



HOCKEY HALL OF FAME EDUCATION PROGRAM



BUSINESS PRE-VISIT ACTIVITIES

Activity 1: Athletes and Superstars

Consider some of the qualities needed to give an individual, such as Sidney Crosby or Don Cherry, a marketable image. In groups, select current individuals from the area of sports and entertainment. Determine what qualities make them a marketable commodity.

Activity 2: Logos

Examine the two logos below. The one on the left is the original logo for the Mighty Ducks of Anaheim (their name at the time) while the one on the right is the current design for the Anaheim Ducks.



1. What image does each design try to create?



HOCKEY HALL OF FAME EDUCATION PROGRAM



2. How does each relate to or complement the status of the Ducks' franchise?

3. Which do you prefer and why?





HOCKEY HALL OF FAME EDUCATION PROGRAM



BUSINESS HALL-VISIT ACTIVITIES

1. Travel through the Hockey Hall of Fame and note which sponsor is associated with each zone. Once you have explored, pick your two favourite zones to concentrate on.

1. _____
2. _____

2. What is the primary theme of the displays in the zones?

3. How does the sponsor attempt to blend with the theme of the exhibit?

4. What is the appeal for the corporate sponsor to associate their product with the game of hockey and the Hockey Hall of Fame?



HOCKEY HALL OF FAME EDUCATION PROGRAM



5. On your way out of the Hockey Hall of Fame, you will pass through the Spirit of Hockey Gift Store. Take note of how the displays and products are placed throughout. Identify three products you believe to be eye-catching.

6. Why did these products catch your eye? Consider the four P's of marketing when analyzing.

7. Develop an additional product to sell in the Spirit of Hockey Gift Store and a strategy to market said product once launched.



HOCKEY HALL OF FAME EDUCATION PROGRAM



BUSINESS POST-VISIT ACTIVITIES

Activity 1: Planning Ahead

Create an outline of a marketing research plan for one of the following:

- **New NHL franchise**
- **An exhibit expansion at the Hockey Hall of Fame**



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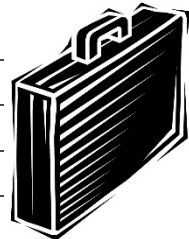
Activity 2: Needs vs. Wants

1. Now that you have toured and enjoyed the Hockey Hall of Fame, you have the tools to brainstorm on potential improvements. In groups, work to compile a list of needs vs. wants you were left with after visiting.

NEEDS	WANTS
• • • • • • • •	• • • • • • • •

2. How does your list (above) create opportunities for future business?

3. Compare and contrast ways that an Attraction and a Hockey franchise would address similar needs and wants. Is there a difference in approach? If so, why?

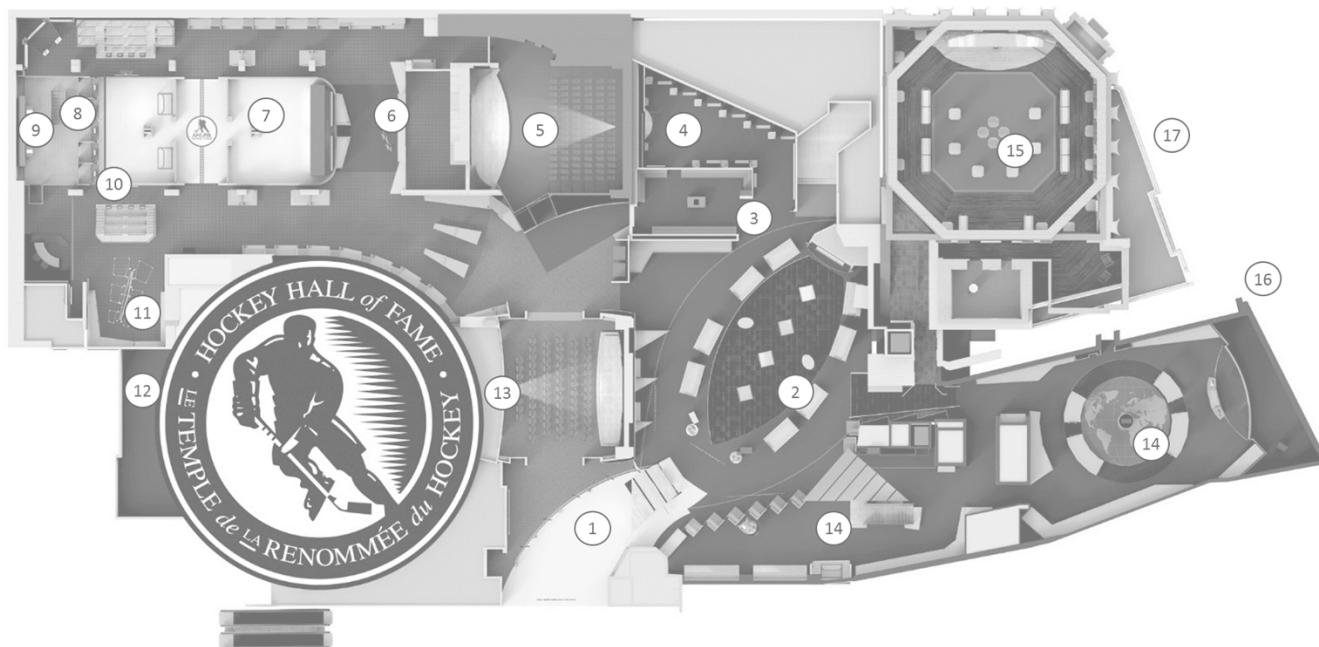




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HOCKEY HALL OF FAME GUIDE MAP



1. Entrance Foyer Displays
2. Honda NHL Zone
3. Canadiens Dressing Room
4. Via Rail Stanley Cup Dynasties
5. TSN Theatre
6. Hometown Hockey
7. NHLPA Game Time
8. TSN/RDS Broadcast Zone
9. EA Sports NHL 18 / PS4 Game Kiosks
10. Shoot for a Cure Slapshot Trivia
11. Upper Deck Collectors' Corner
12. The Mask presented by Imports Dragon
13. Tim Hortons Theatre
14. Tissot World of Hockey
15. Esso Great Hall & NHL Trophies
16. Spirit of Hockey Retail Store
17. Exterior Sculptures