

DECA

DISCUSSION GUIDE

MDA TELETHON: BEHIND THE SCENES

NAME _____

DATE _____

SUMMARY

This video panel will provide content on these performance indicators:

- Implement digital marketing campaign
- Explain the use of celebrities/influencers as a word-of-mouth strategy
- Identify ways to segment markets for marketing communications
- Discuss the role of customer voice in word-of-mouth strategies
- Explain the use of storytelling in marketing
- Discuss the use of marketing briefs
- Apply project-management tools to monitor and communicate process

The Muscular Dystrophy Association (MDA) Telethon was a steaming experience across multiple screens that united audiences of all ages, hosted by Kevin Hart. Announced to the public on September 9, 2020, and then streamed on October 24, 2020, the MDA Telethon raised over \$10 million through a re-imagined two-hour virtual fundraising entertainment event.

Get a glimpse from MDA executives and their creative agency, United Entertainment Group, on how they pulled off this event, including key takeaways and favorite moments, in just under three months. You can learn more about the MDA Telethon and watch it on-demand at thetelethon.org.

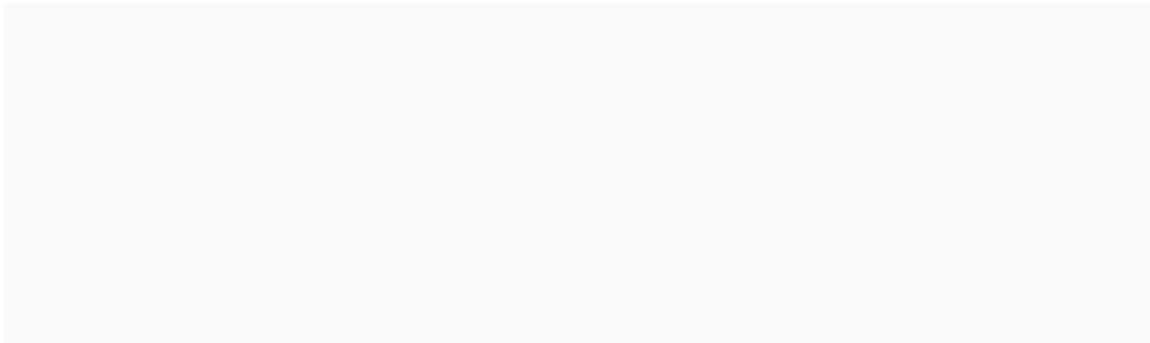
1. Why do you think the Muscular Dystrophy Association engaged celebrities and influencers in the MDA Telethon? Do influencers have to be celebrities? Explain.

2. When working with celebrities and influencers, why was it important for MDA to provide a reference guide for messaging? What were some of the influencer groups discussed, and how do they play a role in segmenting markets?

3. Why was working with Lindsay’s committee so important in the foundation of the telethon? How did it lead to telling the story in a “people-first way,” and who were some of the groups of people telling their stories?



4. The telethon was produced in about three months and during a world-wide pandemic. Project management was an important part of the process to develop the telethon, but the many of the panelists discussed the “monitoring” phase and how flexibility was so important. List two of your favorite “lessons learned” from the panelists. Explain why they are your favorite and provide an example of how this lesson learn either has or could help you personally.



5. The MDA Telethon was described as “future facing and experimental.” List three ways the MDA Telethon was reimagined to meet this description.

