



2021 Convention Promotion Contests

- Cover
- Marketing Campaign

“Illuminating the
Pathway”

Must Include:

- ✓ MBEA logo
- ✓ 2021 Theme
- ✓ Michigan Business Education Association
- ✓ 83rd Annual MBEA Fall Convention
- ✓ November 10-12, 2021
- ✓ Bavarian Inn Lodge and Conference Center, One Covered Bridge, Frankenmuth, MI
- ✓ Promotional Marketing Campaign must also include a timeline, social media blasts, text announcements, reminders, etc.

THE WINNING SCHOOL,
STUDENT, AND
TEACHER WILL BE
RECOGNIZED IN THE
2021 CONVENTION
PROGRAM!

The winning Design
and Marketing
Promotional
Campaign will be
used as the
promotional
materials and as the
program cover for
the 2021 Fall
Convention!

SUBMISSION DEADLINE

Entries must be emailed to Colleen Webb at
Webb6164@gmail.com by 3:00 PM June 11.

- ✓ Editing may be required
- ✓ Only ONE entry per school
- ✓ Can enter one or both contests
- ✓ Instructor must be a current MBEA member