



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Selling

SPORTS AND ENTERTAINMENT MARKETING SERIES EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st Century Skills, Performance Indicators and Event Situation. You will have up to 10 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge).
- You will be evaluated on how well you demonstrate the 21st Century Skills and meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

21st CENTURY SKILLS

- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions and solve problems.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Analyze product information to identify product features and benefits.
- Discuss motivational theories that impact buying behavior.
- Explain key factors in building a clientele.
- Identify product's/service's competitive advantage.
- Identify communications channels used in sales promotion.

EVENT SITUATION

You are to assume the role of the group sales manager for CELEBRATION OF HERITAGE, a multicultural festival. The event director (judge) wants you to determine how to best sell the event to school districts in the area as an educational field trip.

CELEBRATION OF HERITAGE is scheduled to run the first Thursday – Sunday in May. The event is managed by the city’s international education committee and will be located in the city’s convention center. The committee hopes that this festival will become an annual event.

The event director (judge) is pleased to announce that over 100 ethnic groups will be participating in CELEBRATION OF HERITAGE. Each group will educate and inform attendees on their culture. Those attending will self-guide through each group and be able to:

- Learn dances
- Watch performances
- View exhibits
- Participate in demonstrations
- Taste different cuisines

Tickets for CELEBRATION OF HERITAGE are priced at \$15 for adults and \$10 for youth.

The event director (judge) is hopeful that area school districts will view the CELEBRATION OF HERITAGE as more than entertainment but as an educational experience. The event director (judge) thinks that school districts up to 150-miles away would be interested in the event.

The event director (judge) wants you to determine how to best sell CELEBRATION OF HERITAGE as an educational event so that area school districts will want to participate.

You will present your analysis to the event director (judge) in a role-play to take place in the event director’s (judge’s) office. The event director (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the event director’s (judge’s) questions, the event director (judge) will conclude the role-play by thanking you for your work.

JUDGE INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Participant Instructions, 21st Century Skills and Performance Indicators
2. Event Situation
3. Judge Role-Play Characterization
Allow the participants to present their ideas without interruption, unless you are asked to respond. Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant.
4. Judge Evaluation Instructions and Judge Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of the event director for CELEBRATION OF HERITAGE, a multicultural festival. You want the group sales manager (participant) to determine how to best sell the event to school districts in the area as an educational field trip.

CELEBRATION OF HERITAGE is scheduled to run the first Thursday – Sunday in May. The event is managed by the city’s international education committee and will be located in the city’s convention center. The committee hopes that this festival will become an annual event.

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Tickets for CELEBRATION OF HERITAGE are priced at \$15 for adults and \$10 for youth.

You are hopeful that area school districts will view the CELEBRATION OF HERITAGE as more than entertainment but as an educational experience. You think that school districts up to 150-miles away would be interested in the event.

You want the group sales manager (participant) to determine how to best sell CELEBRATION OF HERITAGE as an educational event so that area school districts will want to participate.

The participant will present information to you in a role-play to take place in your office. You will begin the role-play by greeting the participant and asking to hear about his/her ideas.

During the course of the role-play, you are to ask the following questions of each participant:

1. Why should we or shouldn't we keep the school district attendance to one day of the festival?
2. Why should we or shouldn't we offer special ticket prices for school groups?

Once the group sales manager (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the group sales manager (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

EVALUATION INSTRUCTIONS

The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event.

Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event director and the other judges to ensure complete and common understanding for judging consistency.

Level of Evaluation	Interpretation Level
Exceeds Expectations	Participant demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.
Meets Expectations	Participant demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 th percentile of business personnel performing this performance indicator.
Below Expectations	Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 th percentile of business personnel performing this performance indicator.
Little/No Value	Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 th percentile of business personnel performing this performance indicator.



**SPORTS AND ENTERTAINMENT MARKETING SERIES
2022**

JUDGE'S EVALUATION FORM
DISTRICT EVENT 2

Participant: _____

INSTRUCTIONAL AREA:
Selling

ID Number: _____

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Analyze product information to identify product features and benefits?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Discuss motivational theories that impact buying behavior?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain key factors in building a clientele?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Identify product's/service's competitive advantage?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Identify communications channels used in sales promotion?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
21st CENTURY SKILLS						
6.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
7.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
8.	Communicate clearly?	0-1	2-3	4	5-6	
9.	Show evidence of creativity?	0-1	2-3	4	5-6	
10.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
TOTAL SCORE						