

Unit 1: IMAX Theater Project

Name: _____ Class: _____ Date: _____

1. Enter the opening date and year you selected for the IMAX theater complex, and why you selected the date.

2. List your three (3) community events prior to the opening, and the promotional idea for each event:

	Community Events and Dates (Day/Month/Year)	Promotional Ideas
1		
2		
3		

3. List your four (4) market segments and the promotional idea for each segment:

	Market Segment Descriptions	Promotional Ideas
1		
2		
3		
4		

4. Create a presentation and make sure your presentation includes the following:

- **First page** – opening date and reasons why
- **Next Few Pages** (you decide how many pages) – community events, dates and promotional ideas prior to the opening
- **Last few pages**(you decide how many pages) – market segments and promotional ideas after the opening

NOTE: Use the “Part 1 – Evaluation Rubric” to self-evaluate and update your work.