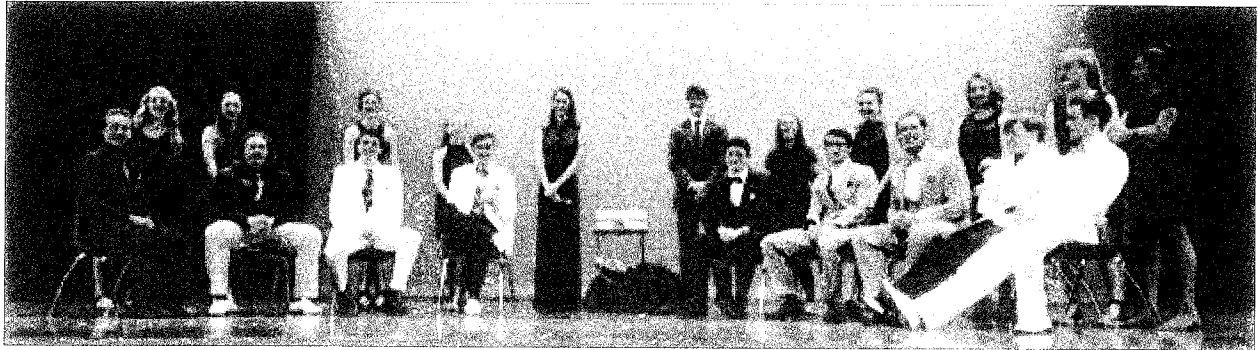


LEARN AND EARN PROJECT

Mr. Bay Port Guy Pageant



Bay Port DECA
Bay Port High School
2710 Lineville Road
Green Bay, Wisconsin, 54313
Katie Brown and Ethan Farr
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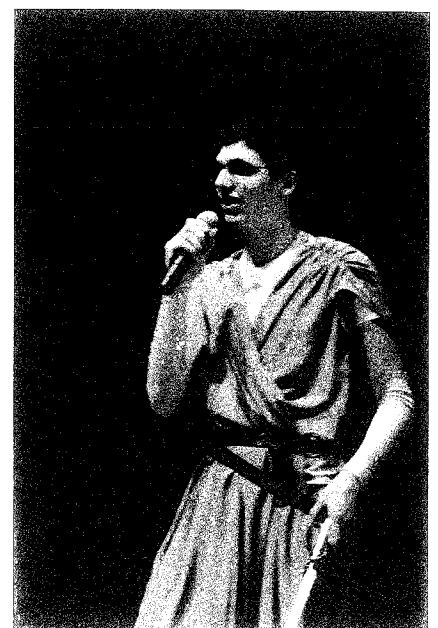
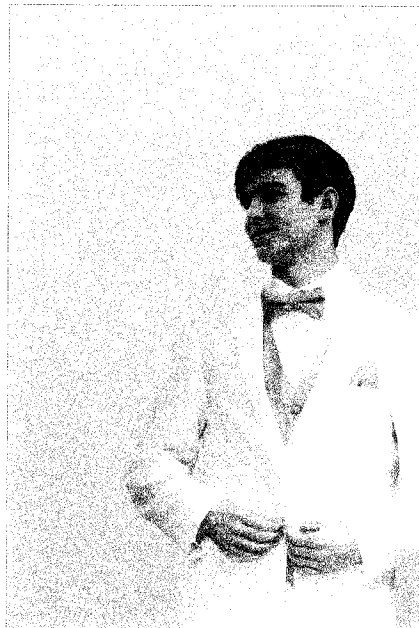


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I. EXECUTIVE SUMMARY

"It will be a tough act to follow." That was the reaction of students, staff, and community members alike after the completion of the 2016 Mr. Bay Port Guy Pageant. Flashback to the spring of 2013, and one would have never imagined the magnitude to which the Guy Pageant is hailed today. It is one of the most looked-forward to shows of the year, and we knew we had to pull out all of the stops this year to make it the best show yet. From bringing in choreographers, to making 12 foot long advertisements, we made sure that the 2016 Guy Pageant was anything but forgettable.

