



# The Movie Apprentice

Name: \_\_\_\_\_

Date: \_\_\_\_\_

This is a team challenge. In a group of four, you are responsible for organizing a “movie night” at PSDS. We have a licence for showing movies (which you actually require by law if you are showing movies to crowds of people or charging money for admission). This licence allows us to show pretty much any DVD including rentals that have just been released.

1. Your team will be chosen randomly by drawing names, your first task will be to choose a team leader and a team name (a school appropriate name).
2. Then as a group you will decide if you want a child or adult movie night (not that kind of adult movie!!!). There are benefits and challenges with either group. Complete the Pros/Cons chart to show that you have thought through your choice.

Okay, step back for a minute ... according to The 7 Habits of Highly Effective Teens, a book we will discuss later, Habit # 2 – Begin with the End in Mind is where you should start. So what is the end goal of “The Movie Apprentice?”

Just like Donald Trump’s Apprentice show, your team is trying to organize and run the most successful movie night based on net income (Net Income = Profit – Expenses). Simply put, the team that makes the most money from their movie night WINS!!!

So does that influence your choice of movie and how you go about organizing your event?

Some other considerations as you debate your choice:

- ☛ The child movies will most likely take place right after school 4 – 6 pm
- ☛ The children will require a snack (probably a positive \$\$) because the movie is over supper time, this could be pop/chips/pizza ... BUT will require pre-planning
- ☛ The adult movies are typically 7-9 pm
- ☛ You may choose to enforce a strictly adults only, 18+ so parents know there will be no annoying children
- ☛ You may choose to offer babysitting for parents which could bring more people ...
- ☛ Think outside the ☐ there are many creative possibilities!

Realistically, we have 3 months for showing movies this semester (you could squeeze one in at the end of September, but you want to advertise it). So there would be 2 movie nights per month, Oct – Dec., January only has about 2.5 weeks and then exams and the weather is always a consideration.

Your team might already have a movie picked ... but don't tell the class or teacher yet! You will need to determine if the movie generates some interest first before revealing your choice.

3. Come back to class and the six leaders will now get together and come to an agreement over who will have what type of movie night child/adult. How you structure this discussion and come to a resolution is up to you (you cannot leave the class to discuss it at Tim Hortons). The other team members may not talk or have any input into the debate. This may be a quick discussion or require flipping a coin if it gets bogged down.

So now you know your type of movie. Who is your target audience? This will influence your movie choice. Think about the demographics (age, sex, race, jobs) of our school, town and surrounding community. There is a significant elderly/retired population ... does that influence your choice? You don't have to show a traditional movie, it could be a documentary or classic movie such as Casablanca targeted at a specific audience.

The big question you need to ask AND have some proof or reasoning is how do know this movie will draw in some people? It's not enough to say "Well everybody likes this movie ... or I think it's pretty much the best movie ever and all my friends think so too!!!"

So, how do you know if people will come ... ask them! The three groups doing the child movie will want to construct and conduct a survey for elementary students to find out what they would like to see, again it depends on your age group, students most likely to attend or be allowed to attend are grades 4 – 8. If you are in the adult category and the movie is for teens, you can survey students at lunch. You could also consider asking a place like Gateway Haven if they would be interested and you could have a more "senior type" movie.

This proof of market research must accompany your Movie Planning Template.