

## Outline of the presentation

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

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