

# Ticket Sales Challenge

## Facilitator Instructions & Script

**Session length:** 25-30 minutes

*Adjust timing of each step as needed based on group size and how long setup takes.*

### Materials

- One activity sheet per group
- Pens or pencils
- Calculator or phone for each group
- Event scenario cards for each group – cut and fold to let students draw out of bucket or put in envelopes to let students draw. One per group.

### 1. Divide into Groups (2 minutes)

#### Facilitator Script:

“Alright everyone, it’s time for a fun business challenge! Please divide into groups of 5–6 people.”

Adjust group size based on attendance. Aim for no more than 8 total groups.

As participants form groups, distribute the Ticket Sales Challenge sheets.

### 2. Challenge Introduction & Instructions (2–3 minutes)

#### Facilitator Script:

“Imagine your team is in charge of selling tickets for a concert in the campus theater.

Your goal: make the most profit!

Here’s how it works:

- Tickets sell for \$5 each.
- Your team has a \$50 marketing budget.
- You can spend your budget however you want using the options listed on your sheet for things like posters, snacks, ads, etc.
- Each choice helps you sell more tickets, but it also costs money, so you’ll need to be strategic.
- You can pick as many items as you want or repeat the same item multiple times, but you can’t exceed your \$50 budget.

Once you’ve decided how to spend your money:

1. Calculate your revenue = number of tickets sold × \$5
2. Calculate your profit = revenue – expenses

The team with the highest profit at the end wins a prize!

Any questions? Great, you’ll now have about 20 minutes to work with your group!”

### 3. Group Work Time (10–12 minutes)

Walk around to observe discussions and offer help if teams seem stuck. Encourage teamwork and creative thinking.

### 4. Surprise Event Scenario Cards (at 10–12-minute mark)

#### Facilitator Script:

“Teams, a new challenge has just come in! Each team will now receive a surprise scenario that could affect your ticket sales — either positively or negatively.

Just like in real business, unexpected events can change your plans. Adjust your strategy based on your scenario and continue working!”

Pass out one sealed Event Scenario Envelope to each team.

Continue walking around to answer questions and keep groups on task.

### 5. Wrap-Up & Debrief (2–3 minutes)

At around the **23-minute mark**, call time:

“Alright teams, that’s time! Please make sure you’ve calculated your total tickets sold and final profit.”

Collect team names and profit totals. Record on PowerPoint slide or whiteboard.

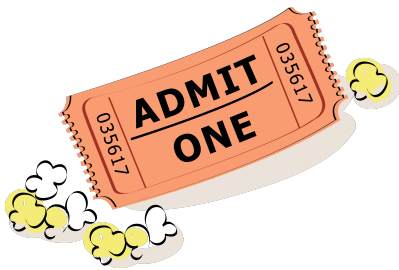
#### Facilitator Script:

“The team with the **highest profit** wins \_\_\_\_ (prize)! Come see me (or a volunteer will assist) at the end to claim your prize.”

### 6. Reflection Questions (1–2 minutes)

Wrap up with a short debrief to connect the activity to real-world concepts:

- “What strategies worked best for your team?”
- “Did anyone take a risk that didn’t pay off?”
- “How does this activity relate to real-world business or accounting decisions?”
- “What did you learn about managing a budget and maximizing profit?”



# TICKET SALES CHALLENGE

You are in charge of selling tickets for a concert in the campus theater. You have a budget of \$50 to spend on expenses that will help you sell more tickets. Tickets cost \$5 each. Your goal is to make the most profit.

**Team Name:** \_\_\_\_\_

## Step 1: Choose Your Expenses

Select how to spend your \$50 budget. **You cannot spend more than \$50.**

	Cost	Ticket Boost (# tickets sold)	
Posters	\$10	+5	<input type="checkbox"/>
Social Media Ads	\$15	+10	<input type="checkbox"/>
Snacks	\$10	+3	<input type="checkbox"/>
Decorations	\$5	+2	<input type="checkbox"/>
Extra Staff Helpers	\$5	+2	<input type="checkbox"/>
Flyers in the Neighborhood	\$5	+2	<input type="checkbox"/>

Total Expenses Spent: \$ \_\_\_\_\_

## Step 2: Calculate Your Revenue

Total Tickets Sold = sum of ticket boosts from your expenses

Revenue = Tickets Sold × \$5

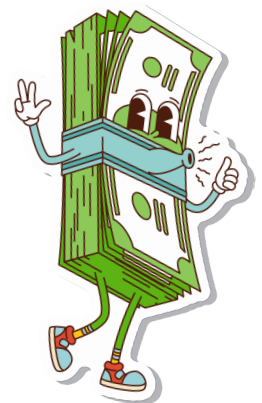
Total Tickets Sold: \_\_\_\_\_

Revenue: \$ \_\_\_\_\_

## Step 3: Calculate Your Profit

Profit = Revenue – Expenses

Profit: \$ \_\_\_\_\_



Rainstorm cancels a show  
-10 tickets sold



Social post goes viral  
+12 tickets sold



Celebrity guest appearance  
+10 tickets sold



Snacks sell out before the  
show starts  
-5 tickets sold



Staff shortage  
-3 tickets sold



Sound system problems  
-8 tickets sold



Opening act is a hit  
+10 tickets sold



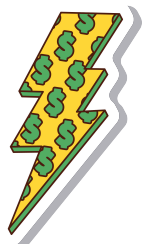
Headliner is late  
-8 tickets sold



Merch table success  
+\$10 in revenue



Traffic jam getting into the show  
-7 tickets sold



Ticket scammer  
Lose \$10 in revenue



Local business sponsorship  
Expenses decrease by \$10



Sold out balcony  
+12 tickets sold



Audience wants an encore  
+\$15 revenue from extra snacks sold



Power outage  
-8 tickets sold

