meetings and breakout sessions.
- Provide a social event opportunity for all attendees.
- Create a stage layout with a theme.

Things to consider, but not limited to:

- Identify location and capacity minimums.
- What services and amenities are provided?
- Address accessibility and flow of facility.
- Identify costs.
- Do attendees get a conference gift with their registration?
- Use data to support your presentation.
- Follow copyright when using company logos and likenesses.

You may not use any BPA NLC locations from 2014 – 2024.