

A red sofa is centered in the upper half of the image. The words "the hot seat" are written in large, bold, blue lowercase letters across the sofa's backrest. To the right of the sofa, the word "DATING" is written in white, uppercase letters, curving upwards. In the top right corner, there are several small, blue, hand-drawn hearts floating upwards. The background is a light pink color with a pattern of faint, light-colored hearts.

**the
hot seat**

DATING

A Live Dating Game Show

By Emma Hibdon

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Executive Summary

Planning, promoting, and running *The Hot Seat*, a groundbreaking live dating game show, showcases expertise in event management, audience engagement, and creative marketing.

This project required meticulous coordination, innovative design, and a deep understanding of entertainment dynamics and event management to create an unforgettable experience for all attendees.



Outcome

The planning and promotional efforts resulted in a well-organized and highly engaging event. The success of *The Hot Seat* demonstrates my ability to balance creative vision with operational precision, effectively manage resources, and deliver an impactful live experience.

This project highlights strengths in event ideation, strategic marketing, audience engagement, brand development and implementation, and end-to-end execution — setting the stage for future successes in event management, promotion and live entertainment production.



Event Planning



Event Planning Summary

Concept Development:

- Designed a fresh, interactive format combining elements of classic dating game shows with authentic matchmaking to create a one-of-a-kind experience.

Audience Engagement Strategies:

- Integrated live polling, contestant “stealing”, and audience-driven decisions into the event format to maximize interaction and excitement.

Content Design:

- Curated a comprehensive database of hundreds of dynamic questions to spark genuine conversations.

Operational Logistics:

- Developed a detailed event framework, including pre-show questionnaires and registration, live polling structures, distinct show segments, and a prize-awarding process to ensure smooth execution of all show elements.

Volunteer Coordination:

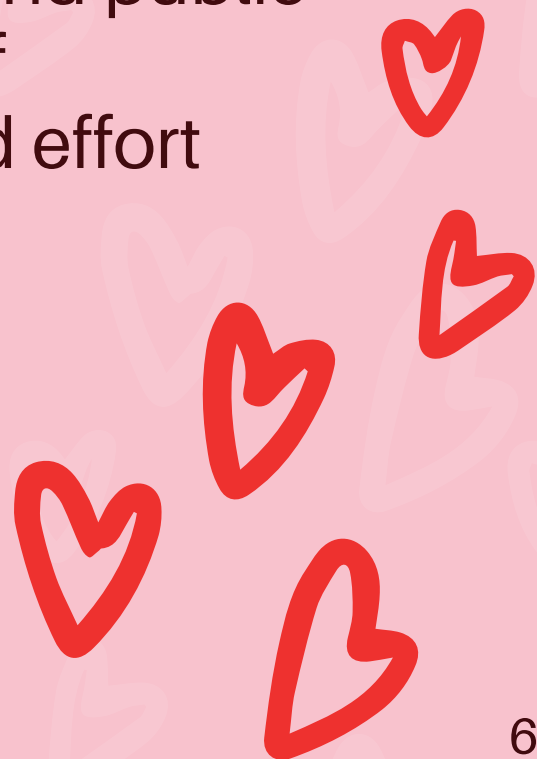
- Managed a team of five volunteers who assisted in event setup, registration, live polling, photography, and videography during the show and created a volunteer guide to outline roles and responsibilities.



Talent Acquisition

Talent acquisition for *The Hot Seat* requires more than just finding people willing to participate. Identifying people with a range of interests, humor, and perspectives to create a compelling and relatable lineup was extremely important to the function of the show.

Identifying people who also had larger and more diverse personal and public audiences (the equivalent of influencers) was a concerted effort made to increase reach.



