

iMentor Skills for Career Advancement (SCA)
Session #2
Assignment/Competition Instructions

Imagine that you work on a project management team for a concert production company. The city of Brooklyn is planning a July 4th celebration concert this summer, and your company is one of several that the city has asked for proposals. The city wants three of the country's hottest artists to perform at this show, but they don't know who they should pick, so they need a company like yours to do the research.

This research will involve asking a representative sample of the target audience for the concert (teenage students from throughout New York City) to rate five artists on a 10-point scale to determine which three artists are the most popular. You will also need to put together a budget that shows how much it will cost to produce the concert. The "raw" data and all the information that you will need for these tasks will be posted on the iMentor website for you to download.

It will be up to you to use Excel, Word, and Powerpoint to analyze the data and put together a convincing "pitch" that will impress Brooklyn city officials and make them want to produce YOUR concert and not your competitors'.

Your pitch should consist of the following materials:

1. **A Proposal Overview** (in Word) that includes:
 - A *title* (using WordArt)
 - A brief *overview* of your proposal that explains how you made your decision
 - A *bulleted list* of the three artists you have chosen
 - A set of *statistics* describing your sample population, including:
 - Number in sample
 - Number of Males vs. Females
 - Age Range
 - Average Age
 - A *table* that shows information about the artists you selected, including the following four columns:
 - Name of Artist
 - Genre
 - Picture (the picture should also be a hyperlink to each artist's website)
 - Website
 - A *chart* that shows the results of your research on the popularity of the artists being considered (average ratings on 10 point scale for each artist).
 - A statement about the *total cost* of the concert proposal.
2. **A Budget** (in Excel) that shows how much the concert will cost. Your budget should include:
 - Net Costs for each line item
 - Total Cost of the concert

3. **A PowerPoint Presentation** that summarizes your entire proposal (including every section above). This should be an exciting presentation that gets the city of Brooklyn excited about your concert.

TO ENTER THE SCA SESSION #2 SKILLS COMPETITION:

Simply email Scott Ross at scott@immentor.org with the following materials BEFORE February 1st.

- Your Proposal Overview
- Your Budget
- Your PowerPoint Presentation

** Your email subject should read "SCA Session #2 Skills Competition" **

** You can enter this competition either as an individual or as a group. (Groups must share the \$30 Gift Certificate.)

For more information, please call Scott (212-461-4330 ext. 23) or visit the SCA page on the iMentor website: <http://www.immentor.org/mentees/sca.php>.