



STAGE 6 BUSINESS STUDIES JOINT EXCURSION PACKAGE

BIG SCREEN BUSINESS

IMAX Business Studies Program



SYDNEY
AQUARIUM

"Fishy" Business at Sydney Aquarium



**Create a FULL DAY Business Studies program right here in Darling Harbour:
Combine IMAX Big Screen Business + Sydney Aquarium Student Business Lecture.**

The IMAX Business Studies program has been updated with 2007 data and features all the latest information about the IMAX Theatre in Darling Harbour as a case study for the HSC. At Sydney Aquarium, students learn what strategies this world class facility employs to make it Australia's No.1 attraction, with more that 1.2 million visitors per year.

FOR BOOKINGS AND ENQUIRIES:

LG IMAX THEATRE

Ph: (02) 9213 1600 Fax: (02) 9281 3833 Email: education@imax.com.au
Visit IMAX website for more information www.imax.com.au/business

SYDNEY AQUARIUM

Ph (02) 8251 7811 Fax: (02) 9262 2385 Email: education@sydneyaquarium.com.au
Visit Sydney Aquarium website for more information www.sydneyaquarium.com.au



STAGE 6 BUSINESS STUDIES JOINT EXCURSION PACKAGE

A full day Business Studies program for HSC students – right here in Darling Harbour!

IMAX Big Screen Business

The popular IMAX Big Screen Business program has been updated with 2007 data and features all the latest information about the IMAX Theatre in Darling Harbour as a case study for HSC Business Studies. The program comprises a 30 minute Business Talk in the IMAX auditorium at 9.30am using PowerPoint™, followed by a film screening as an example of The IMAX Experience™. A detailed Education Pack on CD, containing Teacher Notes and Student Activity Sheets, is provided with every school booking and also available online.

The 30 minute PowerPoint™ presentation covers:

- History of IMAX in Australia and its trading through a period of management change
- Company structure and human resource charts
- IMAX 'Business Model' ie. elements that collectively ensure the business runs effectively on a day to day basis
- Marketing strategies, including market segmentation, product lifecycle and promotional tactics

For more information and to download resources, visit: www.imax.com.au/business

Suggested Joint Excursion Itinerary:

- ⇒ 9.30am IMAX Business Talk with PowerPoint™ presentation in Theatre
- ⇒ 10.00am Film screening, as an example of The IMAX Experience™
- ⇒ 11.00am Complete Activity Sheets at IMAX at your leisure
- ⇒ 11.30am Lunch/ walk to Sydney Aquarium (only 5mins along the Cockle Bay waterfront)
- ⇒ 12.00pm Sydney Aquarium Business Lecture
- ⇒ 1.00pm Visit Sydney Aquarium at your leisure
- ⇒ 2.00pm Finish/ return to school

*Times may be altered to suit individual school needs (with the exception of the 9.30am Talk at IMAX).

"Fishy Business" at Sydney Aquarium

Learn what strategies Sydney Aquarium employs to make it Australia's #1 attraction with more than 1.2 million visitors per year.

The 1 hour lecture on Marketing at Sydney Aquarium covers:

- SWOT analysis, Marketing Objectives
- Market Segmentation; Developing Marketing Strategies – Price, Product, Promotion
- Monitoring and Control of Promotional Strategies
- Opportunity for Q & A session

Teachers notes, updated for 2007, sent on request. Handouts are offered and discussed during the lecture. Student worksheets for a self-guided visit to the Aquarium before or after the lecture, with a focus on the Marketing strategies employed onsite, are available.

Lectures are offered at a time to complement visit times to other venues in Darling Harbour. Maximum 40 students per lecture. Larger groups can be split and alternate between the 2 activities of lecture and Aquarium walkthrough.

Joint Package Price: \$26.00 per student (incl. GST), includes admission to both venues, business presentations, student activity sheets and teacher resources. Features a \$1.00 per student discount at each venue.

LG IMAX THEATRE SYDNEY

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