Event Timeline

Sept. 23 - Approval for project; establish goals and set budget

Sept. 27 - Show format finalized

Oct. 5 - Venue scouting; first two *Heartthrobs* confirmed

Oct. 14 - Venue finalized; date and time finalized; email and social accounts created

Oct. 15 - content calendar finalized; registration form created; venue layout finalized; event playlist finalized

Oct. 28 - request technical support (volunteers, sound system, photography, and videography)

Nov. 1 - confirm venue details; print materials; finalize *Heartthrob* contestants

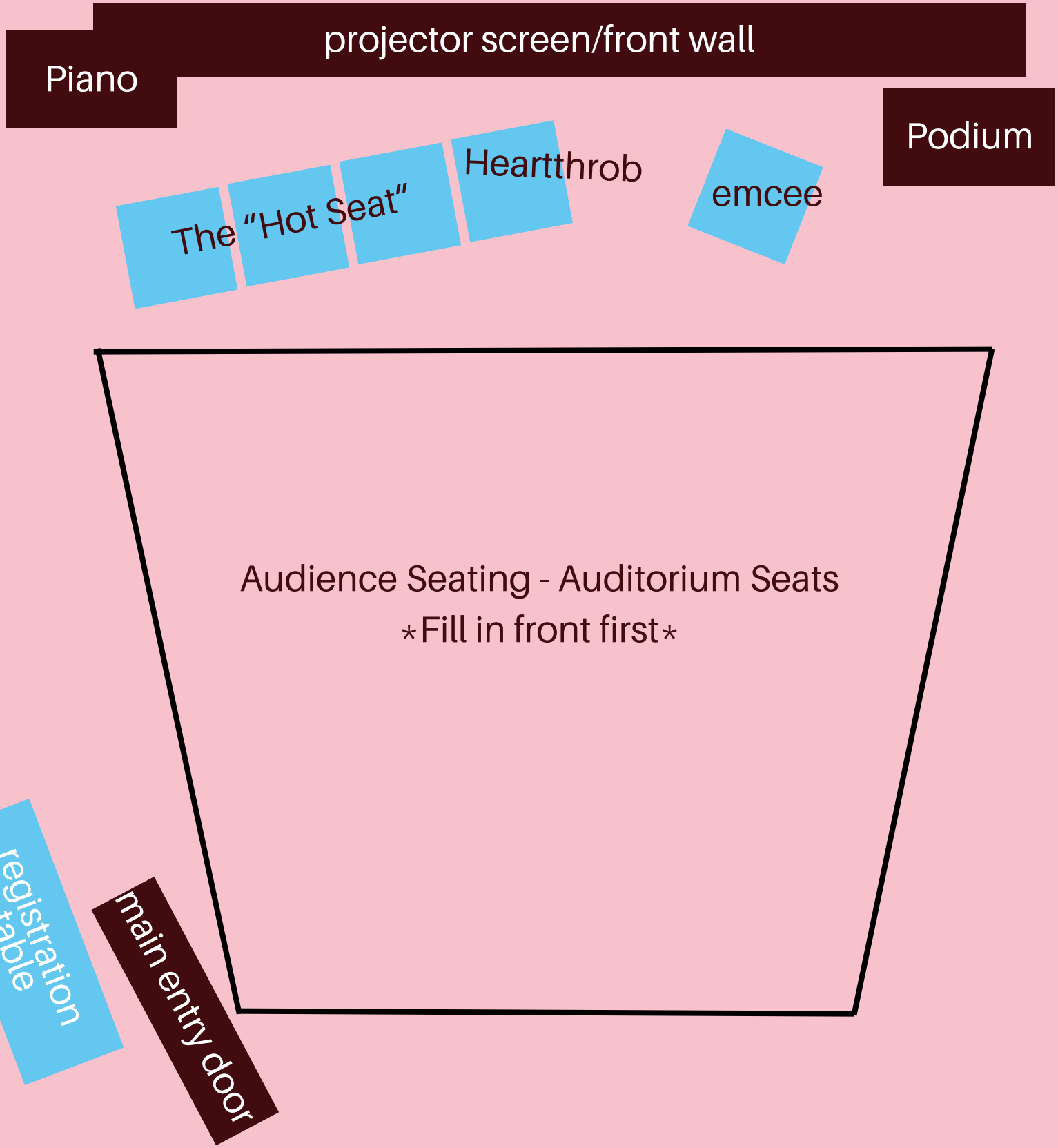
Nov. 7 - send follow-up feedback survey

Budget

With a budget of \$80 and a commitment to making the event free for all attendees, several budgetary sacrifices to location and decor needed to be made. The event came in under budget by \$12.50.