We started project planning in early September, a full five months prior to the show. Despite having over 150 days at our disposal, the time seemed to fly by. We were faced with many unexpected situations, everything ranging from contestants contracting illnesses that prevented them from practicing, to having to completely change the date of our event because such a large group of our target market could not make it. Before we knew it, it was production week. The Guy Pageant became the talk of the school both while physically in the building, and also on social media after school hours.

Our marketing surpassed anything Bay Port DECA has ever seen before. Whether it was on social media, in the halls of Bay Port High School, or at home, students were seeing our advertisements and were intrigued by them. Our content was relevant and interesting. It kept the attention of students who are stereotyped as having an attention span of a squirrel. Largely because of our marketing, we were able to reach and exceed our goals. With only \$184.73 in expenses, we were able to bring in \$2,782.26 of gross revenue. That left us with a profit of \$2,597.53, more than even our advisors expected.

The Guy Pageant would not have been made possible without the help of our advisors, sponsors, eager senior participants, as well as a number of willing DECA members to help out. Each played an important role in making our show a success. As directors, we learned a great deal about project planning, cutting edge social media tools, and management skills. We have no doubt each of these skills will benefit us in our future endeavors. Although our time as Guy Pageant directors has passed, we have a few recommendations including adding t-shirt sales, implementing a "shadow" program, as well as various other ideas that will make the show even better next year.

We are unbelievable proud of what we have accomplished in such a short period of time. Not only have we created a mold for future Guy Pageant directors to follow, but we have also set a precedent for future shows. It was an incredible opportunity to organize such a beloved event. We have full faith in those who follow in our footsteps that they will be just as successful as we were.

II. INTRODUCTION

In January, schools around the nation are plagued with the feeling of monotony. Gone are the days of Friday night football and the excitement of homecoming. Schools fall into a lull, with nothing much to look forward to. Furthermore, the stress of finals approaching leads many students to dread entering the school doors. Bay Port High School is no different; however, Bay Port DECA thought of a solution to rectify these apathetic feelings: the Mr. Bay Port Guy Pageant. This event generated excitement, and gave students the needed motivation to make it through finals.

The idea for this event was inspired by the highly watched Miss America pageant. In this well renowned pageant, women come from all over the nation to show off their poise and personality. At the end of the night, each contestant hopes to go home with the crown. Following the general outline of the show, while modifying it to fit our needs made a great combination for a memorable show.

In the Miss America pageant, all of the women come from different walks of life. We replicated this sense of diversity by choosing senior guys based on a number of preliminary questions. This application process ensured every student at Bay Port felt represented by one of the contestants. In the show, the contestants competed in four categories: Formal Wear, Costume, Talent, and Questioning. A panel of alumni judges scored the contestants in each of these categories on everything ranging from creativity to execution.



A sensational event like this could never have succeed without effective planning and implementation. To start out, we crafted a compelling project plan. This included both strict and loose deadlines, needed resources, and necessary responsibilities. We also created goals during the planning stage. We wanted to create a show that lifted the mood of the school during a time that was guaranteed to be stressful. Along with this, we wanted to create a cohesive show that would not only generate revenue for our DECA chapter, but would also generate support for the DECA program as a whole. We hoped to have more people questioning “What is DECA and how can I get involved?” by the end of our show. Finally, we wanted to create and execute a well designed marketing plan that has real world applications. By setting ‘SMART’ goals, we set out to create an event that would make Bay Port DECA history; something difficult, yet achievable.

After creating the initial project plan, we created a substantial promotional plan. Extensive marketing allowed us to reach out to even the most uninvolved students and allowed us to persuade them to attend the show. Creating hype for the show guaranteed a sold out crowd.

This year, we are stepped up the “earn” part of the “Learn and Earn” by making sponsorships a vital role in our marketing plan. Providing four different sponsorship packages ranging from \$100- \$500 ensured that any company was able to contribute to the event. Furthermore, we were able to specialize each of these packages to fit the company’s exact needs. To differentiate ourselves from other events, we created multiple ticket options that would satisfy any buyer. Whether a customer was buying season tickets, premier tickets, backstage passes, or general admission, they were guaranteed to get the best deal possible.