

‘Beyond’
Leon Bridges
Weekly Report 20
2/4 to 2/10

In ISM this past week we have been working on the proposals for our final products for the end of the year. The final product is the biggest project we create as students in ISM and it is something that is supposed to showcase everything we have learned in our past semester of doing months of research on our topics. For my final product, I have decided to continue expanding on my original work and my festival ‘Sunfest’, and grow the advertisement campaign for the festival to the point where I am making both a booking and marketing budget for myself in order to monitor and research how much real ads and marketing tactics cost in the location of my festival. This will allow me to create a project identical to what I will be doing in the real world and out of high school. Professional concert promoters are constantly marketing for each of their shows with specific marketing budgets provided to accommodate each size, genre, and age.

I am excited to pursue this project in the upcoming weeks because it will prepare me for my dream career more than anything else I have done this year in ISM II. I know through my final product, my understanding within the financial and budgeting aspect of the profession will grow and thrive, as I continue to develop my overall knowledge in the field of concert marketing even more as I approach the end of the year. To say I am looking forward to where these past two years in this program will take me is an understatement, and I cannot wait to add this project to my list of professional accomplishments.