Expense Details	Category	Budget	Cost
Spori 35	Venue	\$0.00	\$0.00
Gift Cards x 4	Prizes	\$60.00	\$60.00
Coupons - Free Frosty's	Prizes	\$3.00	\$2.00
Directional Posters	Print Materials	\$3.00	\$3.00
QR Code - Registration	Print Materials	\$3.00	\$2.50
Sound System	Misc./Venue	\$0.00	\$0.00
		TOTAL	\$67.50

Venue Layout



Promotion & Marketing



Promotion & Marketing Summary

Targeted Campaigns:

- Created marketing strategies and messaging tailored to an audience of 18 to 25-year-old, single BYU-Idaho students highlighting the unique aspects of the show and positioning it as an alternative to dating apps ,

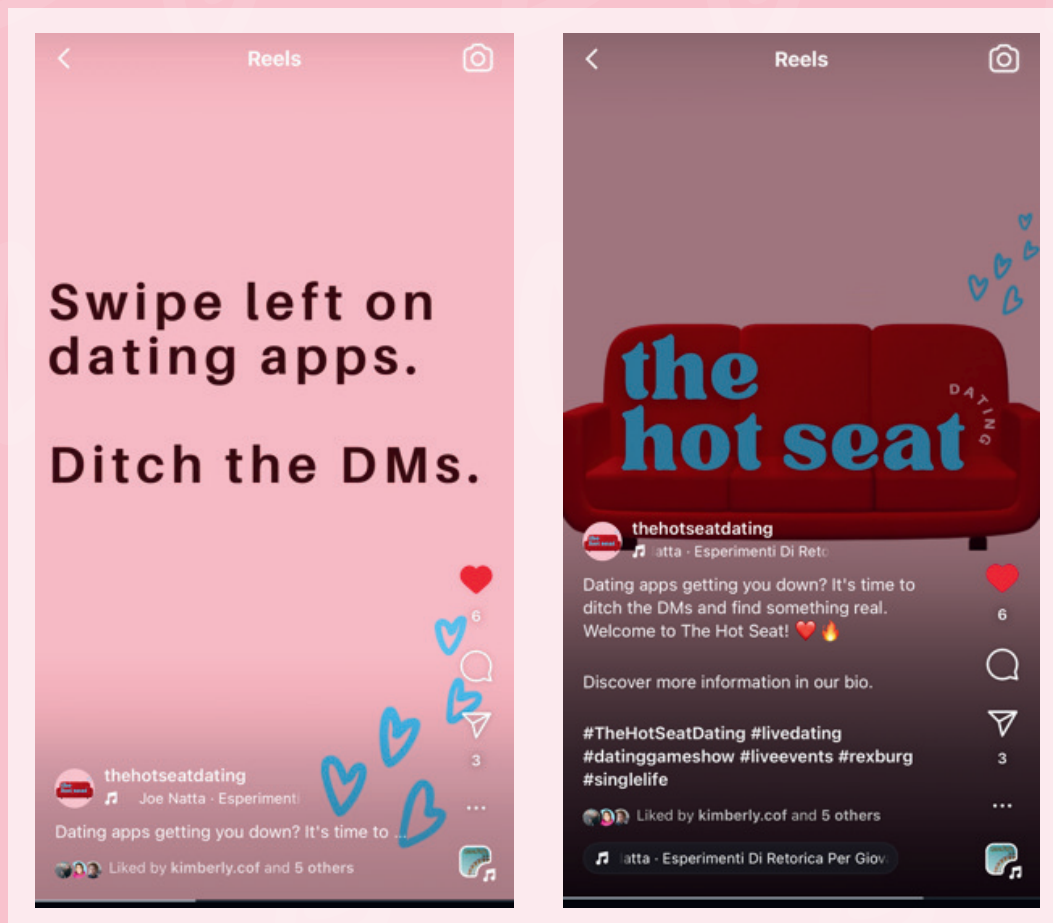
Social Media Engagement:

- Designed and deployed engaging content across social media platforms, including teasers, *Heartthrob* introductions, and interactive polls to build anticipation.

Promotion & Marketing Summary cont.

