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Mr. Speice

Independent Study & Mentorship

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Event Marketing

Assessment 12 - Interview

Name of Professional: Marissa Olberding

Title: Marketing Manager, The Star Entertainment District

Company: Dallas Cowboys

Date of Interview: January 3, 2019

Works Cited:

Swaminathan, Shashi, and Marissa Olberding. "Event Planning Informational Interview." 3 Jan. 2018

Assessment

The interview with Ms. Olberding held a purpose to find more information on how to plan Catches for Cubs. As there has been no prior experience for me regarding creating a marketing plan, guidance was needed. Therefore with the information relayed by Ms. Olberding, I created a marketing plan which included numerous elements such as a budget, market strategy, goals & objectives, and a timeline. This information conveyed through the marketing plan will ultimately be applied this May, as the Catches for Cubs inaugural event is set to take place. The experience of creating the marketing plan is also a great exposure to the variety of tasks involved in Sports Marketing.

With the recent partnership with Mr. Kevin Thompson, I was able to employ the partnership skills that my mentor employs on a daily basis. And now with Ms. Olberding's guidance I am able to utilize event planning and analysis skills to ensure the success of Catches for Cubs. One of the key points discussed in the interview was utilizing basic marketing, and then expanding from that foundation. Essentially this details basic advertising of the event while stemming off into other areas such as retail and other key strategies. In my case, Catches for Cubs is highlighted by the partnership with ISG. Therefore with the information discussed regarding basic marketing, I can attempt to maximize the attendance of Catches for Cubs, by leveraging the said partnership. While my way to measure success is through the attendants, a unique and surprising idea discussed was how Ms. Olberding monitors success. The Cowboys monitor the number of people in attendance through how many are connected to the wifi, and through the number of consumers in restaurants and retail chains. For me this information was very interesting as it serves as a potential goal if I am able to expand Catches for Cubs to that size.

While the conversation included how to maximize success, much of my questions fixated on the issues with events and how to overcome them. One hundred percent satisfaction is very rare in events, so the question was asked on how to deal with such. Towards the beginning of my research I was directed towards customer satisfaction and how to handle negative publicity. This past research slightly differed with the response given by Ms. Olberding, as she stated that the best way is to directly address the problem through messaging or promotions. With this information I am prepared to face any negative feedback that may arise from Catches for Cubs. Another potential obstacle could be the over-attendance of kids at the event. However unlikely,

Ms.Olberding stated how the rapid growth of Frisco brought some problems such as instability. This instability might cause the event to run off course and chaotic especially for a first time event planner such as myself.

In summary the overall effectiveness of the Catches for Cubs inaugural event shall be a direct reflection of the application of the ideas discussed in the interview with Ms. Olberding. While football season is over during May, I hope to adjust to this seasonal obstacle in order to still attract participants. In conclusion, the assistance given by Ms. Olberding has served a great purpose in the success of Catches for Cubs, and the actual Marketing Plan that went into it.