



ENTERTAINMENT BUSINESS

WITH PAGES INFOGRAPHICS



FULL SAIL
UNIVERSITY

Workshop Description

Students will take an in-depth look into the business side of the recording, film, television, video game, and sport industries. After learning the importance of monetizing emotional connections, they will be challenged with creating a new revenue source for a popular music festival, and detailing their original idea in a business proposal infographic.

Workshop Length

This workshop experience can be adjusted to accommodate **45 - 90 minute** class schedules.

Learning Goals

At the close of this workshop, participants will be able to:

Identify a multitude of business plan needs, including; marketing approaches, budget requirements, pricing strategies, distribution needs, purchase frequencies, value propositions, target demographics, and profit margins.

Create a business proposal for a new music festival revenue stream using the provided infographic prompts with the following **three objectives**:

1. Determine a potential business idea
2. Write a mission statement describing the idea and include why it's needed
3. Complete the infographic prompts and determine the profit potential

Set-up & Preparation

All supplies, including iPads and infographic templates, will be provided by our facilitator for this workshop and we can present throughout the day to accommodate multiple classes. Teachers are also welcome to select a different workshop experience for each class.

Helpful Links

<https://www.fullsail.edu/area-of-study/business> - Business Programs

<https://hub.fullsail.edu/related-topics/business> - Informational content