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LESSON EXEMPLAR

Learning Area	Events Management Services	Grade Level	11/12
Semester	First	Quarter	First

I. OBJECTIVES (*Identifying the Goals*)

Content Standard	The learners demonstrate an understanding of the foundational concepts, processes, and roles within the event management industry.
Performance Standard	The learners conceptualize event plans by preparing proposals and budgets.
Learning Competencies	Prepare a Strengths, Opportunities, Aspirations, Results (SOAR) Analysis for an event proposal.
II. REFERENCES and MATERIALS <i>(Selecting Resources and Material)</i>	Department of Education. (2020). Guidelines on the implementation of the Senior High School Technical-Vocational-Livelihood (TVL) track. DepEd. Department of Education. (2023). The MATATAG curriculum: Strengthening the K to 12 curriculum for lifelong learning and global competitiveness. DepEd. https://lrmds.deped.gov.ph/ Event Management Association of the Philippines. (2022). Best practices in event management: Industry standards and protocols. EMAP.



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	<p>International Event Management Standards Organization. (2021). Event management guidelines for best practices. IEMSO.</p> <p>Republic of the Philippines. (1994). TESDA Act of 1994. Philippine Congress.</p> <p>Technical Education and Skills Development Authority. (2018). Training regulations for events management services NC III. TESDA.</p>
III. CONTENT <i>(Sequencing Content)</i>	<p>Lesson 4: Preparing SOAR Analysis for an Event Proposal</p> <p>A. Audience Analysis and Target Market</p> <ul style="list-style-type: none"> • Age, Sex, Income, Education Level, and Profession • Cultural, Social, and Regional Factors • Geographic Location and Accessibility Need • Psychographic Profiles: Interests, Values, and Lifestyle <p>B. Brainstorming Techniques for Generating Event Concepts</p> <ul style="list-style-type: none"> • Mind Mapping/ Brainstorming Sessions • SOAR Analysis • Mood Board
IV. OBJECTIVES <i>(Setting Clear Objectives and Analyzing the Tasks)</i>	<p>At the end of this lesson, learners should be able to:</p> <ol style="list-style-type: none"> 1. Identify the demographics, psychographics and geographic relevant in audience analysis. 2. Explain the importance of audience analysis and target market profiling in developing event concepts. 3. Describe various brainstorming techniques such as mind mapping, SOAR analysis, and Mood Board. 4. Prepare a detailed SOAR analysis for a given or proposed event, incorporating insights from audience analysis.



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IV. PROCEDURES	ACTIVITIES	ANNOTATION



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A. Activating Prior Knowledge	<p>Day 1</p> <p>Option 1: Event Snap Recall</p> <p>Instructions:</p> <ol style="list-style-type: none">1. Ask learners to list 3 events they have attended or helped organize (e.g., birthday, seminar, fiesta, sports day).2. For each event, have them write:<ul style="list-style-type: none">o The theme or concept of the evento What made it memorable or successfulo How the theme influenced the event's setup or activities3. Group Sharing: Let students share insights and reflect on how a clear concept/theme helped the event succeed.	<p>This activity recall and share prior experiences related to event themes and concepts. To facilitate this activity the teacher may apply one of the following strategies.</p> <p>Pedagogy: Cooperative Learning</p> <p>Strategy 1: Think-Pair-Share</p> <p>This technique encourages individual reflection, peer discussion, and group sharing, aligning with the cooperative learning principle of positive interdependence and individual accountability.</p> <p>Application in Activity:</p> <ol style="list-style-type: none">1. Think: Learners individually reflect and write down the 3 events and their details.2. Pair: They then discuss their experiences in pairs, comparing how themes influenced the events.3. Share: Pairs report back to the whole class or small group, summarizing key points and lessons. <p>Strategy 2: Jigsaw Technique</p>
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Option 2: Event Theme Puzzle

Instructions:

Learners become "experts" in their own event experience and then share this with mixed groups, promoting equal participation and interpersonal skills.

