HOPE ARNOLD'S CTSM PORTFOLIO MAP
Outline to Start Down the Writing Path

Name of Show/Event of Focus : BrainPOP at ISTE

Planned Company Participation:

Marketing:

Silver Sponsorship

- Includes meeting room aka POPUP Classroom
    - Professional development sessions
    - Certified BrainPOP Educator training
    - Giveaway: Moby tee
- Pre-registration list
    - Pre-show mailing
    - Record attendance expected…% of opt out lower than normal
- Signage
    - ISTE website presence
    - Signage throughout the convention center and exhibit hall
- Email blast
    - Pre-conference email blast to all attendees, including link to our conference activities
- Inclusion in ISTE event schedule
    - Post all of our PD sessions in ISTE master schedule
- Advertising
    - Conference app ad
    - ¼ page ad in print and digital program
- Totebag insert
    - Inserting our master ISTE schedule
- Sponsor continental breakfast
    - Mascot to join attendees at breakfast tables

Exhibit:

- Booth theater for POPStar Educator lead sessions
- 6-7 individual demo stations
- Mascot greeting attendees
- Giveaways: Moby bag, curriculum calendar, bookmarks, pins

Event:

- Hosting an event Monday, June 29th for our POPStar Educators, district leads, partners

Partnerships:

- Google is providing Chromebooks for our POPUp Classroom
- GameUP partners will be joining us in our booth to speak to attendees

ISTE workshops/playgrounds:

- Included in STEM playground
    - Demo table; to show GameUP and Make-a-Map
    - 1 hour presentation on Make-a-Map
- BrainPOP Staff/Educator lead conference workshops

- o **Criteria #1 VITAL STATISTICS**
- Bio
- Job responsibilities
- Key people I work with
- Company history
- Products and Service

Criteria #2 OVERVIEW/SHOW SCHEDULE
- Introductory remarks about program
- Details on the process
- Annual schedule of major shows/events
- Special circumstances

Criteria #3 INTRODUCTION TO SHOW OF FOCUS/MEASURABLE SHOW OBJECTIVES
- Details about ISTE – why chosen, demographics of show, target audience
- Overarching trade show strategies
- Specific show strategies and measurable goals
- Show specifics on ISTE presence

Applicable session references:
10815 How to Measure the Value of Trade Show Participation
- o *Set objectives for ROI*
20115 Selecting the Right Shows: The Critical Decision
- o *Background analysis*
20415 Don't Skip the Meetings – Pre, At and Post: Guideposts to Success
R604 Standout Sponsorships
- o *How to make our ISTE sponsorship standout for us – classroom setup & utilizing*
40915 Formulas that Can Save You Money
- o *Room setup*
- o *Food/drink orders*

Criteria #4 MANAGEMENT OF EXHIBIT DESIGN/PRODUCTION
- Management planning
- RFP and selection process
- Production strategies
- Budget plan/actuals
- Visual evidence w/captions

Applicable session references:
61715 Graphics Boot Camp
- o *Integrate our message into our booth graphics*
- o *Utilize new material*
62115 Collaborate, Create, Succeed
- o *RFP process*
- o *Who is BrainPOP? How do we want to be represented in booth form?*
20315 The Nuts and Bolts of Budgeting for Results
- o *Financial roadmap*
- o *Rent vs. build*

61914 Exhibit Design from Concept to Completion
- o *Function and design*
- o *Exhibit cost*
- o *Human factor*
- o *Lighting*

Criteria #5 MANAGEMENT OF INTEGRATED MARKETING COMMUNICATIONS
- Planning/Goals
- Selection rationale for media source
- Measurable objectives/strategies
- Visuals demonstrating message integration
- Assessment measure for marketing goals
- IMC results w/recommendations for improved marketing

Applicable session references:
30715 Creative Thinking to Reinvigorate Your Program
- o *You can only do the same thing so many times- We are changing up our booth look and presence at ISTE.*
- o *21315 Beyond the Basics of Booth Selling – Train staff to understand our audience and relate to them.*

Criteria #6 MANAGEMENT OF RESULTS REPORTING
- Assessment measures to obtain show results
- Overall show results tied back to objectives
- Review results & measurable strategies
- Reporting measures

Applicable session references:
10515 Using Surveys to Measure Your Performance in Trade Shows and Events

Criteria #7 CONCLUSION
- Assessment of your program
- Recommendation for change/improvement
- Strategy plans to support recommended changes
- Review learning experiences

Applicable session references (may or may not have any here):

Criteria #8 OVERVIEW FORMAT AND CONTENTS
- Professional head shot
- Key sections present and well organized
- Section header pages between each section
- Ease of reading
- Proofread
- 8 required sessions and minimum of 2 electives referenced
- Appendix referenced by page #

3/11/21