Strategic Messaging:

- Leveraged relatable frustrations with modern dating to resonate with potential attendees, emphasizing *The Hot Seat* as a fresh and fun solution.



Market Research

According to a Forbes Health survey, people spend an average of 51 minutes a day on dating apps. Mutual reported in 2023 that 75.3% of all swipes on their app were rejections.

Spending 40 minutes saying rejecting and being rejected by potential dates is a waste of time.

There are very few live dating shows “on the market” at the moment, and none of them are formatted like *The Hot Seat*.

Event Branding

Visual Design:

- Developed a cohesive branding strategy, including a modern logo, taglines, and promotional materials to position *The Hot Seat* as playful and polished.

In-Person Experience:

- Ensured alignment between digital branding and physical execution by creating a vibrant atmosphere and engaging visual and interactive elements within pre-developed brand standards.

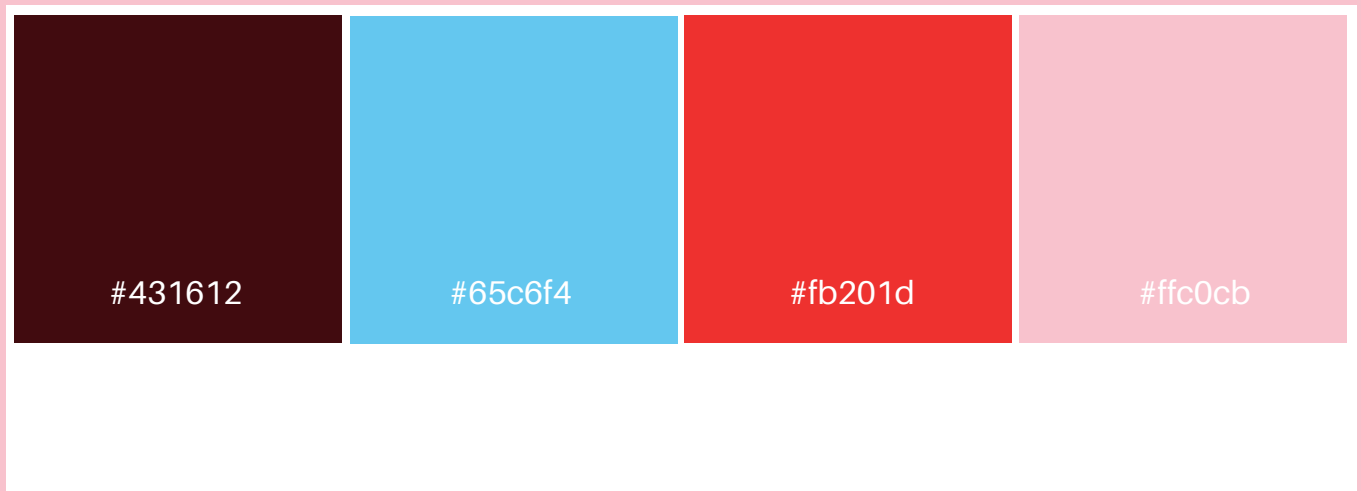


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105 pt 0.83 spacing



25 transparency



Content Summary

Visual Content:

- Planned and created visuals to inform and garner interaction from intended and potential audience.

Captions, Hashtags, and Slogans:

- Developed a brand voice through captions, hashtags, and slogans to accompany all content.

Content Guide:

- Stored and planned content in a spreadsheet designed for ease-of-access and organization.

