

Sunny Patel  
Jasmine Bhoola

## **Introduction**

The project we are proposing is to promote a multicultural dance competition that is held once a year in Philadelphia. Many teams work hard to compete with each other and show off their skills. Due to the large scale audience, promoting a competition does require a well organized and structured campaign. These competitions are a way for the school to support their dance team.

## **Bios**

Sunny Patel - As a member of Drexel's premier dance team, he gets the great privilege of traveling around the nation competing with the most compassionate dancers. With each competition there seems to be timing problems, theater management issues, insufficient funding, etc. He wishes to change that by hosting Philadelphia's first Dandiya competition. He understands that to accomplish this there must be an in depth analysis of previously held competitions.

Jasmine bhoola - As a previous dancer for 8 years and someone who enjoys watching it, promoting a dance competition is something that she loves to do. She is close friends with people who are on dance teams at Drexel University and travels to different states to watch them. She does know that there is a certain amount of time and effort put into the competitions. If it wasn't for the promotion aspect on facebook and flyers around school, the turnout would not be as great. She would like to be a part of something that she has passion for.

## **Research**

Since these competitions are usually held annually, it will be easy for us to interview previous members of the e-boards for other competitions. In order to get a better understanding of the downfalls and failures of other competitions we shall also meet with team members that have competed in a competition. This will enhance our comprehension of what makes a great competition.

Judges should be interviewed on their input of how promotion is a factor in a competition. They are experts at what they do and have for the most part, the most dance experience and have been to enough dance competitions to explain the effectiveness of promotion. Their opinions are a different insight on how things are done is valuable. Well known judges can draw attention to the public. We would also need some background information about the dance teams who wish to compete. We want to make sure that they will be up to par with all the other teams, hence making a energizing competition.

## **Promotion**

Audience is a key component to technical communication, knowing what they're expecting, what their attitudes are, and what their opinions are will help us in designing our advertising campaign. (Markel 42) The tone of this advertisement should be directly related to the audience at hand which in this case is ages 19-24. Using social media we can reach our vast audience from roughly 30 different universities. Since Facebook is the most popular social media platform amongst this age group, it will be vital to us to promote our event and provide information on this medium. Using Facebook will be a great way to popularize our campaign, however in order to accomplish this successfully, we will need a promo video. Keeping to the familiar format of other competitions we will need to create a energizing pump-up video to go viral on major social media sites. Since we do know who our target audience will be, we know how to communicate to this group. Students in this age group are very familiar with searching the internet for the information they are looking for. A major event such as this one will need a website to keep up to par with dates and information about the competition. Photos can be as well posted on to the website from the competition as well as previous ones. This is an effective way of promotion. The design can include tabs for contact information, photographs, videos of the teams and the dates for the competition including the after party. Since Sunny already knows how to create a website it will not cost us any money, only time.

## Timeline

Time	Duty
1 day	Assign board positions and responsibilities
1-2 days	Begin research, talk to Fareed ( Executive board member of Bollywood competitions in Philadelphia region )
1-2 days	Talk to Disha ( Executive board member of Dandiya competition for Penn State University )
1-2 days	Interview with Neer Shah ( Very well experienced dancer, who has attending tens of dozens of competitions throughout his college career)
3-4 days	Analyze research results, downfalls, and failures of other competitions' promotions
4 days	Create budget for printing, video production, website designer/development
1-2 days	Hire website designer & developer
1-2 days	Hire a graphic designer for social media flyer
1 day	Sit down with web designer to discuss user ability and user interface
1 day	Launch website
1 day	Post Youtube video and promote on social media.
1 day	Create facebook events

## Cost

Promotion is more of a time costly factor than monetary. The only money that could be spent is around \$25 dollars for flyer printing and ink for the design. The time it will take to research, interview and create a website will be more time consuming. It will take up to a month or more to plan the promotion aspect of the dance competition.

## Rubric

\_\_\_\_\_ Effectiveness of video ( 20 points)

- Use of background music to energize or pump-up the audience.
- Does the video engage the audience emotionally with pride for their school?

\_\_\_\_\_ Informative ( 20 points )

- Does the website, video, and flyer answer the basic who, what, where and when questions ?
- Does the website, video, and flyer allow the viewer to ask for more information ?

\_\_\_\_\_ Professional look of video,flyer, and website ( 20 points )

- Does the website, video, or flyer look like professionally done?

\_\_\_\_\_ Is the website user friendly? ( 20 Points )

- Is it easy to navigate?
- Is the information organized in some manner?

\_\_\_\_\_ Grammar and language ( 20 points )

- Works Cited -

Markel, M. (2012). *Technical communication*. (10th ed. ed.). Boston: Bedford/St. Martins.