Application in Activity:

1. Form "expert groups" where each group discusses a specific event type (e.g., weddings, corporate events).
2. Learners then move to "jigsaw groups" where each member teaches others what they discussed.
3. Learners teach each other, reinforcing their own understanding
4. Encourages appreciation of different event styles and cultural themes

Pedagogy: Cooperative Learning

Strategy 1: Active Learning / Hands-On Sorting



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1. Prepare cards with random words or elements (e.g., “Masquerade Ball,” “Youth Empowerment,” “Corporate Social Responsibility,” “Garden Setup,” “Digital Invitation”).
2. In groups, learners categorize each card under:
 - Event Theme
 - Event Concept
 - Event Execution/Proposal Element
3. Let groups justify their classification.

Learners physically manipulate information (sorting cards), encouraging deeper processing of abstract terms like “theme” or “concept”.

Strategy 2: Collaborative Learning (Small Group Work)

- Small group interaction encourages peer teaching and consensus-building.
- Learners explain their reasoning, reinforcing understanding and improving communication skills.

Strategy 3: Socratic Questioning (Justification Round)

- The teacher encourages deeper thinking by asking questions such as:
 - “Why did you classify that under 'theme'?”
 - “Could this card belong to more than one category?”
- This supports **critical thinking** and refines conceptual distinctions.



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	<p>2. Establishing the Purpose of the Lesson</p> <p>Activity: <u>Guess the Audience</u></p> <p><u>Objective: Connect visuals with audience profiling and highlight its importance.</u></p> <p><u>Instructions:</u></p> <ol style="list-style-type: none"><u>1. Present 3–4 images of different events (e.g., a children’s party, a corporate seminar, a music festival).</u><u>2. Ask:</u><ol style="list-style-type: none"><u>a. Who do you think this event is targeting?</u><u>b. What clues gave it away?</u>	<p><u>Pedagogy: Contextual learning</u></p> <p><u>Strategy 1: realistic event scenarios, helping learners make sense of how audience profiling applies in real event planning settings.</u></p>
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Discuss why knowing your audience is critical before even starting the concept.

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<p>B. Instituting New Knowledge</p>	<p>1. Presenting Examples</p> <p>Option 1: Client Persona Creation</p> <p>Instructions:</p> <ol style="list-style-type: none"> 1. Provide a sample event brief (e.g., “A company wants to launch a new organic skincare product”). 2. In groups, learners create 1–2 audience personas that include: <ul style="list-style-type: none"> o Name, Age, Occupation o Interests and lifestyle o Needs and expectations related to the event 3. Groups present and explain why the persona is a suitable target market. <p>Expected Output: Poster or slide of audience persona</p>	<p>To facilitate this activity the teacher may apply one of the following strategies.</p> <p>Strategy 1: Project-Based Learning (PBL)</p> <p>Learners simulate a real-world task that mirrors the early planning phase of actual event management: identifying and profiling a target market.</p> <p>PBL supports skill-building in problem-solving, teamwork, and client-oriented thinking—all essential for event planning.</p> <p>Strategy 2: Collaborative Group Work</p> <p>Learners work in small groups to discuss and construct their personas. Group work allows peer-to-peer learning and encourages communication.</p> <p>Event planning is inherently collaborative; this activity mirrors team-based tasks and Strategy promotes shared responsibility.</p> <p>Strategy 3: Visual and Verbal Learning</p> <p>Using posters or slides appeals to visual</p>
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	<p>Option 2: Mind Mapping for Concepts</p> <p>Instructions:</p> <ol style="list-style-type: none">1. Start with a central topic (e.g., “Youth Empowerment Event”).2. In groups, use a mind map to branch out ideas for:<ul style="list-style-type: none">o Venueo Themeo Activitieso Target audienceo Sponsors/partners3. Present the final map to the class. <p>Output: Visual mind map and short group presentation</p>	<p>learners, while group discussion and oral presentations engage verbal/auditory learners.</p> <p>The multimodal nature of this activity supports varied learning styles and improves engagement and retention.</p> <p>Strategy 1: Graphic Organizer Use (Mind Mapping)</p> <p>Mind maps help learners visually connect ideas, especially in conceptual or creative thinking processes like event planning.</p> <p>It supports non-linear, exploratory thinking, ideal for brainstorming large, interconnected concepts.</p> <p>Strategy 2: Collaborative Learning</p> <p>Learners work in small groups, building teamwork and communication skills while co-developing event components.</p> <p>Planning events is a collaborative task in real</p>
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	<p>DAY 2</p> <p>2. Discussing the Concept</p> <p>Instructions for Learners: Study the information and examples and prepare for class discussion.</p> <p>Unlocking Content Area Vocabulary</p> <ol style="list-style-type: none">1. Audience – refers to the group of people for whom the event is intended or who will attend and engage with the event.	<p>life; this mirrors the cooperative nature of the events industry.</p> <p>Strategy 3: Visual Thinking Strategies</p> <p>Visual representation of event elements allows learners to see relationships, prioritize ideas, and spark creativity.</p> <p>It caters to visual learners and supports cognitive organization of complex ideas.</p>
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2. Analysis – refers to the process of gathering, evaluating, and interpreting data or information.
3. Brainstorming – refers to a creative process where group of people comes together to generate ideas, solve problems, or plan aspects of an event.

