SECTION 5 QUIZ

The Events Calendar

Answer first, then check the key on the last page. The same questions are in the Udemy quiz and in the agenda.

1. Why does marketing work on events?

A. Unlike results, events can be planned and controlled
B. Events are cheaper than matches
C. The league requires events
D. Sponsors only pay for events

2. What does an event become when it is repeated every year?

A. A ritual
B. A cost
C. A risk
D. A sponsorship

3. Which is one of the five categories of default events?

A. The events of the press office
B. The events of the board
C. The events of the community
D. The events of the coach

4. What does the defined list also say?

A. The price of every ticket
B. Who sits in the VIP area
C. What the organization deliberately leaves out, and why
D. Which sponsor pays for every event

5. Who should be responsible for an event on the event sheet?

A. One person with a name
B. A committee
C. The whole marketing team
D. The sponsor

6. What decides who wins an unexpected moment?

A. Who reacts in the first hour
B. Who publishes the longest statement
C. Who waits for all the facts
D. Who has the biggest budget

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The Events Calendar

ANSWER KEY

1. A — Results cannot be planned; events can. They are the ground marketing works on, whatever the score.
2. A — The tenth time, it is a tradition people wait for.
3. C — Competition, organization, community, the year, commercial.
4. C — Writing down what you will not do protects you from wasting energy on events that do not fit.
5. A — One person answers for the event from start to finish. A committee is not a responsible person.
6. A — If the club is silent, the story is told by others; if it is ready, it leads the story.