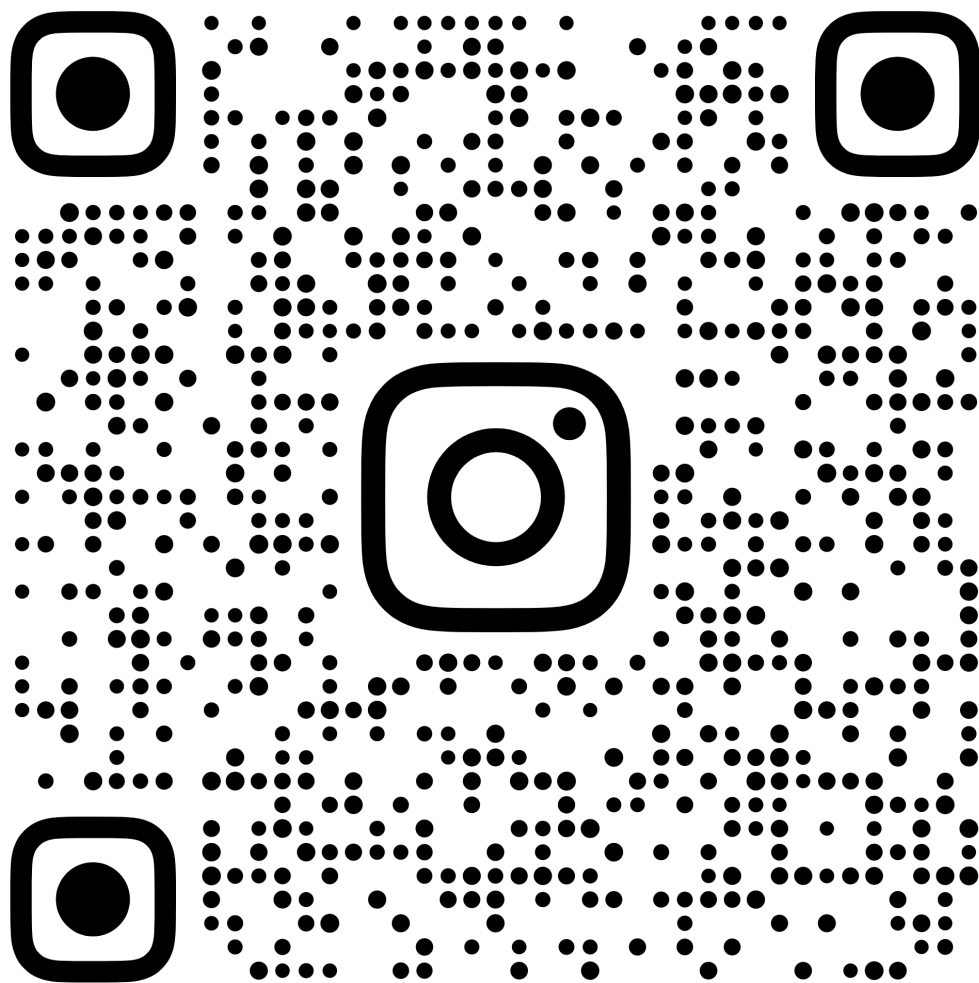
Content Guide

Date	Date Posted	Where	Category	Content	Copy	Hashtags	Other	Content goals
10/21	10/21	Instagram; TikTok; Youtube	Feed	Teaser animation	"Swipe left on dating apps. Meet IRL at @The Hot Seat"	"Dating apps getting you down? It's time to ditch the DMs and find something real. Welcome to @The Hot Seat!" #TheHotSeatDating #LiveDating #DatingGameshow #LiveEvent #Rexburg #SingleLife		Build Hype: Generate anticipation leading up to the event. Introduce Contestants: Familiarize the audience with the Heartthrobs and contestants. Show Format Teasers: Highlight unique aspects of the show. Engage the Audience: Encourage participation, feedback, and excitement.
	10/25		Image	Infographic explainer of game play	"Wondering how The Hot Seat works? Swipe to learn how YOU play a role in the match-making process."	"Who's making the decisions in your dating life? Let's ask the audience." #DatingShow #HowItWorks		
10/21			Stories	Poll Sticker: "Who's Excited" "Who's ready to make a real connection?"		"Love on line and prizes in the bag."	Follow-up with countdown?	
10/24			Carousel	Meet the Heartthrobs (shadows + fun facts)	Meet Heartthrob #[x], description. Swipe to learn more about this show's Heartthrobs.			
10/24			Reel/TikTok	Heartthrob intros (interview style, no faces)	Meet your Heartthrobs. Will they find their matches in The Hot Seat? Tune in to find out!		clip together all of them introducing themselves, but no names or faces	
10/28			Carousel	Meet the Heartthrobs	Meet Heartthrob #[x], description. Swipe to learn more about this show's Heartthrobs.	Comment below which contestant you're most excited to see!		
10/28			Reel/TikTok	Heartthrob intros	Meet your Heartthrobs. Will they find their matches in The Hot Seat? Tune in to find out!	Comment below which contestant you're most excited to see!		
10/28			Feed		"We're only ONE week away from the HOTTEST event of the year. Register early for an extra raffle entry!"			
10/29			Stories	Interactive sticker: Who are you picking?	"Which contestant do you want to meet in The Hot Seat?"			

