

Online Events

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Why do an Online Event (OE)?

**QUALIFY FOR DISNEY WORLD
(and ICDC)**

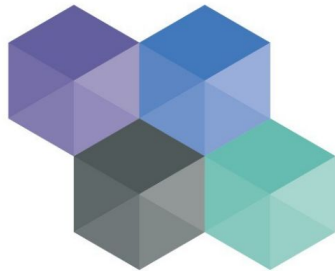
VBC





What is VBC?

- Online events from Knowledge Matters
- Simulations of operating a business venture



**Knowledge
Matters**

Virtual Experience Learning



Different Types of VBC

Accounting	Use forensic accounting to identify fraud and errors while using managerial accounting to maximize profit
Entrepreneurship	Conduct market research, find business opportunities, and choose a venture from a list of 20. Then, use various business strategies to grow the company.
Fashion	Employ marketing, management, and more to find and use the emerging and viral fashion trends.
Hotel Management	Manage various aspects of a hotel: room rates, staffing, analysis, and more!
Personal Finance	Manage bank accounts, credit and debit cards, bills, and general financial tools to make strategic financial decisions.
Restaurant	Manage marketing and business concepts to optimize restaurant profitability.
Retail	Manage marketing concepts and interpret actions to optimize profitability.
Sports	Manage specific marketing concepts like ticket pricing, media planning, and sponsorships to maximize profit for a football franchise.



Take a Look!



Stukent



Social Media Marketing

- Social Media Marketing is the new big thing
 - Developing a strategy, creating posts, monitoring mentions, etc
- Hard to get into without a base
 - Stukent!





What is Mimic Social High School?

- Competition via a simulation of Social Media Marketing
- Take a bag company called “Buhi” with an established user base
 - Use marketing Dos and Don’ts to get conversions into actual sales
- Multiple Rounds
 - General Format
 - Respond to customer questions
 - Use allocated funds to make, schedule, and eventually post pictures, videos, and “memes”
 - Analysis
- Look at analytics and grow from there.



Live Demo!



SMG





What is SMG?

The Stock Market Game

You trade stocks, bonds, and mutual funds in this simulation based off the real world market. Stocks and mutual funds are traded the same way.

An online simulation of the global capital markets that engages students grades 4-12 in the world of economics, investing and personal finance and that has prepared nearly 20 million students for financially independent futures.





What are the rules to SMG?

Everyone will be given the rule sheet as well as a fill-in-the-blank paper, first one that fills it all out gets some candy!!

(Keep your sheet faced down until I cue to flip it over).

RULES



What are the benefits of SMG?

The educational impact of the SIFMA Foundation's Stock Market Game™ is unmatched, with **proven increases** in student attendance, engagement and class participation, and improved academic performance and financial behavior.

Engages students and improves academic performance, financial knowledge, and saving and investing habits.

High school students who participated in a stock market game "did significantly better than other students on the financial literacy exam."

The "only activity that shows a positive and significant relationship with test scores was participation in a stock market game."

Teachers who participate in our programs are engaged, committed and readily respond to requests for input to support continuous improvement of our programs.

Positive influence on the financial decisions of the teachers who used the program with their students.





Example of the Stock Market Game



I know y'all are bored...



MAD LIB!!

Papers relating to what we learned these past four slides are now in Mad Lib form.

Partner up **WITH SOMEONE YOU DON'T KNOW**. (P.S. I know when you guys are friends don't pretend).

Have Fun!