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Independent Study & Mentorship

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Assessment 17

Final Product Progress

Completing the First Step

When completing a three component product, it is essential that each part is completed thoroughly and promptly to ensure the success of the overall project. To begin, the first priority was the actual partnership proposal, arguably the most important component as without it neither the event nor pitch can be completed. Completion of this proposal, that included all the assets Catches for Cubs can offer to the Interactive Sports Group as well as the implications of this partnership, heavily required creative and analytical thinking to make sure Mr. Thompson of ISG stays interested and persuaded to invest in the partnership. As this proposal required extensive thinking, my mentor Aaron Kastner greatly aided in the completion by providing examples of professional proposals, as well as guiding my thought process towards ISG's brand objectives and more creative point of views. The original plan was to have the proposal completed by the end of Spring Break, however as there was a great struggle with finding assets to offer, I was only able to finalize and complete the proposal on March 23rd.

Facing Adversity

From the point of completion and after speaking with Mr. Kastner and Mr. Simler who both gave me extensive information on the pitch as well as feedback regarding the completed proposal, I began planning the pitch as well as initiating the marketing efforts of the event. As the marketing efforts began with social media as well as poster advertisements, a major setback occurred due to a poor prioritizing and essentially a lack of thinking ahead. Rather than thinking about the repercussions, I began the advertising which listed Reedy as affiliated with the event even when this conversation was stated as “forthcoming” in the proposal. This minor mistake actually cost me any chance of having Reedy as an affiliated aid for the event thus forcing me to look for public facilities for the event as well as new headlining marketing efforts to gain the attention of the target market. Originally the product was shaping out to be on schedule and exactly as planned except this error threw off the final picture. While the solution seems clear, it is obvious that this issue will require diligent work and no more careless mistakes going forward.

Moving Forward

As currently the partnership proposal (first component) is complete the pitch and actual event are the main focuses going forward. Specifically, utilization of the past research regarding pitches as well as the recent information relayed by Mr. Kastner and Mr. Simler will ensure success from a presentational standpoint. It is essential that the pitch is properly executed in order to maximize the success of the camp, and similarly, the proposal needs to be near perfect to ensure more success in the pitch. It hasn't been too difficult to progress in creating all the tangible items of the final product such as advertisements and the proposal, however, it is important that these

items encompass the purpose and potential for Catches for Cubs in order to improve the chances of success and chances of partnership with the Interactive Sports Group.

Errors are bound to arise, however, as the date for Catches for Cubs nears, it is of utmost importance that preventable mistakes are taken care of in order to ensure that everything is completed on schedule. Going forward the potential of success for the event shall be the constant thought when completing any aspect.