



Bi-Annual
Parents of Performers
Convention
AKA P.O.P. CON

McKinney Visitors' Bureau Grant Presentation

Hosted by Ovation Academy



**Parents of Performers
Convention**

February 26 & 27, 2021



404 POWER HOUSE ST. MCKINNEY, TX 75071
WWW.OVATIONAPA.ORG 214-856-4513

Workshop Presenters Include:

**Keynote
Speaker**

BJ Cleveland Margo Manning Lauren Lazell

Gail Cronauer Katy Bettner Dr. Lesley Childs Ashley H. White

David Pinkston Rebecca Lowrey Merrill West Ania Lyons

Julie Kelly Dr. Matt Davis Linda Eicher Kiba Walker

Gypsy Ingram Caitlin Suttle Thrivnet Financial

Christina Dragoo Parent Panel Angi Burns

DEBBIE SILVER



Industry Professional Workshops

Keynote Speakers

Parent Panels

Vendors

Industry Resources

Training and Mentorship for Parents

Marketing Plan



Total Page Likes: 1,947

Total Page Followers: 2,023

POP CON Marketing Plan

Marketing Budget

Publications	\$3000
Vista Print (Banners)	\$500
Radio	\$2500
Television	\$2500
Facebook/Instagram	\$2000
Office Depot	\$750
Billboards	\$3750
TOTAL	\$15,000

In the past week...

We are finally
figuring out how
this works. ;)

Page Likes

October 19 - October 25

44

Page Likes ▲ 110%



Post Reach

October 19 - October 25

18,631

People Reached ▲ 18%



Recommendations

October 19 - October 25

1

Recommendations ▲ 100%



Post Engagement

October 19 - October 25

3,123

Post Engagement ▲ 31%



Videos

October 19 - October 25

9,456

3-Second Video Views ▲ 1291%



Page Followers

October 19 - October 25

46

Page Followers ▲ 119%



Why invest in us? We will help achieve McKinney's goal of becoming a notable Cultural District!

Spotlight the industry resources within McKinney!

Highlight multiple performance venues within the Cultural District!

Allow local vendors to reach more clients!

Engaging the Youth and Parents in our community!

Unique and intriguing opportunity!