Audience Analysis and Target Market

1. What is Audience Analysis?

Audience analysis involves examining the characteristics, needs, interests, and expectations of the people who will attend or benefit from the event.

Key Factors to Analyze:

- **Demographics:** Age, gender, income, education
- **Psychographics:** Interests, values, lifestyle
- **Geographics:** Location of the audience
- **Behavioral:** Event-going habits, media preferences, purchase behavior

Importance of Audience Analysis in Events

- Helps tailor event themes and content
- Ensures relevance of activities



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- Guides marketing strategies
- Maximizes engagement and satisfaction

2. What is a Target Market?

A target market is a specific group of people that an event is designed for or marketed to. It is a subset of the larger audience that shares common traits.

Example:

If you're organizing a **music festival**, your target market might be:

- Age group: 18–35
- Interest: Indie and alternative music
- Location: Metro Manila
- Lifestyle: Youthful, outgoing, social media savvy

Steps in Identifying the Target Market

1. **Review client objectives** – What does the event hope to achieve?
2. **Conduct audience research** – Use surveys, focus groups, interviews
3. **Segment the audience** – Group them based on shared characteristics



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4. **Select the best-fit segment** – Choose the audience segment that aligns with your goals

Brainstorming Techniques for Generating Event Concepts

1. Purpose of Brainstorming in Event Planning

Brainstorming helps event planners generate fresh, creative, and diverse ideas aligned with client needs and audience expectations.

2. Popular Brainstorming Techniques

a. Mind Mapping

- Start with a central theme (e.g., “Summer Event”)
- Branch out into sub-ideas (e.g., themes, venues, activities)
- Use visuals to stimulate creativity
- **E**liminate – What can we remove?
- **R**earrange/Reverse – Can we reorder or reverse?

b. SOAR Analysis

Analyze event ideas by identifying:

