# Outline of the presentation

Presentation about your chosen sport event (already existing or your own project)

1. Analysis of the event
   1. PEST analysis
   2. Porter analysis
   3. SWOT analysis
2. Marketing analysis of the event
   1. General information about the event
   2. Social networks
   3. Website
3. Marketing communication proposal
   1. 4P (Product, Prize, Place, Promotion)
   2. Sponsorship proposal
   3. SMART goals of the event (3 or more)
   4. Media Plan
   5. Social media post
      1. Before the event post
      2. During the event post
      3. After the event post