

Theme Park Ride

Have you got what it takes to plan, design, build, brand and market a successful theme park ride?

Innovation, creativity and teamwork are a must if your ride is to become a success. Compete against other teams to deliver on time.

- 1. Plan** - Each team needs to start with a plan. What sort of ride will you build? What materials are on offer? Assign each member a task and work as a team.
- 2. Design** - How will the ride work? How will you construct it? Where will you construct it in the area around you?
- 3. Build** - With your planning and design complete you will move onto the build stage. Overcome any design flaws. Make your ride safe and free standing. Prove it works!
- 4. Build a brand** - Come up with a unique brand and design a logo that encompasses the feel and market your ride is aimed at.
- 5. Marketing** - How will you promote your ride? Where will you advertise?
- 6. Head to Head** - Pit your ride against all the other teams...will you come out on top?

