

WISCONSIN DECA

# 2017 SPORTS & ENTERTAINMENT MARKETING CONFERENCE

#WIDECASEM



From a sell-out crowd of loyal fans waiting for the opening kickoff to a high-profile entertainer eager to take the stage for an encore presentation, sports and entertainment marketing provides a rush for those interested in these career areas. Attend the Wisconsin DECA Sports & Entertainment Marketing Conference if you want learning from the professionals in these popular industries.

This year the conference will be held in Green Bay, WI where we will tour Lambeau Field, Packer Hall of Fame, and the Resch Center. Students will have an insider's perspective from these tours as they become the living classroom to complement the lessons from conference speakers.



# LIMITLESS

## CLASSROOM CONNECTION

This conference will reinforce concepts taught in classes that include sports and entertainment marketing. Marketing executives will share information with students to help them:

- Describe the nature of target marketing in sports/entertainment marketing
- Describe pricing issues associated with sports/entertainment products
- Explain advertising media used in the sports/entertainment products
- Explain career opportunities in sports/entertainment marketing
- Identify "out-of-the-box" sales promotion ideas for sports/entertainment events
- Measure economic impact of sports/entertainment events

*National Curriculum Standards for Business  
Administration  
&*

*Wisconsin Standards for Marketing Management  
and Entrepreneurship*



## TENTATIVE AGENDA

### December 16, 2017

9:30 AM - 10:00 AM	<b>Conference Registration, Resch Center</b>
10:00 AM - 10:45 AM	<b>Opening Session, Resch Center</b> Join us as we kick off the 2017 Sports & Entertainment Marketing Conference as we hear from industry experts.

After the opening session the group will be divided into 3 Groups for tours and lunch. WI DECA will assign your chapter to a group after registration closes.

	GROUP A	GROUP B	GROUP C
11:00 AM - 12:15 PM	Lambeau Field Tour & Packer Hall of Fame	Resch Center Tour/ Titletown	Lunch at the Hall of Fame Chophouse
12:30 PM - 1:45 PM	Resch Center Tour/ Titletown	Lunch at the Hall of Fame Chophouse	Lambeau Field Tour & Packer Hall of Fame
2:00 PM - 3:15 PM	Lunch at the Hall of Fame Chophouse	Lambeau Field Tour & Packer Hall of Fame	Resch Center Tour/ Titletown
3:30 PM - 4:00 PM	<b>Closing Session, Resch Center</b> <ul style="list-style-type: none"> <li>• Rim Rockers Performance &amp; Presentation</li> <li>• Miracle Minute for MDA</li> <li>• Conference Wrap Up</li> </ul>		
4:00 PM - 6:00 PM	<b>Explore Titletown/Dinner On Own</b> Use this time to network with WI DECA members, explore Title Town (restaurants, ice skating, snow tubing), or go back to the Packer Hall of Fame		
6:00 PM	<b>Green Bay Phoenix vs UW-Parkside, Resch Center</b>		