

Power Point Plan

We are Seaworld's PR team (The Dream Team), partnering with WALC, Nestle, and Earthships.

Situation: Jenni

MAPS: Ali

Objectives Outline

Objective #1: Better living environment: Melissa

- WALC: Melissa
- Earthships: Melissa
- Eventual efforts to improve Seaworld park (enlarge pools, etc).

Objective #2: Better education

- Seaworlds conservation & education efforts: Shelby
- H2O campaign: Ali
- WALC
- PSA: Shelby

Tilicum's Release Plan: Ali

Objective #3: Strengthen relationship to park visitors and investors.

- Tilicum release party: Jenni
- Investor Gala: Jenni

Timeline/Evaluation: Melissa

Budget: Shelby

Campaign Summary: Jenni

- Present plans
 - Water bottle fundraising campaign
 - Strengthen investor/visitor relations
 - Release Tilicum
- Future plans
 - Improve habitat of whales and other animals currently at Seaworld
 - Continue research and conservation efforts