



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Emotional Intelligence

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

- Describe the nature of ethics.
- Explain reasons for ethical dilemmas.
- Recognize and respond to ethical dilemmas.
- Take responsibility for decisions and actions.
- Explain company selling policies.

EVENT SITUATION

You are to assume the role of the sales manager for SOLOMON STAGE, a small entertainment venue. An employee (judge) has asked for permission to purchase a ticket to a special event, and you must respond.

SOLOMON STAGE is a small venue that seats 1,000 people. Tickets for events are available online and at the box office. SOLOMON STAGE does not provide employee discounts for ticket sales, and employees must purchase tickets online and not at the box office.

The Grammy award winning artist, *The Duchess*, has planned a one-night-only special performance at SOLOMON STAGE next week. The last-minute announcement was made in conjunction with the release of her new single. *The Duchess* is excited to perform in an intimate space rather than a sold-out stadium crowd. To keep the event even more local, *The Duchess* has asked that all ticket sales be in-person and not available online.

Tickets will be going on sale in just two hours. There are 10 employees scheduled to work the box office managing ticket sales and two managers on duty. There are hundreds of people already in line waiting for the box office to open, many waiting in line since yesterday. An employee (judge) that is selling tickets today has just clocked-in to work and has asked to purchase two tickets for *The Duchess* event.

Since this is a unique event and tickets are not available online, you must decide if the employee (judge) is able to purchase tickets to the event and explain to the employee (judge) how the request has ethical implications. You must also let the employee (judge) know of any changes or additions that will be made to ticket selling policies to employees.

You will present an answer to the employee (judge) in a role-play to take place in your office. The employee (judge) will begin the role-play by greeting you and asking to hear your answer. After you have presented an explanation and have answered the employee's (judge's) questions, the employee (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 an employee at SOLOMON STAGE, a small entertainment venue. You have asked the sales manager (participant) for permission to purchase a ticket to a special event.

SOLOMON STAGE is a small venue that seats 1,000 people. Tickets for events are available online and at the box office. SOLOMON STAGE does not provide employee discounts for ticket sales, and employees must purchase tickets online.

The Grammy award winning artist, *The Duchess*, has planned a one-night-only special performance at SOLOMON STAGE next week. The last-minute announcement was made in conjunction with the release of her new single. *The Duchess* is excited to perform in an intimate space rather than a sold-out stadium crowd. To keep the event even more local, *The Duchess* has asked that all ticket sales be in-person and not available online.

Tickets will be going on sale in just two hours. There are 10 employees scheduled to work the box office managing ticket sales and two managers on duty. There are hundreds of people already in line waiting for the box office to open, many waiting in line since yesterday. You are selling tickets today and have just clocked-in to work, and you have asked to purchase two tickets for *The Duchess* event.

Since this is a unique event and tickets are not available online, the sales manager (participant) must decide if you are able to purchase tickets to the event and explain to you how the request has ethical implications. The sales manager (participant) must also let you know of any changes or additions that will be made to ticket selling policies to employees.

The participant will present information to you in a role-play to take place in the 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. Do you think we will need more staff for this event than for a normal event? Why?
2. Why do we allow talent to make special rules?

Once the sales manager (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the 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
2023**

JUDGE'S EVALUATION FORM
DISTRICT EVENT 2

Participant: _____

INSTRUCTIONAL AREA:
Emotional Intelligence

ID Number: _____

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Describe the nature of ethics?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain reasons for ethical dilemmas?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Recognize and respond to ethical dilemmas?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Take responsibility for decisions and actions?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain company selling policies?	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						