

Yan Cheng  
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Block D  
Marketing 11/12

## Event Strategy Plan

GadgetManElectronics

### **Objective and Goal:**

To promote our company and our company products.

### **Budget:**

We have a \$20 budget, but we use \$0.

### **Event Name:**

GadgetManElectronics Bingo

### **Location:**

Outside Palmer Central

### **Time:**

Lunch time

### **Material:**

Paper for Bingo cards, rules, and call card.

### **How to play?/ Rules**

1. Each player gets one Bingo card.
2. Have each player mark off the "free space" on each card.
3. The caller choses a random word from the bingo call card.
4. Have players mark the square with a marker when they hear a word that appears on their card.
5. Players shout "BINGO!" when they get a full line (vertical, horizontal or diagonal) or a full card.

### **Role and Responsibility for the event**

My role and responsibility for the event is to be the bingo caller and bingo card distributor.

**Methodology of Event promotion**

We attract customers' attention when we have a full table of people playing bingo, this attracts the curiosity of students in the vicinity to check out our game and play our game.