- **S**trengths
- **O**pportunities



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	<ul style="list-style-type: none"> • Aspirations • Results <p>c. Mood Board</p> <ul style="list-style-type: none"> • Collage or collection of images, textures, colors, typography, and other design elements used to visually represent the style, concepts, or theme of an event or services. <p>3. Process of Brainstorming an Event Concept</p> <ol style="list-style-type: none"> 1. Set Objectives – What is the event’s purpose? 2. Gather Team Members – Include creative and analytical thinkers 3. Choose Brainstorming Method 4. Generate Ideas Freely – No criticism at this stage 5. Evaluate Ideas – Use criteria like relevance, feasibility, cost, creativity 6. Select and Refine – Finalize 1–2 strong event concepts <p>DAY 3</p> <p>3. Developing Mastery</p>	<p>Strategy 1: Project-Based Learning (PBL) Learners take ownership of the event planning</p>
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	<p>Activity 1: Target Market Profile & Event Concept Creation</p> <p>Instructions:</p> <ol style="list-style-type: none"> 1. Choose one of the following event types: <ul style="list-style-type: none"> o Corporate Seminar o Community Festival o Youth Sports Event o Charity Fundraiser 2. Conduct an audience analysis: <ul style="list-style-type: none"> o Demographics o Psychographics o Behavioral patterns 3. Define a target market. 4. Use Mind Mapping or Mood Board to brainstorm 3 possible event concepts. 5. Present your concept in class or a group setting. 	<p>process from analysis to presentation—like real-world project development in event management.</p> <ul style="list-style-type: none"> • Give learners a realistic scenario or client brief. • Provide checkpoints (analysis, concept design, presentation). • Use a Scoring Rubric: Target Market Profile & Event Concept Creation • to assess the final output. <p>Strategy 2: Collaborative Learning Event planning is team-based. Learners brainstorm and present in pairs or small groups, building interpersonal skills.</p> <ul style="list-style-type: none"> • Assign group roles: researcher, designer, presenter. • Use peer assessment or reflection journals to evaluate contributions. <p>Strategy 3: Mind Map or Mood Board Learners use visual formats to organize and communicate ideas—beneficial for</p>
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	<p>Activity 2: Target Market Role Play: “Pitch the Event”</p> <p>Objective: Practice tailoring events to specific markets.</p> <p>Instructions:</p> <ol style="list-style-type: none">1. Assign each group a unique target market (e.g., millennials, corporate executives, retirees).2. Ask them to design a basic event concept suited to that market (event type, theme, pricing, venue).3. Have them “pitch” their event idea to the class as if they were convincing a client. <p>Materials: Role cards, event planning worksheet</p>	<p>understanding abstract concepts like “branding” or “theme.”</p> <ul style="list-style-type: none">• Provide examples or templates of mind maps or mood boards.• Use gallery walk or peer review for visual presentations. <p>Strategy 1: Role-Playing Simulation</p> <p>This strategy mimics real-life professional situations, allowing learners to act out the role of event planners pitching ideas to clients.</p> <ul style="list-style-type: none">• Assign roles (event planner, client, evaluator).• Provide prompts or role cards to help learners stay in character.• Rotate roles in future rounds for variety and fairness. <p>Strategy 2: Scenario-Based Learning</p> <p>Learners respond to a realistic challenge—</p>
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Activity 3: SOAR Your Strategy

designing and presenting an event for a specific audience segment.

- Provide “client briefs” for realism (e.g., "A corporate client wants to boost employee morale").
- Include constraints like budget limits or venue capacity.

Strategy 3: Public Speaking & Presentation Practice

The pitching segment helps learners build confidence and fluency in expressing ideas—key in event proposal delivery.

- Provide a sample pitch structure (intro – client needs – concept – benefits – call to action).
- Offer constructive feedback after each pitch.

Strategy 1: Strategic Thinking Frameworks

SOAR helps learners move beyond surface-level ideas by guiding them through purposeful, forward-looking planning.



