

## Mentor Visit

12/4/17-12/10/17

This week in ISM I had a very productive week. I had my conference with Mr. Spiece regarding my progress in ISM this semester, as well as, my very first mentor visit with my mentor, Ms. Tasha Wells. I did very well with my time management this week. I turned in my interview assessment about Mrs. Lindsay Draper on Thursday and I completed my updated contact log and I'm currently working on my website.

During my conference with Mr. Spiece, I talked about my research presentation and current status on my ISM experience. I learned that I need to work on getting clarification because during my presentation my content was slightly off topic because I focused more on the NFL rather than my ISM research regarding sports broadcast. Mr. Spiece also helped me brainstorm my original work. I have decided that I will reach out to various coaches at Reedy high school and ask them if I could interview their players, talk about their sport and upload it to my YouTube channel, BriTV.

Along with that, I completed my first mentor visit. On Friday at 11am I went to the Ford Center. During this time I missed my Sports and Entertainment Marketing class, luckily, I was able to catch up on all my missed assignments prior to my mentor visit. While I was on my visit, Ms. Wells informed me that on my following visits, I can dress casually and wear jeans. She showed me around the atrium where I saw Mr. Jones's helicopter, Stephen Jones, and I saw the Cowboys practicing. Ms. Wells also took me into the exclusive Cowboys Club lounge. Additionally, Ms. Wells showed me how the event planning and tour guide system works. Her computer has a calendar that has very event that is happening at the Ford Center scheduled. The

calendar has events that need to be planned for all the up until 2019! Along with that, she showed me the various types of packages that can be sold to customers who want to have events at the Star.

The mentor visit was very eye opening and allowed me to gain a better understanding of what goes on within the sporting industry. Although, I did not get to learn much about broadcast, being knowledgeable about factors beyond broadcast still benefit my ISM research because while I'm learning more about sports marketing and hospitality my original work balances out the broadcasting realm.