Reel/TikTok	Best First Date?	We asked, you answered. What's your idea of the perfect first date? Drop you ideas in the comments!	#FirstDate #LovelsInTheAir	man on the street interviews?
Stories	This or That: Dating Edition	"Pick your date vibes!"		
Reel/TikTok	Infographic explainer of game play with audio voiceover	"Want to steal a contestant for yourself? Here's how YOU get to be part of the action!"	#LiveShow #AudienceParticipation	
Stories	Countdown sticker			
Reel/TikTok	Audience Testimonials (mock)	"Our audience can't wait for The Hot Seat! Are you ready to ditch the swipes and join the fun?"	#LiveEvent #FreeEvent #Fans	
Reel/TikTok	Heartthrobs getting ready	"The countdown is on! Your Heartthrobs are getting ready, are you?"	#Countdown	clips of contestants prepping/shopping for "Hot Seat" looks?
BTS video (mock)		"It's getting hot backstage! Who's ready for their turn in The Hot Seat?"		
Reel/TikTok	Favorite Pick-Up Lines	We asked... they delivered. What's your go-to pick-up line? Drop yours in the comments!	#PickUpLines #FunnyPickUpLines	contestants/man on the street
Reel/TikTok	Heartthrob reactions	"How would YOU react? "	#DatingScenarios #WorstDate #BadDate	Contestants react to random date-related scenarios
Stories	Q&A Box: Favorite Questions to ask on a Date			
Feed	Infographic repost/contestant stealing explainer?			
		"Tired of swiping? Try you luck in the Hot Seat! Find more		

Social Media Content

Scan to view!



THEHOTSEATDATING

Show Format

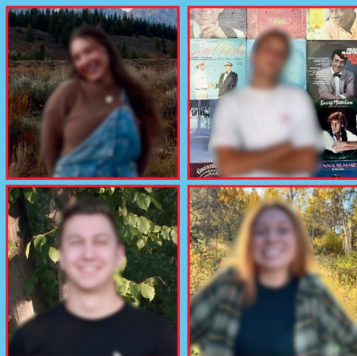


Format Summary

Contestants:

- The show centers around four *Heartthrobs* who take turns in the "Hot Seat," answering and asking questions to find their ideal match from a pool of contestants from the audience. Through three interview segments, contestants compete to connect with their *Heartthrobs* through humor, vulnerability, and chemistry.

meet your heartthrobs



just kidding :)



Audience Participation:

- Audience members play an integral role in the process of the show, influencing outcomes through live polling, opportunities to “steal” contestants, and direct interactions during interviews.
- During a *Heartthrob*’s first segment, they decide “*Who’s Driving the Bus?*” — choosing to retain full control over all decisions or turn it over for the audience to make decisions for them.

Segment Overview:

- Segment 1:
 - Traditional introductions and interview questions
 - Audience members can “steal” a spot and join the other contestants in the “Hot Seat”

Format Summary cont.

- Segment 2:
 - More questions fielded from the audience
 - Audience members can “steal” contestants away from the “Hot Seat”
- Segment 3:
 - Further questions
 - Contestants make final cases to *Heartthrobs* and/or audience

Prizes:

- To add to the excitement and increase participation, four gift cards of \$15 values were awarded to “winning” couples (*Heartthrobs* and their final contestant) and coupons for free Wendy’s Frostys were given to all participating contestants.

Sample Questions

Personality and Values:

- If you could trade lives with someone for a day, who would it be?
- Do you prefer texting or phone calls?
- How do you know when you've had a really good day?

"What-ifs" and Hypotheticals:

- You have to plan a heist. What role are you taking?
- If you were invisible for a day, what's the first thing you would do?
- If you woke up and were the CEO of a company, what company would it be?

Sample Questions cont.

