

THEME PARK

Task 1 – Theme Park planning

- 📝 *Decide a name for your Theme Park*
- 📝 *Decide where the theme park will be built*
- 📝 *Agree what rides and attractions you need in order to keep everyone of all ages happy and entertained*
- 📝 *Agree the roles and responsibilities for the group*
- 📝 *Plan the layout of the site and the facilities that will be provided within the random point allocation you have been given*
- 📝 *Agree the staffing for each ride or facility taking Health and Safety into consideration*



Task 2 – Theme Park budgeting

- £ Discuss with the planning group the facilities that they would like and the points that are available
- £ Agree the staffing for the Theme Park with the planning personnel
- £ Work out the estimated number of visitors the Theme Park could attract on a daily basis. If each point represented a cost of £25 per day how much would you need to charge per person to cover the cost?
- £ Make sure that Health and Safety requirements for customers, staff and performers have been adequately covered
- £ Agree the budget with the planning personnel



Task 3 – Theme Park marketing

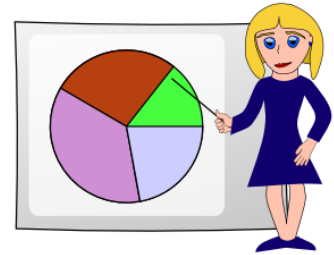
- 🎯 *Decide how the Theme Park will be promoted to meet the agreed targets for ticket sales*
- 🎯 *Organise a meeting with Planning and Budgeting to discuss your marketing plans.*
- 🎯 *Meet with the whole group to decide how you will present the plans for your Theme Park at the final presentation*
- 🎯 *Design a logo for the Theme Park*



Welcome
to the
THEME PARK

Task 4 – Final presentation

- ✓ Complete the plan for your Theme Park
- ✓ Complete the marketing for your Theme Park
- ✓ Discuss what form the final presentation will take and how it will showcase your creativity, innovation and planning skills
- ✓ Agree who will do what during the presentation



Examples of the sort of things that you might try are:

- 🎵 Write a jingle about the Theme Park
- 📺 Think up and perform an advert to be used on TV or Radio
- 📺 Mock up a Radio/TV interview about the attractions at the Theme Park
- 💻 Design a website page or poster to advertise the Theme Park

