

Reflection

Although our event went well, both in preparation and the day of, there are multiple things we could have improved upon. A things could have made the event much more successful. The main one being time and location. We did not have the option of using Mooberry Track, but we wish we did. Future groups should push hard to get Mooberry Track and the event could possibly get hundreds of participants because it is right next to the Fieldhouse. Unfortunately, it worked out best for us to do the event on a Thursday game. There were far less people tailgating than Saturday games. We highly suggest future groups to do what we did on the game before. We went around to all the tailgating areas with flyers, informing fans about our upcoming event. They were very excited about the event, the problem was most of them did not come back for the Thursday of our event.

Another thing we could have done was utilize Gail Gleason more. If the event chooses Team Gleason again as the charity, Gail has a great network in Pullman. She did some marketing for us, but we should have worked more closely with her to inform the Pullman community of the event. Also along these lines, we should have worked with Pullman Parks and Recreation to market to the young in Pullman.

Avoiding lawsuits is quite the art in Sport Management. We had a slight problem with the NFL trademark of “Punt, Pass, and Kick Competition.” Fortunately, nothing came from it, but we should have done trademark research since we are Senior Sport Management students.

Another suggestion we have for future managers of the event is to do more research as to how many participants they expect. The reason for this is because we ordered way too much material for the event, which resulted in a loss of revenue. Although it is better to have too much rather than not enough, we overestimated by a great deal. The amount of materials we had was

better suited for the event if it were located at Mooberry Track. As far as the actual materials we had, the only complaint we had was the quality of the footballs. The footballs we had were from the Outdoor Rec Center, so they were cheap, but terrible. It may be worth it to look into some nicer footballs.

This event is easy to put on, however, our group cohesion definitely contributed to a low level of stress for this event. Even though the event is fairly easy to do, it is important to stay on track. Every day we met in class, we would discuss what we had done since the last class and what we would do by the next class. Give specific directions to each group with specific deadlines. Vague details in a group setting do not accomplish anything. Pick group members you are confident and comfortable with, and this event will be a breeze for you.