Deep and Thought-Provoking:

- What do you value most in friendships?
- What motivates you to get out of bed in the morning?
- How do you typically respond when someone gives you feedback?

Creative and Open-Ended:

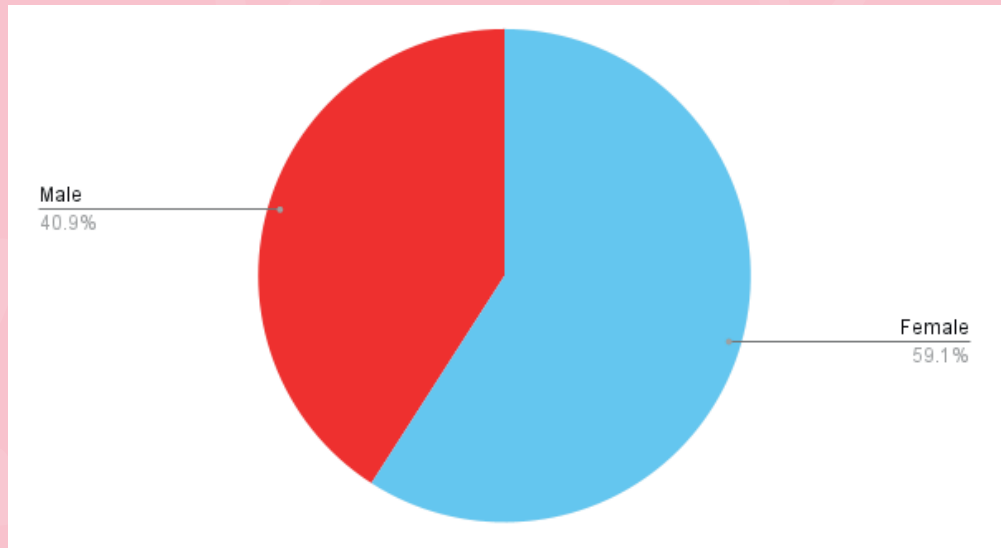
- If you could create your own holiday, what would it celebrate?
- Do you believe more in luck or hard work?
- What's something you've done that you never thought you would do?