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	<p>Objective:</p> <p>Use the SOAR analysis framework (Strengths, Opportunities, Aspirations, Results) to generate a strategic and optimistic event concept.</p> <p>Materials:</p> <ul style="list-style-type: none"> • SOAR worksheet (4 quadrants) • Client background info • Markers/posters or Google Docs (if digital) <p>Instructions:</p> <ol style="list-style-type: none"> 1. Present a sample client or event type (e.g., youth development NGO). 2. Groups complete a SOAR Analysis: <ul style="list-style-type: none"> ◦ Strengths: What existing assets or advantages does the client/event have? ◦ Opportunities: Trends or partnerships to leverage ◦ Aspirations: Long-term vision or goals for the event ◦ Results: Expected outcomes (quantitative and qualitative) 	<ul style="list-style-type: none"> • Learners apply strategic categories (Strengths, Opportunities, Aspirations, Results) to form well-rounded concepts. <p>Strategy 2: Case-Based Learning</p> <p>Working from a sample client brief simulates real-world planning.</p> <ul style="list-style-type: none"> • Learners are given a scenario (e.g., NGO profile) to analyze as if they were professional event planners. <p>Strategy 3: Presentation and Reflection</p> <p>Explaining ideas out loud strengthens understanding and communication.</p> <ul style="list-style-type: none"> • Each group presents their findings and event idea to the class, building confidence and peer feedback.
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	<p>3. Based on the SOAR analysis, groups brainstorm one strong event concept.</p> <p>4. Share results and justify choices in a 3–5-minute group presentation.</p> <p>Output: Completed SOAR template + refined event concept.</p>	
C. Demonstrating Knowledge and Skills	<p>DAY 4</p> <p>1. Finding Practical Application</p> <p>Activity 1: Client Brief to Concept Pitch: Know Your Market</p> <p>Scenario: You are a junior event planner at a small but growing event management company. A client approaches your team with a general idea for an event but no clear vision of the target market or how to design the event around their needs.</p> <p>Your task is to analyze the audience, create a target market profile, and propose a preliminary event concept tailored to that market. This proposal will help your supervisor determine if your team should take on the project.</p>	<p>Strategy 1: Inquiry-Based Learning Learners perform research and ask critical questions about the target audience, market behavior, and appropriate event formats.</p> <ul style="list-style-type: none"> Enhances critical thinking and problem-solving. <p>Strategy 2: Scenario-Based Learning Learners work on a realistic problem that mimics the expectations of clients in the events industry.</p> <ul style="list-style-type: none"> Builds professional readiness by simulating industry conditions and client-driven tasks.



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	<p>Client Options (choose one or assign randomly):</p> <ol style="list-style-type: none">1. A fitness brand launching a new energy drink in Metro Manila.2. A rural LGU planning a youth engagement program.3. A real estate developer launching a new eco-housing project.4. A private high school celebrating its 50th anniversary.5. An online clothing shop targeting Gen Z for a pop-up event. <p>Instructions:</p> <p>Step 1: Analyze the Client</p> <ul style="list-style-type: none">• Read the selected client brief and research similar event contexts (15–20 mins). <p>Step 2: Audience Profiling (Target Market Sheet)</p> <ul style="list-style-type: none">• Identify and document:<ul style="list-style-type: none">◦ Demographics: Age, gender, income, education, profession◦ Psychographics: Interests, values, lifestyle◦ Behavioral patterns: Event attendance habits, buying behavior, media preferences	<p>Strategy 3: Collaborative Learning</p> <p>Group work encourages negotiation of ideas and role distribution.</p> <ul style="list-style-type: none">• Reinforces communication, cooperation, and peer learning—skills highly valued in team-based event planning.
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	<p>Step 3: Persona Building</p> <ul style="list-style-type: none">• Create a Customer Persona (1 profile per group) that represents the ideal target market. <p>Step 4: Match with Event Type</p> <ul style="list-style-type: none">• Based on the profile, recommend a suitable event type (e.g., product launch, community fair, workshop).• Justify your choice based on the persona’s needs, habits, and motivators. <p>Step 5: Mini Pitch Presentation (3–5 mins per group)</p> <ul style="list-style-type: none">• Present your audience analysis, persona, and recommended event type to the class or instructor acting as a “client supervisor.” <p>Outputs:</p> <ul style="list-style-type: none">• Completed Target Market Profile Worksheet• 1-page Customer Persona Sheet• 3–5 minute Event Concept Justification Pitch <p>Activity 2: The Concept Lab: Innovate an Event Scenario:</p>	<p>Strategy 1: Scaffolded Learning</p> <p>The activity breaks down complex tasks into manageable phases—reading the brief,</p>
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	<p>Your event company has been invited to submit a proposal for a unique and high-impact event. The client wants a fresh concept that aligns with their brand values and resonates with their target audience. Before developing a full proposal, you must brainstorm creative directions using multiple methods to arrive at your most promising concept.</p> <p>Client Options (choose one or assign randomly):</p> <ol style="list-style-type: none">1. A local café chain launching its eco-friendly coffee line2. A sports apparel brand celebrating its 10th anniversary3. A tech startup hosting its first community hackathon4. A wellness resort promoting its new weekend retreat package5. A local government unit aiming to engage out-of-school youth through an annual event <p>Step 1: Understand the Client Brief (10–15 mins)</p> <ul style="list-style-type: none">• Each group reads the assigned client brief and identifies:<ul style="list-style-type: none">◦ Brand values◦ Purpose of the event◦ Target audience <p>Step 2: Apply Brainstorming Techniques (3 phases, 15 mins each)</p>	<p>applying techniques, refining ideas, then presenting.</p> <ul style="list-style-type: none">• Ensures learners can develop deeper understanding step by step, from analysis to conceptualization. <p>Strategy 2: Visual Learning Strategies</p> <p>Visual aids like mind maps and mood boards support creative thinking and help learners connect abstract ideas to tangible concepts.</p> <ul style="list-style-type: none">• Aids retention, understanding of design elements, and articulation of themes and branding. <p>Strategy 3: Project-Based Learning (PBL)</p> <p>Learners simulate a real-world project by addressing a client brief using structured brainstorming.</p> <ul style="list-style-type: none">• Builds critical thinking, planning, and collaborative design skills necessary for actual event planning work.
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	<ol style="list-style-type: none">Mind Mapping<ul style="list-style-type: none">○ Create a mind map with the event goal in the center.○ Branch out to ideas on themes, formats, venues, activities, and potential partnerships.SOAR Analysis (Strengths, Opportunities, Aspirations, Results)<ul style="list-style-type: none">○ Use a 4-quadrant template to:<ul style="list-style-type: none">▪ Identify the client's assets and strengths▪ Spot market trends or unique opportunities▪ Define long-term vision for the event▪ Outline desired outcomes (quantitative or qualitative)Mood Board (Visual Brainstorming)<ul style="list-style-type: none">○ Use magazine clippings, printed images, or digital platforms (e.g., Canva, Pinterest) to create a visual board that expresses the theme, vibe, and aesthetic of the proposed event. <p>Step 3: Concept Refinement (15 mins)</p> <ul style="list-style-type: none">● From all brainstorming outputs, select one strong event concept.	
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- Identify:
 - Event title
 - Theme
 - Target audience
 - Key features or attractions
 - Why it aligns with client goals

