**Final Presentation**

The final assignment will include a written paper and Powerpoint presentation to the professor and attraction director. The written paper needs to include:

* Cover sheet with attraction name, contributing students names
* Executive statement with a summary of your findings and experience with the attraction
* Table of contents
* Social media goals
* SWOT analysis
* Social media platforms plan for two months
* Blogs with photos
* Future recommendations

The Powerpoint presentation needs to be at least 15 minutes and not more than 30 minutes and needs to include:

* Goals
* SWOT analysis
* Examples of social media posts across all platforms
* Examples of the best photos that the students took at the attraction
* A video about the attraction
* Future recommendations

The final paper and presentation represents 35 percent of your grade. The attraction personnel will be allowed to provide input on the final grade.