Analytics

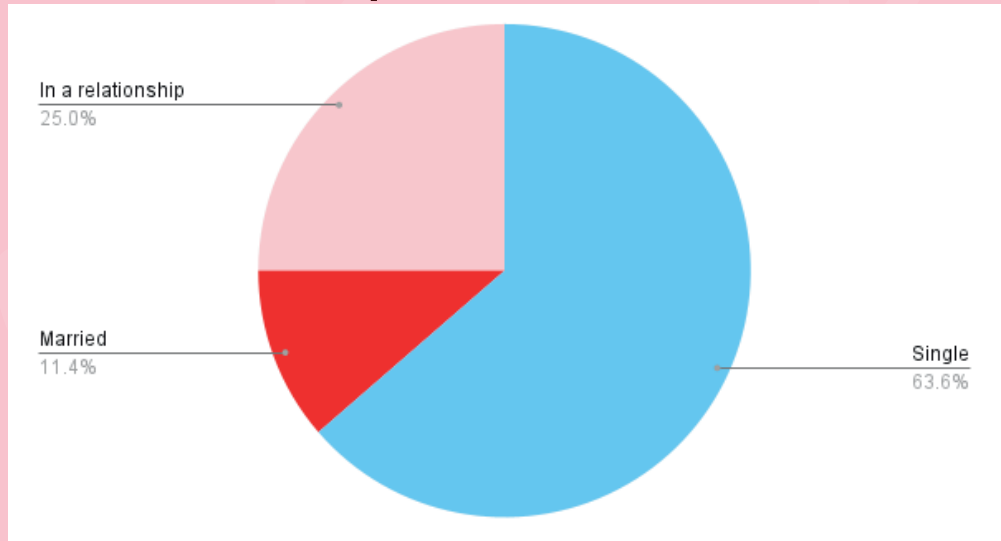


Attendee Demographics

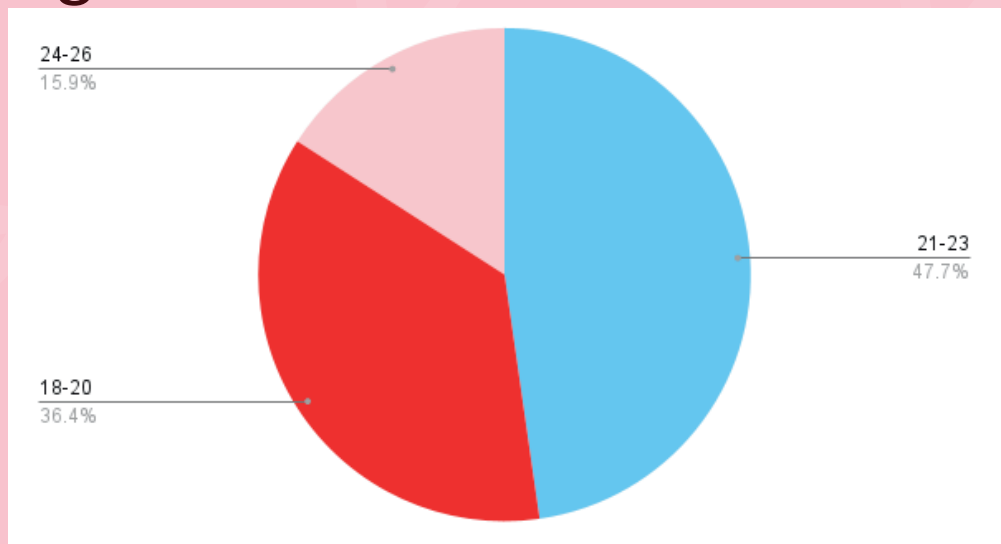
Gender



Relationship Status



Age



Social Media Metrics

Instagram

Follower count: 37

Average likes per post: 11

Average comments per post: 0

Accounts reached: 135

TikTok

Follower count: 5

Average likes per post: 10

Average comments per post: 0

Total views across TikToks: 2577



Testimonials

What did you like the MOST about the event?

"How interactive it was."

"The high level of audience participation."

"The interactiveness!!"

"I liked that the audience could submit questions!"

What did you like the LEAST about the event?

"It felt a little long at times, maybe have more time limits for responses?"

"It would have been more fun if there were more people in the audience."

"I wish I could have stayed the whole time!"

"The audience participation was a bit awkward in the beginning, but it was great once we found a groove!!"

Future Plans



Expansion

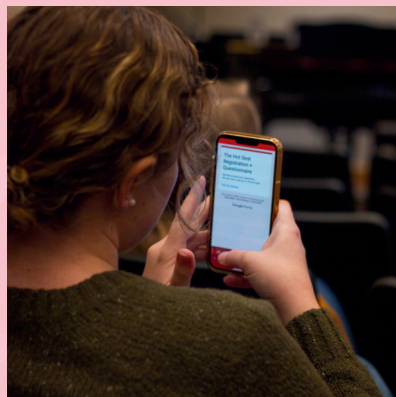
The success of the first *Hot Seat* event lays a groundwork that can feasibly and reasonably be expanded going forward.

Ideas to execute this include:

- Hosting in a larger venue
- Charging a small fee for attendees to support a larger venue, advertising, photo/videography, prizes and more
- Creating a website and ticketing landing page
- Running social media ads
- Leveraging online articles, press releases, and event listings
- Partnering with local influencers and bloggers to expand audience reach

Expansion cont.

- Partnering with local businesses for participant prizes
- Better integration of digital elements, such as live-streamed shows
- Higher-quality video content for post-show social media highlights
- A larger team of volunteers to field questions, help with registration, record and post content during the show.



Example Budget

Venue Rental: \$300

Marketing & Advertising: \$150

Decor & Set Design: \$100 (one-time purchase)

Prizes: \$150 (if not donated)

Total: \$700

With the event audience of 50 people, tickets would need to be at least \$14 to break even on this potential budget.

More attendees would decrease the cost to break even, but marketing the event in a way to justify a ticket price of \$15 is more than possible.

Conclusion



Final Summary

The Hot Seat exemplifies creativity, strategic planning, and impactful event execution. From conceptualizing a unique live dating game show to managing logistics, marketing, and audience engagement, the event showcases a blend of innovation and organizational expertise.



