**An Afternoon of Fashion in \_\_\_\_\_\_\_\_\_\_ County**

OBJECTIVE: Students will use management, decision-making skills to comp lete all the necessary tasks of staging a fashion event.

MATERIALS N EEDED: Computers; projector; Internet access; paper and printer for print items

**PROCEDURE:**

You are the chairperson of "An Afternoon of Fashion in Your Count y" committee. (You supply the name of your county.) Your goal is to ensure 100% occupancy by fashion retailers located within YOUR county. **You have space for 45 booths.** The event will take place on PICK A DATE. Your duties are as follows:

1. Determine your target market (who you want to draw to your event) .
2. Select the fashion retailers who will participate (plan for variety).
3. Decide on admission charges.
4. Plan the arrangement, or the floor plan for the event.
5. Secure the site (must be in YOUR county). Look up the location on Internet.
6. Decide how you will promote the event to the public.
7. What type of entertainment will be provided? When? Variety?
8. Advertising:
   1. One direct mail (postcard or flyer)
   2. One press release (story that tells who, what, where, when, why) and you must include at least two quotes from someone who has participated in the past
   3. One TV commercial (use multimedia software or a video production software)
   4. One non -traditional promotion, such as an airplane trailer, a "sandwich promo" walker, skydiver, etc.
9. Design a layout or floor plan, and list the participating fashion retailers in their booth locations. (Use word processing software.)
10. What considerations did you take in deciding where to locate the participating fashion retailers ***within*** your chosen site?