Step 4: Presentation (5 mins per group)

- Each group presents:
 - Their selected concept
 - Summary of brainstorming outputs
 - Justification for their creative direction

Outputs:

- Completed **Mind Map**
- Completed **SOAR Analysis Template**
- Visual **Mood Board**
- 3–5 minute group **Concept Pitch**



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2. Making Generalization

Learners' Takeaways

1. What is the most important thing you learned about identifying a target market?
2. How does understanding your audience influence the success of an event?
3. What challenges did you face in profiling an audience, and how did you overcome them?
4. Which part of the SOAR framework (Strengths, Opportunities, Aspirations, Results) helped your group most in refining your event concept?
5. How did SOAR help you think more strategically and positively about your event plan?

DAY 5

3. Evaluating Learning

SOAR Analysis

Activity: "Strategic Snapshot"

- **Task:** Students complete a **SOAR template** based on a client brief and use it to propose a concept.



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	<ul style="list-style-type: none"> • Evaluation: Use a rubric to check understanding of each SOAR quadrant, strategic alignment, and feasibility of the proposed event. • Output: Completed SOAR Worksheet + Written Event Concept (1 paragraph) <p>C.4. Additional Activities</p> <p>Mood Board Creation</p> <p>Objective: Visually develop the event's look, feel, and theme.</p> <p>Instructions:</p> <ul style="list-style-type: none"> ○ Use magazines, printouts, or digital platforms (e.g., Canva, Pinterest). ○ Ask each group to present their mood board based on a given event type (corporate, festival, wedding, etc.). ○ Tie visuals to the identified target audience preferences. 	<p>All activities will be rated/graded according to the Rubrics.</p>
V. ASSESSMENT	<p>Formative Test Multiple Choice Test Directions: Choose the letter of the correct answer. 1. What is the main purpose of audience analysis in event planning? A. To estimate the event budget</p>	



