

Instructional Scenario



TITLE: Marketing your Brand

Course/Duty Area: Floral Design II / Marketing Special Events

Scenario: A large company in the area would like to host a gala to promote and raise funds for local nonprofits. They are interviewing you as well as three other floral designers for the job. They are looking for a small company that understands and represents the community.

Big Question: How do you show the company that you are the best choice for the project?

Focused Questions:

- How can you show the company that your floral design business is invested in the community?
- What types of activities does your business offer your community members to build relationships with the people and organizations impacted by your business? (e.g., flower arranging workshops, charity drives, internships for secondary and postsecondary students, sponsoring local sports teams or pageants, member of the Chamber of Commerce, etc.)
- How does your brand reflect connections and commitments to the community; shared values of the community, distinguishing it from your competitors; and aligns with the company's requirements for the job?

Project-Based Assessment: **Create a vision board illustrating your business is the perfect match for the event.**

Teacher Resources: [Canva](#), [Padlet](#)

Instructional scenario submitted by Heather Veneziano, ACE Center at Virginia Randolph, Henrico County Public Schools