



CAREER CLUSTER

Entrepreneurship

INSTRUCTIONAL AREA

Promotion

ENTREPRENEURSHIP TEAM DECISION MAKING EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st Century Skills, Performance Indicators and Case Study Situation. You will have up to 30 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge). All members of the team must participate in the presentation, as well as answer any questions.
- 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 and Collaboration – Communicate clearly and show evidence of collaboration.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Explain the role of promotion as a marketing function.
- Identify the elements of the promotional mix.
- Identify communications channels used in sales promotion.
- Describe word-of-mouth channels used to communicate with targeted audiences.
- Identify company's unique selling proposition.
- Explain the concept of marketing strategies.
- Explain factors that influence customer/client/business buying behavior.

CASE STUDY SITUATION

You are to assume the roles of the owners of TWILIGHT CHILDCARE, a new daycare provider that offers afternoon and evening hours. An investor in the business (judge) has asked your team to develop a plan to promote the new business to targeted markets.

TWILIGHT CHILDCARE will soon open in a busy tourist destination that has a popular neighborhood with hotels, restaurants and entertainment venues. The neighborhood businesses account for 25% of the city's total employment.

While other daycare facilities offer childcare during daytime hours, TWILIGHT offers afternoon and evening hours. The business offers childcare Monday through Friday from 3pm – 11pm and on the weekends from 5pm – 11pm. TWILIGHT provides one meal, one snack, learning opportunities, games, outdoor activities and quiet time starting at 8pm.

You are ready to begin enrolling children and feel that targeting the employees working in the neighborhood is important since many of them work nontraditional hours and need childcare. The investor (judge) is excited that TWILIGHT CHILDCARE is offering this service and wants you to create a plan that will introduce the business to the employees that work in the neighborhood, promote the unique services and influence them to enroll their children.

You will present your plan to the investor (judge) in a meeting to take place in the investor's (judge's) office. The investor (judge) will begin the meeting by greeting you and asking to hear your ideas. After you have presented your ideas and have answered the investor's (judge's) questions, the investor (judge) will conclude the meeting 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. Case Study Situation
3. Judge 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 team.

4. Judge Evaluation Instructions and Judge Evaluation Form
Please use a critical and consistent eye in rating each participant team.

JUDGE CHARACTERIZATION

You are to assume the role of an investor in TWILIGHT CHILDCARE, a new daycare provider that offers afternoon and evening hours. You have asked the owners (participant team) to develop a plan to promote the new business to targeted markets.

TWILIGHT CHILDCARE will soon open in a busy tourist destination that has a popular neighborhood with hotels, restaurants and entertainment venues. The neighborhood businesses' employees account for 25% of the city's total employment.

While other daycare facilities offer childcare during daytime hours, TWILIGHT offers afternoon and evening hours. The business offers childcare Monday through Friday from 3pm – 11pm and on the weekends from 5pm – 11pm. TWILIGHT provides one meal, one snack, learning opportunities, games, outdoor activities and quiet time starting at 8pm.

The owners (participant team) are ready to begin enrolling children and feel that targeting the employees working in the neighborhood is important since many of them work nontraditional hours and need childcare. You are excited that TWILIGHT CHILDCARE is offering this service and want the owners (participant team) to create a plan that will introduce the business to the employees that work in the neighborhood, promote the unique services and influence them to enroll their children.

The participant team 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 team and asking to hear about their ideas.

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

1. Would your promotion plan work for other markets outside the neighborhood?
2. What are ways you can eventually expand your business?

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

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

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. The maximum score for the evaluation is 100 points. The presentation will be weighted twice (2 times) the value of the exam scores.

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	Participants 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	Participants 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	Participants 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	Participants demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps the participants should seek other employment; would rank in the 0-49 th percentile of business personnel performing this performance indicator.



ENTREPRENEURSHIP TEAM DECISION MAKING 2023

JUDGE'S EVALUATION FORM
DISTRICT EVENT

Participant: _____

INSTRUCTIONAL AREA:
Promotion

Participant: _____

ID Number: _____

Did the participant team:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the role of promotion as a marketing function?	0-1-2-3	4-5-6	7-8	9-10	
2.	Identify the elements of the promotional mix?	0-1-2-3	4-5-6	7-8	9-10	
3.	Identify communications channels used in sales promotion?	0-1-2-3	4-5-6	7-8	9-10	
4.	Describe word-of-mouth channels used to communicate with targeted audiences?	0-1-2-3	4-5-6	7-8	9-10	
5.	Identify company's unique selling proposition?	0-1-2-3	4-5-6	7-8	9-10	
6.	Explain the concept of marketing strategies?	0-1-2-3	4-5-6	7-8	9-10	
7.	Explain factors that influence customer/client/business buying behavior?	0-1-2-3	4-5-6	7-8	9-10	
21st CENTURY SKILLS						
8.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
9.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
10.	Communicate clearly and show evidence of collaboration?	0-1	2-3	4	5-6	
11.	Show evidence of creativity?	0-1	2-3	4	5-6	
12.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
TOTAL SCORE						