



Questions for Classroom Discussion

The Festival

- **What must the organizers of a festival consider as they prepare for the big event?**
 - ⇒ Consider the main themes of the attraction (for example: to highlight the town's people and history, to possibly raise money, to have fun and bond as a community, etc.), and what can be offered to get people excited about those themes
 - ⇒ Consider the target audience—families, community members, tourists—and what they might want to see (usually things that will entertain children... at a low price)
 - ⇒ Consider the logistical constraints such as cost, time, and location

- **What attractions are reasonable—and what attractions are NOT reasonable—for a local festival to have for its visitors?**
 - ⇒ Consider the main factors that determine a “good” attraction—cost, audience, safety, theme, labor, space, and so on
 - ⇒ Consider the “usual” attractions of a local festival, such as food, inflatable bouncers, simple rides (often mini-versions of what you would see at a county fair), carnival games (such as ring toss), entertainment (such as karaoke or face painting), etc. — and why these are so common
 - ⇒ Consider attractions that may be impractical for a “local festival”, such as roller coasters, huge concerts, water slides, and so on

- **What is the target audience who would be interested in visiting a local festival, and what is the best way to reach that audience?**
 - ⇒ Consider who will be most interested in coming (families, community members, tourists, etc.), and why knowing that audience will determine the best way to advertise
 - ⇒ Consider possible forms of media to deliver your message: TV ads, brochures, flyers, phone calls, radio spots, etc.
 - ⇒ Consider the central message of your advertising campaign (i.e. *Why are we having a festival and who will be there?*), and how that should always be essential in your format choice and ad design