

## **Strategic Blueprint for Elevating the Enchanted Winter Carnival**

**Strategic Event Planning:** Lobster Land can increase the brand reputation and expand its customer base by doing a live telecast of the seasonal events and creating a buzz for the event on social media. By doing this we can attract the customers from all over the world and this will also encourage people to attend the event from next time. To make the event stand out we should make sure we stand out from our competitors. As we did in conjoint analysis for organizing the Arundelle Ball we need to make sure what the customers like and provide them with required background theme and setting.

**Revenue Diversification:** To bring in more money for the Enchanted Winter Carnival, Lobster Land can try a mix of direct and indirect ideas. On the direct side, we could offer different ticket levels, sell unique event experiences like private ice sculpting workshops, and have winter-themed merchandise available. Adding food and drink stands with seasonal treats, possibly teaming up with local vendors, could also boost earnings.

For indirect income, Lobster Land could partner with sponsors, local businesses, or advertisers to share costs and promote the event together. They could also charge fees to third-party vendors at the Angels' Market. From the data visualization created in the first part we can make sure what kind of vendors we place in our event.

**Stakeholder Partnerships:** To make the Enchanted Winter Carnival a huge success, we can focus on our partnership with Disney as the main driving force. Disney's world-famous reputation and talent for creating magical experiences can make the Carnival even more exciting with co-branded merchandise, themed attractions, and special appearances from their characters.

Disney's powerful marketing network like their TV channels and digital platforms can help us promote the Carnival to a global audience. Plus, our forecasts show Disney's share price is set to rise soon, which makes this partnership even more valuable. A stronger financial outlook for Disney could attract more sponsors and investors to support the event, giving us the extra resources we need to make it unforgettable. By teaming up with Disney's brand and momentum, we're setting the stage for a high-impact Carnival that will not only delight our guests but also strengthen customer loyalty and create long-term growth for both of us.

**Engaging Local Communities:** To make the Winter Carnival a beloved tradition, we need to focus on connecting with the local community. By working with local artists, performers, and vendors to create themed booths, shows, and workshops, we can give the Carnival a unique, local touch that feels special to everyone. We could also offer discounted or free tickets to local schools, nonprofits, and families in need. This would make the event more inclusive and build goodwill. Hosting fun pre-carnival events like tree-lighting ceremonies, parades, or contests could get people excited and looking forward to the main event. Partnering with local charities for fundraising during the Carnival would add a meaningful social impact, something residents would really appreciate. And by involving the community in the planning through feedback surveys or volunteer roles we can give everyone a sense of pride and ownership in the event. We can involve the local communities by conducting a competition for local fishermen's for catching the largest lobster. By celebrating the local culture and values, we can turn the Winter Carnival into something the community loves and supports year after year.

**Brand Development Through Events:** To make the Enchanted Winter Carnival truly unforgettable, we can focus on values and themes that really connect with our audience. By making family togetherness and community celebration the heart of the Carnival, we can create

an event that feels warm, inclusive, and welcoming to everyone. We can also show our commitment to sustainability by using eco-friendly materials for decorations and offering sustainable merchandise. These small steps can make a big difference and align with the values of today's audience.

A Disney-themed parade would be a showstopper! With Disney's beloved characters, magical storytelling, and amazing production quality, it would create unforgettable moments for our guests while boosting Lobster Land's visibility. Adding a touch of local flavor by showcasing Maine's heritage, traditions, food, and artisans would make the Carnival even more unique and special. By blending these ideas, we can create an event that celebrates community, creativity, and unforgettable experiences all while building on Disney's incredible reputation.

**Adaptation and Innovation:** To make the Winter Carnival exciting and unique, we can add special features that align with our brand and delight visitors. A Lobster Land-themed ice maze with trivia and hidden treasures celebrates our maritime heritage, while a Disney-themed night show with fireworks and performances adds magic. Using insights from our conjoint analysis, we can tailor the Carnival to customer preferences, like favorite decor, music, and attractions. Hands-on activities like a "Create Your Own Ice Sculpture" workshop and AR experiences with hidden digital surprises bring modern and interactive fun.

Finally, pop-up performances and surprise Disney character visits keep the event lively and magical. These ideas ensure a memorable experience that guests will cherish and return for year after year.