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| | <p>B. To examine the characteristics and needs of the people attending the event</p> <p>C. To book the venue in advance</p> <p>D. To secure event permits</p> <p>2. Which of the following is <i>not</i> a key factor in audience analysis?</p> <p>A. Demographics</p> <p>B. Geographics</p> <p>B. Infrastructure</p> <p>C. Psychographics</p> <p>3. Why is audience analysis important in organizing events?</p> <p>A. It ensures the event is profitable</p> <p>B. It helps identify competitors</p> <p>C. It guides content, marketing, and engagement strategies</p> <p>D. It guarantees full attendance</p> <p>4. What is a target market?</p> <p>A. A random selection of attendees</p> <p>B. A general group of people who might hear about the event</p> <p>C. A specific group with shared traits that the event is designed for</p> <p>D. All people within the event area</p> <p>5. What is the final step in identifying your target market?</p> <p>A. Choose a venue</p> <p>B. Select the best-fit segment</p> <p>C. Send out invitations</p> <p>D. Post event ads on social media</p> <p>6. In brainstorming, what does “Mind Mapping” primarily involve?</p> <p>A. Listing random words</p> <p>B. Creating a collage of photos</p> |
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- C. Starting from a central idea and branching into sub-ideas
D. Writing a script for the event
7. Which of the following is an element of SOAR analysis?
A. Outcome
B. Results
C. Retention
D. Revenue
8. A mood board is mainly used to:
A. Track event expenses
B. Visually represent the style or theme of an event
C. Create a guest list
D. Collect written feedback from the audience
9. What is the ideal first step in brainstorming an event concept?
A. Invite guests
B. Choose a venue
C. Set clear objectives
D. Print event posters
10. Why is it important to generate ideas freely in a brainstorming session?
A. To criticize every suggestion
B. To encourage original and
D. To finalize the event budget early

Answer:

1. B
2. C
3. C



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	<p>4. C</p> <p>5. B</p> <p>6. C</p> <p>7. C</p> <p>8. B</p> <p>9. C</p> <p>10. B</p>
<p>VI. REFLECTION</p> <p><i>(Feedback and Continuous Improvement)</i></p>	<p>For the teachers, you may answer the following questions:</p> <p>1. How effectively did my teaching strategies help students understand the importance of audience analysis and its role in planning relevant and engaging events?</p> <p>2. What challenges did students face in identifying and segmenting target markets, and how can I adjust my instruction to better support their understanding of this process?</p> <p>3. Which brainstorming techniques (e.g., mind mapping, SOAR analysis, mood boards) did students engage with most actively, and how can I enhance these activities to encourage deeper creativity and collaboration?</p>



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Scoring Rubric: Target Market Profile & Event Concept Creation

Criteria	Excellent (10 pts)	Good (8 pts)	Satisfactory (6 pts)	Needs Improvement (4 pts)
Event Type Selection	Selected event type is highly appropriate and well-justified	Selected event type is appropriate but lacks strong justification	Selected event type is somewhat relevant but lacks depth in reasoning	Selected event type is unclear or not well-explained
Audience Analysis (Demographics, Psychographics, Behavioral Patterns)	Provides detailed and insightful audience analysis with strong supporting data	Provides a good audience analysis with relevant details	Provides a basic audience analysis with general information	Lacks depth and clarity in audience analysis
Target Market Definition	Clearly defines and segments the target market with strong rationale	Defines the target market with some segmentation and reasoning	Defines a basic target market with minimal segmentation	Target market is unclear or lacks proper definition
Brainstorming (Mind Mapping/Mood Board)	Uses creative and well-structured brainstorming techniques to develop 3 unique and innovative event concepts	Demonstrates creativity in brainstorming with 3 well-developed concepts	Shows effort in brainstorming but concepts are somewhat generic	Concepts lack originality or structure
Presentation & Delivery	Presents in a highly engaging and structured manner, demonstrating confidence and clarity	Presents effectively with clear delivery and some engagement	Presentation is understandable but lacks engagement	Presentation is unclear, lacks organization, or enthusiasm



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Total Score: /50

This rubric ensures fairness and consistency in grading while encouraging creativity and strategic thinkin



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