

SISSPAR005 Develop Athlete Personal Brand

Practical Assessment

Choose a sport and complete the following:

Task 1:

Carry out a simulated press conference and create a list of 10 questions. Have a friend ask you the questions on video. Upload the video and written script.

Task 2:

Describe how social media benefits personal brand?

Create a social media post plan including images you would post, captions and create a posting schedule for one week of promotion towards your personal athlete brand.

Task 3:

Identify 3 ways you can build your personal brand? Discuss how these are beneficial.